



Tulip Time 2018

18 September – 1 October 2018

Expression of Interest - 2018 Tulip Time Charity Partnership

The Tulip Time Working Party is seeking Expression of Interest from charities wishing to be considered as the 2018 Tulip Time Charity Partner.

Tulip Time in the Southern Highlands is one of Australia's oldest and best loved flower festivals attracting approximately 65,000 visitors into the towns and villages across the Shire during the two week festival. The centrepiece of Tulip Time features over 70,000 mass planted tulips in Bowral's Corbett Gardens, with an additional 40,000 tulips planted in public parks in Mittagong and Moss Vale.

Each year, Tulip Time partners with an Australian Charity with ties to the Southern Highlands. The festival offers its partner charity the opportunity to fundraise and/or raise awareness by leveraging on the popularity of the festival. The Tulip Time charity partner is promoted on all Tulip Time marketing and promotional collateral and given access to an information/fundraising/merchandising marquee within Corbett Gardens during the festival.

The Tulip Time Working Party works closely with the Tulip Time Charity Partner to ensure fundraising/awareness opportunities created and managed by the Tulip Time Charity Partner are maximised.

The 2018 Tulip Time festival will run from Tuesday 18 September to Monday 1 October 2018. Submissions are required by close of business on Wednesday 1 November 2017.

Commitments required from the Tulip Time Partners

- A Tulip Time Ambassador who will act as the face of the charity and attend required Tulip Time functions including the Tulip Time Launch/first bulb planting (April/May) and Tulip Time Street Parade and Presentations (September).
- Promote Tulip Time through its communication channels including social media and inclusion of the Tulip Time logo (with link) on the Charity's web site home page.
- If the provision of a marquee in Corbett Gardens, Bowral is taken up, it is staffed and operational throughout the 14 day festival.
- Accept an honorary position on the 2018 Tulip Time Working Party and attend meetings as required.

Application Criteria

Submissions for consideration by the Tulip Time Working Party must address the following criteria:

- Core details about the Charity including:
 - ✓ Charity name and contact details (address and telephone numbers)
 - ✓ Names and details of key contacts (National and Local)
 - ✓ Registered Charitable Organisation documentation
 - ✓ Australian Taxation Office/ABN endorsement
 - ✓ Details of the structure, services, philosophies and goals of the charity
 - ✓ Details of any proposed partnerships with aligned charities/associations
- Details of direct links and/or programs to the Wingecarribee Shire community.
- Details of how any funds raised resulting from Tulip Time will directly benefit the Wingecarribee Shire community.
- Details of proposed Tulip Time Ambassador and their relevance to the charity and how they will add value to the Charity and Tulip Time.
- Details of possible activities/events/promotions to be created developed and managed by the charity during Tulip Time.

**Submission deadline on or before
COB Wednesday 1 November 2017**

Submissions to emailed as pdf document to: Lorna.Bussell@wsc.nsw.gov.au

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