



# Scenic Rim

## ADVENTURE FESTIVAL

29 APR-2 MAY @ MT BARNEY LODGE

### Sponsorship Package





## **Scenic Rim Adventure Festival Sponsorship Package**

### **What is the Scenic Rim Adventure Festival?**

Scenic Rim Adventure Festival 2022 is the celebration of all things eco adventure in the Scenic Rim. Following on from the inaugural festival in 2021 you can expect a jam-packed long weekend highlighting a wide array of adventurous activities that you can engage with in the Scenic Rim, along with a number of interactive workshops, live music, guest speakers all while camping under Queensland's most iconic mountain.

### **Why Partner with us?**

Mt Barney Lodge is an award-winning advanced ecotourism retreat situated at the base of Mt Barney, Part of the Gondwana Rainforests of Australia World Heritage Property. Along with Mt Barney Lodge's relaxing homesteads and camping accommodation, it is also known for its comprehensive adventure program with activities ranging from Nature Play activities, to guided bushwalks, bushcraft and survival activities and the epic guided mountain expeditions to the top of Queensland's most impressive peak.



Your business could reap the rewards from being aligned with Australia's most prominent adventurers and the Scenic Rim's best tourism operators. Exciting opportunities exist for businesses to partner with Scenic Rim Adventure Fest and share in the excitement of being part of this iconic event. Partners of Scenic Rim Adventure Festival can promote their products and business in the community. In return for your valuable investment, we offer many great benefits which are listed under each sponsorship package in this document.

Between Scenic Rim Adventure Festival having just won Outdoors Queensland's Brisbane City Council Outdoor Event Award for 2021 and the Scenic Rim being announced in The Lonely Planet's Top Ten places to visit in the world for 2022, now is the perfect time to jump on board this opportunity.

### **What does Scenic Rim Adventure Fest offer?**

With our valued festival sponsors, Mt Barney Lodge's Scenic Rim Adventure Festival will be able to offer a quality event to the Scenic Rim (South East Queensland) community featuring:

- locally and internationally acclaimed adventurers, musicians, artists, and performers.
- Multiple Expeditions up South East Queensland's most impressive peak!
- Outdoor Film Festival by Adventure Entertainment.
- Exciting and interactive Children's Festival including adventure activities and workshops.
- Trade stalls and displays from a variety of adventure providers, adventure retail outlets and community organisations such as scouts, SES etc.
- Local food stalls





### **What are the benefits of being a Scenic Rim Adventure Fest Partner?**

Scenic Rim Adventure Festival offers great marketing opportunities to its sponsors through multiple advertising opportunities. Aiming to attract an audience of approximately 1500 - 2000 people, Scenic Rim Adventure Festival, will provide numerous opportunities to demonstrate the great social conscience of any community minded business.

Mt Barney Lodge's Facebook pages has amassed over 9100 likes and 9700 follows and has a reach of over 157 000 people all year round with great interaction and exposure. Links from the Facebook page are a great commercial opportunity to attract new customers to your market.

Mt Barney Lodge's Instagram has over 3200 likes.

Scenic Rim Adventure Festival will feature in local print media which will be distributed to all local households.

Further opportunities exist in the 2 months leading up to Scenic Rim Adventure Festival within purchased advertising for the festival.

Leaflet distribution produces over 500 promotional flyers, posters, and programs each year which are distributed through various mediums including local businesses, libraries, and government facilities.

### **How do you become a Scenic Rim Adventure Festival partner?**

You can contact the organisers on 5544 3233 so we can arrange a convenient time to meet with you to discuss your interest in becoming a Scenic Rim Adventure Festival Sponsor.

Alternatively, you can email either of the organisers listed below and we will call you to arrange a time. By becoming a Scenic Adventure Festival sponsor early, you will maximise your exposure to our patrons and the business community.

### **Who do you contact?**

Innes Larkin

[Innes@mtbarneylodge.com.au](mailto:Innes@mtbarneylodge.com.au)

Jessica Bradley

[Info@mtbarneylodge.com.au](mailto:Info@mtbarneylodge.com.au)



## **Sponsorship tiers**

### **Platinum \$5000 – a unique offering**

Premium trade spot 3x6m

5 weekend entry passes

Major Logo signage acknowledgement located around the festival site with verbal acknowledgement throughout the festival program on all stages.

Major logo acknowledgements on visual messaging signs during festival

Major acknowledgement and brand exposure on website with links to your website.

Major acknowledgement and brand exposure through social media.

Major acknowledgement on leaflets/programs

Recognition in all print media.

Naming rights to a festival venue

One hour talk/demonstration opportunity

Certificate of appreciation.

### **Gold \$2000 – High Exposure advertising**

3 Weekend Entry Passes

Premium trade spot 3x6m

Major Logo signage acknowledgement located around the festival site.

Major logo acknowledgements on visual messaging signs during festival

Major acknowledgement and brand exposure on website with links to your website.

Major acknowledgement and brand exposure through social media.

Major acknowledgement on leaflets/programs

Recognition in all print media.

Certificate of appreciation

One hour talk/demonstration opportunity

Certificate of appreciation.



## **Silver \$1000 – Involved in the community**

2 Weekend entry Passes

Logo Acknowledgement in two venues

Logo Acknowledgement on website with links to your website

Logo acknowledgement and brand exposure through social media.

Logo acknowledgement on programs.

Trade spot 3x3

30 minute talk/demonstration opportunity

Certificate of appreciation

## **Bronze \$500 – increase brand awareness**

1 weekend entry pass and 20% off ticket price.

Trade spot 3x3

Logo Acknowledgement in one venue

Logo acknowledgement on programs and flyer.

Certificate of appreciation



### Scenic Rim Adventure Festival Sponsorship Application Form

Name of Business	
Contact Name	
Phone number	
Email Address	
Social Media	Website: Facebook: Instagram:
<p>I would like to sponsor the Scenic Rim Adventure Festival at the following Level:</p> <ul style="list-style-type: none"> <li>● Bronze (\$500)</li> <li>● Silver (\$1000)</li> <li>● Gold (\$2000)</li> <li>● Platinum (\$5000)</li> </ul> <p>I _____ hereby authorize Mt Barney Lodge</p> <p>To debit the nominated amount from my nominated    Visa    Mastercard</p> <p>Card Number: _____ / _____ / _____ / _____      Exp date ____/____</p> <p>Name on Card: _____      CCV# _____</p> <p>Signature: _____</p> <p><b>Direct Debit payments:</b>          Bank of Queensland          Mt Barney Lodge          Account: 124 001          BSB: 2028 2988          Ref: SRAF "Your Business Name"</p> <p>For alternate payment methods, contact Mt Barney Lodge on 07 5544 3233 or <a href="mailto:info@mtbarneylodge.com.au">info@mtbarneylodge.com.au</a></p> <p>Please return this document with a high-res business logo attached for advertising and marketing purposes.</p> <p>I have read and understood the terms and conditions attached:</p> <p>Signed: _____      Date: _____</p>	