



MISSION BEACH  
BUSINESS & TOURISM

**SPONSORSHIP PROPOSAL**  
**FOR**  
**MISSION BEACH**  
**AQUATIC FESTIVAL**  
**2017**



Prepared by:

The Mission Beach Aquatic Festival Committee  
Mission Beach Tourism Inc



2007 Children competing at the IGA Treasure Hunt

## Mission Beach – Getaway from the Everyday!

Situated midway between Townsville and Cairns, with its 14km of pristine palm fringed beaches, blue waters, tropical islands off shore and the majestic backdrop of the World Heritage Rainforest, Mission Beach is one of the highlights of the Tropical Coast. The Great Barrier Reef is only 38km away making Mission Beach the closest access to the Reef and its brilliant white sandy Coral Cays. Just 10 minutes off shore, the fabled Dunk Island beckons you as do the other islands of the Family Island group.

Mission Beach is renowned for its unique rainforest, home of the rare and beautiful Cassowary, scrub turkey, giant green tree frog and a rich diversity of flora and fauna.

All year round you can explore Mission Beach by undertaking any one of the many activities present. For the adventurous these include; reef snorkelling and reef experiences, skydiving, rafting, sea kayaking and for those of you who wish to relax and enjoy the atmosphere a reef cruise, rainforest tour or scooter ride around the villages may be more your style.

There is something for everyone – so “Get away from the everyday”.

# The Mission Beach Aquatic Festival 4<sup>th</sup> – 5<sup>th</sup> November 2017

The Mission Beach Aquatic Festival is a Family Fun Festival, first held in the late 1980's. It has developed and grown from a community initiative to create an event that celebrates the contributions of the local community to the development of Tropical North Queensland and the beaches alluring lifestyle.

The Aquatic Festival committee is made up of a dedicated bunch of community volunteers who provide assistance and services to the Festival with the support of Mission Beach Tourism.

The returning event in 2017 will be crammed full of terrific entertainment and activities for the whole community and bringing back some of the old originals which will include:

- The Boat that isn't a Boat
- Sand Modelling Competition
- Ski Races
- Tinnie Sail Past
- Treasure Hunt
- Outrigger Races
- Rafting Races
- Volley Ball Competitions
- Paws on the Beach
- Bands and Entertainment
- Fireworks

As you can see we have a huge line up and there is something for everyone.

## **Staffing and Governance**

The Mission Beach Aquatic Festival is coordinated by the Mission Beach Aquatic Festival committee under the auspicious of Mission Beach Tourism Inc and with the support of Rotary Mission Beach. Mission Beach Tourism Inc, a major stakeholder in the Festival, also provides substantial assistance through the Tourism Officers role, who is supporting the coordination and promotion and marketing of the Festival.

# AQUATIC FESTIVAL SPONSORSHIP PACKAGES

## A better return for your sponsorship

2017 focuses on a fresh approach to sponsorship and a new look management team for the Festival. This approach will provide you with the opportunity to derive an even better return on your investment, and allow you to tailor your sponsorship for maximum advantage.

There are 4 levels of sponsorship categories:

- Event Partner (up to the value of \$999)
- *Bronze* (\$1,000 to \$2,499)
- *Silver* (\$2,500 to \$4,999)
- *Gold* (\$5,000 to \$9,999)

## FESTIVAL SPONSORSHIP PACKAGE:

All Bronze, Silver and Gold 2017 Mission Beach Aquatic Festival sponsors receive:

- Recognition of your sponsorship in the Aquatic Festival Souvenir Program, a Sponsors report and Annual Report.
- Individual and/or Company acknowledgement throughout the Festival
- A certificate of Appreciation and photograph of the 2017 Festival

**All sponsors receive the benefits of the Festival Sponsorship package.** Every bronze, silver and gold sponsor receives a Festival Sponsors package. The level of sponsorship and the benefits received are determined by the Event or product you support. For example you could purchase the supporting sponsor rights to “The Roaming Sea Creatures” for \$1,000, which would make you a *bronze* sponsor.

## Bronze, Silver and Gold Sponsorships

These packages give you the opportunity to increase your standing as a sponsor and your profile in the Tropical North Queensland community plus:

### **BRONZE SPONSORSHIP PACKAGE**

- Naming rights to a **supporting** event at the 2017 Festival (e.g. exhibition, sporting competition, entertainers etc.)
- Recognition for local management with prize and award presentation opportunities.
- Company Name included in Festival Program (if support confirmed by July 31st)
- Complementary trade stall site in street markets for product promotion.
- Signage opportunities at the Festival
- Logo placed on official letterhead

**Investment \$1,000 - \$2,499**

### **SILVER SPONSORSHIP PACKAGE**

All benefits of *Bronze Sponsor* Package plus:

- Naming rights to a **peak** Festival Activity (e.g. Sand Modelling, Outrigging Races, Rafting Races, Treasure Hunt etc.)
- In media interviews, sponsor name recognition will be given by the Festival's marketing officer.
- Company logo prominently displayed on all appropriate advertising.
- Prominent inclusion of logo on Festival Program (if support confirmed by July 31<sup>st</sup>)

Investment \$2,500 - \$4,999

### **GOLD SPONSORSHIP PACKAGE**

All benefits of the *Silver Sponsorship* package, plus:

There are only 2 available GOLD Sponsorship packages available and will include:

- **Naming Rights** to the Festival for 2017
- **Exclusive** product sales at venues throughout the Festival
- Prominent inclusion of logo on all Festival signage distributed throughout the region (if support confirmed by July 31<sup>st</sup>).
- Logo included on television commercial (15-30 sec approx 4 times a day for 3 weeks Sept/Oct in Tropical North Queensland)
- Logo and Tag in Social Media through Mission Beach Tourism Facebook page and business tagged pages

Investment \$5,000 - \$9,999

## **COMMUNITY SUPPORT:**

The Mission Beach Aquatic Festival is run by the Mission Beach Aquatic Festival committee under Mission Beach Tourism, which is a non-profit organization that has enormous support within the community.

There are many Trades people, Corporate Businesses, non-profit organisations and individuals who recognise the potential benefits of the Mission Beach Aquatic Festival and have generously offered their support to this years Festival.

## **Further Inquiries:**

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