

# **Holden Festival of the North 2005**

## **Naming Sponsorship Proposal**

**10 December 2005**

**A submission by the Festival of the North's management partnership of the Cities of Playford and Salisbury, the Playford Arts Community Team and the Northern Partnership.**

## HOLDEN FESTIVAL OF THE NORTH

A major, inaugural festival which draws applause for Holden's contribution to the Northern Adelaide Region, celebrating Australian car culture, local community achievement and building pride in Australia's most important manufacturing region.

## **Holden Festival of the North - Overview**

### **When and Where**

- The Holden Festival of the North will be held from 2 - 30 November 2005 at prominent locations at Salisbury and Playford with major events at Elizabeth Shopping Centre, Central Districts Oval and around the Holden Plant.

### **Support required**

- Holden's \$100,000 investment as the Festival's Naming Sponsor, plus in-kind support of Holden-specific events.

### **Corporate benefits**

- Extensive media acknowledgement of Holden through sponsorship package;
- Increased community support for Holden's commitment to region;
- Greater recognition of Holden workforce;
- Reinforcement of Holden brand values;
- Heightened corporate image, both locally and nationally;
- Broader customer base, arising from community support.
- Pre-organised and managed celebration for Holden.

### **Management**

- The Festival will be steered by a management committee of Festival partners, and administered by a festival director, major event co-ordinators and a marketing manager.

### **Festival objectives**

- Celebrate and reaffirm Holden's significant importance to the region;
- Build community esteem in the northern region.
- Raise the profile of Adelaide's northern districts.
- Boost northern regional economic development.
- Position the Festival of the North as an on-going, biennial event.

### **Festival outcomes**

- Improved Northern community self-image
- Extensive, positive media coverage;
- Significant increase in visitation numbers to the North;
- Improved local business sales and trade;
- Potential to stimulate further regional investment.

# **Section 1: Proposal**

## **A landmark Festival**

The Holden Festival of the North will deliver a week of festivities, focussing on Holden as an iconic symbol of success and change in the northern Adelaide cities of Salisbury, Playford and the neighbouring town of Gawler.

The event will not only be a celebration of community achievements reflecting the changing image of the North, it will also be a showcase of the Holden car and its contribution in making the region one of Australia's most important manufacturing areas.

The Festival should attract the attention of the nation and through the program of events reflect a community that is proud, resourceful and confident in its future. This will be a milestone celebration linking a number of landmark community and business achievements.

In nearly fifty years, the Holden car has been instrumental in the commercial, industrial and residential growth of the region. This is also the 50<sup>th</sup> anniversary of the foundation of Elizabeth, and coincides with the official opening of the new Edinburgh Parks automotive precinct. In the same month, the largest water recycling scheme in Australia will be completed to support the future assembly of Holden cars. Civic festivities will include the completion of the Elizabeth Shopping Centre redevelopment and the commencement of the Northern Sound System, encouraging the contemporary music scene in the region.

The Festival will also lay the foundation of a recurring event of local and national significance. Building on the success of this first event, an ongoing program will be established that paves the way for a biennial event, to be held in alternative years to the Adelaide Fringe and Festival.

In November 2005 there's good reason for the region to celebrate. This proposal has been developed collaboratively between the Cities of Salisbury and Playford and has in principle commitment from the Playford Arts Community Team, a network of key organisations delivering arts and culture in the North, and the Northern Regional Marketing Group which reports to the State and Local Government's Northern Partnership – a formal high level collaboration between the Premier and State Government Ministers with the Councils of the region.

It outlines the rationale, events, costs and mutual benefits of the Festival for both Holden and the Northern community.

## **A Dynamic Region**

Northern Adelaide is a key economic, social, cultural and environmental region of South Australia with its diverse and talented community, the automotive and defence-based advanced manufacturing and applied research industries, and the rich resources of the Northern Adelaide plains.

It's a region which is rapidly changing through concentrated Government intervention and growing investment in residential, commercial and industrial sites. Much of the

change builds on the significant contribution that has been made by Holden over the years.

The Holden manufacturing plant, the largest in Australia, has enabled a cluster of development to occur around the automotive industry with an extended network of suppliers. Today the automotive sector in the region has become the most important single industrial zone in South Australia contributing more than 70% of the State's manufacturing output.

Increasingly the Northern region of Adelaide is becoming the preferred destination for new business, especially in the key industries of importance to South Australia's economy. The old industrial order is gone. It has been replaced with smarter, automated manufacturing, responsive component supply companies, clever service providers and emerging sunrise industries. The achievements are impressive but the city is just at the beginning of what may be a very exciting highway heading into the future.

The Holden Festival of the North is a symbol of all that has been achieved and a public display of the region's confidence in its longer-term sustainable future.

### **Improving our Image**

The Cities of Salisbury and Playford have both identified the importance of improving the image of their cities and the region.

This is because people's perceptions about the region are likely to have a strong influence on living in the region or re-locating to it. They can also influence judgements about investing in the region, establishing a business in the North or recruiting employees from the local community.

Negative perceptions held by locals and outsiders can hold a community back, on the other hand, positive views and community confidence will help speed the pace of change.

The Northern Marketing Group has proposed that the formal Government Partnership, in collaboration with major industries in the region, takes a strong leadership position to develop, produce and implement a significant event such as The Holden Festival of the North, which portrays a positive and dynamic image of the region and its community spirit.

### **Rationale**

There exists an underlying sense of community pride and connection in the region. Much of this is directly due to the Holden workforce itself and the extended community that is involved in the regions automotive sector. The region's workforce is proud of its achievements from generation to generation but there are signs that community spirit is growing restless. For too many years local residents have been affronted by the negative views that Northern Adelaide is not a good place to raise a family, its streets are unsafe and the community is dependent on welfare.

The image of the dusty dry north and its suburbs of poverty have endured for too long. Negative attitudes are firmly embedded in the minds of too many South Australians who are not part of the northern community.

There is insufficient appreciation of the unifying role of Holden in the region and little appreciation of the large-scale urban development or social progress that has been achieved in the North in recent years.

At the forefront of this transition is the development of a positive mindset and reinforcement of positive perceptions. It is central to how the northern cities tackle the future and how they are thought of in doing so. Now, perhaps more than ever before, the local workforce, its residents and businesses need to celebrate their achievements and show confidence in the ability of the community to achieve much more.

### **A Community Celebration**

The people of the North are the region's greatest resource. Community pride is strong and many residents who have lived in the region over generations firmly believe that this is one of the best places on Earth. It's a strong, resilient and resourceful community where residents lead rewarding and fulfilling lives.

In the past decade the region has witnessed a transformation. A great deal has been achieved in a relatively short time largely due to the capacity of the community to embrace change and the expertise of a wide range of professionals in the business, community, education, government and retail sectors coupled with a vision to achieve enduring positive change.

The scale and scope of change is best illustrated in the story of Holden itself. In nearly fifty years in the North it's become not only an international icon but also a symbol of Australia's way of life. The soul of the Holden image is derived from its workforce – a proud, diverse and resourceful community that over the years has helped define the Holden legend.

The Holden Festival of the North is more than a Festival. It aims to harness the positive mood that is occurring in our region to help achieve quantum change in terms of progress, image and perceptions. Its desired outcome is to further build community pride and portray a harmonious community that is confident about its future.

This is the future we are hoping Holden will develop through its ongoing support, in partnership with the community.

## **Section 2. Planning the Festival**

### **Origin**

Let's start at the beginning. The very first task is to engage the community to reflect and build upon underlying community pride.

Many in business, government and the media have already expressed their support for the new directions that are emerging. They have given in principle commitment to the concept of a regional Festival. Now the wider community needs to be further engaged and the concepts more clearly defined.

The willing involvement of Holden as the lead partner to the concept will galvanise Government, council and media support.

### **Description**

The magnitude of the Holden Festival of the North will be unprecedented in the region, and attract widespread community and media approval. Take a look.

- **AN HISTORIC LAUNCH** - a fitting launch of the Holden Festival of the North and commemoration of the 50<sup>th</sup> anniversary of the foundation of Elizabeth on November 16, 2005, through a twilight re-enactment of the 1955 event with The Premier Mike Rann, standing in for Sir Tom Playford, and Her Worship the Mayor of Playford officiating, assisted by the Mayors of Salisbury and Gawler, and Local, State and Federal Politicians and Business and Community Leaders, early residents and dignitaries.
- **A STUNNING DOUBLE ACT** - Two dazzling extravaganzas will underpin the Festival and draw local and interstate interest.
  - *Holden Autopia* - A series of roaring events showcasing Holden as a regional economic powerhouse and an outstanding community player. Rev those engines and get ready for some action-packed entertainment.
  - *Original Songs of the North* - Australian rock legends come home to rock the North at this momentous, outdoor concert. The 'Original' will also bring together finalists of a northern youth music competition to perform their own music set to lyrics penned by the rock icons themselves - Glenn Shorrock, Ian Moss and John Schumann.
- **A HOST OF FESTIVITIES** - Community groups will host their own feast of events over the three weeks that are laced and dripping with regional diversity.

## **A Closer Inspection**

### **1. HOLDEN AUTOPIA**

The car's the star of this collection of Holden extravaganza events.

If Australians are passionate about their cars, then nowhere is this more apparent than in Adelaide's northern region, which has embraced its ownership of the Elizabeth vehicle manufacturing facility as a proud symbol of its own worth. For people living in the Northern suburbs, Holden has been a major employer, community supporter and way of life for generations.

*Holden Autopia* will celebrate Holden's significant place in the economic and cultural development of the State and allow the local community to pay a fitting tribute to both the company and the cars which have helped create a roadmap in their lives.

As one of two main Festival highlights, *Holden Autopia* will be packaged with its own identity incorporating a sizzling selection of events, revving to go.

### **Holden Gift of the North**

Run, baby, run. The highlight of the Playford-Salisbury Gift will be the V8 Supercar Footrace Challenge, contested by celebrity drivers like Peter Brock, Craig Lowndes and Mark Skaife. A similar event will be contested by Port Power v Crows v Central Districts runners. The Gift kicks off at Central Districts Football Club, and will attract elite athletes, clubs from around the State, young athletes and local athletics associations.

PARTNERS: PLAYFORD AND SALISBURY COUNCILS, LOCAL ATHLETICS ASSOCIATIONS, DEPARTMENT OF SPORT AND RECREATION, CENTRAL DISTRICTS FOOTBALL CLUB.

### **Holden's Big 'Art Competition (the Art of the Lion)**

The Lion's Heart is wrapped firmly in Australia's national flag. Our national emblems will be unravelled in a significant countrywide art competition that considers the intrinsic relationship between Holden and Australian cultural identity. Drawing on film, video, painting, sculpture, fabric and drivable 'art cars', each artwork will include a Holden car or car part. This exhibition will attract Australia-wide interest from artists, galleries and media. It will include special sections for schools, young artists, emerging artists and professionals with category prizes up to a total of \$25,000. The works will be exhibited at local Holden dealers, Playford Civic Centre, Elizabeth Arts Society, John Harvey Gallery(Salisbury), NACYS Studio Too, wineries and smaller gallery spaces and schools throughout the region.

PARTNERS: PLAYFORD, SALISBURY AND GAWLER COUNCILS, NACYS, ELIZABETH POTTERS, GAWLER ACTION AND HOST GALLERIES, LOCAL ARTISTS, COMMUNITY ORGANISATIONS AND HOLDEN DEALERS.

### **Holden Classic Car Rally and Cartune Play-off**

The North is about to get wheels. Celebrities, community groups and car clubs will compete for glittering prizes, cash and charities in a classic Holden car rally around northern Adelaide. This weekend event climaxes in a parade along Elizabeth Way that will really hit the high notes. Brass, marching, folk, classic, youth, police and

other bands will travel aboard classic Holdens, 'art cars', open-backed utes and trucks from around Australia - playing car-tunes from down through the decades.

PARTNERS: PLAYFORD COUNCIL, AUSTRALIAN MOTORING EXPOS (to be confirmed), LOCAL CAR CLUBS AND PLAYFORD CITY BANDS.

### **Holden Concept Vehicles Display**

She's a beauty! This three-week exhibition of Australia's own Holden concept vehicles will provide pedal-pumping, horn-honking euphoria. Enthusiasts will be treated to Marilyn: the convertible Monaro by TWR Engineering (HSV fame); the Torana GTR-X, one of Holden's first concept vehicles dating back to 1970 (at Birdwood Museum); the reincarnation of the Sandman panel van from 2000; SSX all-wheel-drive hatch from 2002 and UTEster utility from 2001; YGM1 sport utility, Cross 8 and recent 2004 Melbourne Motor Show standouts - SST, Elfin MS8 Clubman and MS8 Streamliner, valued at a cool \$25million. The display will be held at Elizabeth Shopping Centre, with support from Birdwood National Motor Museum.

PARTNERS: ELIZABETH SHOPPING CENTRE, BIRDWOOD NATIONAL MOTOR MUSEUM.

### **Behind the Wheel - Drive-In Film Festival**

Keep your eyes on the road movies in this festival of car films including all-time favourites like ....*Grease, The Cars That Ate Paris, Chitty Chitty Bang Bang, Mad Max, The Italian Job and Two Lane Black Top*. In true retro style, the film festival will be shown in the carpark 'drive-ins' of Elizabeth and Salisbury Shopping Centres. So sit back, switch on to the local FM community radio station and let the show begin!

PARTNERS: CINEMA UNDER THE STARS, READING CINEMAS, ELIZABETH SHOPPING CENTRE.

### 3 THE ORIGINAL SONGS OF THE NORTH

It will be South Australia's glittering musical event of the year - and the manifestation of all things superb about Northern Adelaide.

The 'Original' concert will bring together Holden - metaphor of Australia - with Glenn Shorrock, Ian Moss and John Schumann - international rock icons - at Central Districts Oval - home of the North's own Bulldogs.

These men of rock will, in effect, 'come home' - as musicians and mentors to the region's new generation of aspiring artists

The 'Original' will follow several months of music-writing competitions, in which bands and solo musicians will compose music to accompany words written by the rock icons themselves.

The five finalists will perform the music to a live, all-ages audience of up to 10,000 people, attracted by this unique, star-spangled event.

The winning song will be professionally recorded and aired on *Out of the Ordinary*, a new television series produced by Local Government and Channel 9, and used as a promotional tool for the region.

The competition will provide an unprecedented opportunity to heighten the image of the north and champion its people. The Concert will capture the spirit of the northern and express its hope through the music of its youth.

John Schumann, Ian Moss, and Glenn Shorrock have confirmed their good-will involvement as lyric writers. There is also the possibility of having Guy Sebastian, Jimmy Barnes and Groove Terminator, Australia's leading and most influential DJ, who all hail from the Northern suburbs, involved in contributing to the lyrical content and appearing at the Concert.

**PARTNERS: CITIES OF SALISBURY AND PLAYFORD, OFFICE FOR THE ARTS, OFFICE FOR THE YOUTH, CENTRAL DISTRICTS FOOTBALL CLUB.**

#### 4. LINKED EVENTS

Over three weeks a program of community events will give Festival visitors the chance to look under the North's bonnet and see a vibrant community ticking over.

Local community organisations will be invited to host, develop and manage these events - adding colour and diversity to the Festival, and conferring a sense of ownership back onto the community.

These groups will include:

- local businesses,
- schools and tertiary institutions,
- health and sustainability groups,
- sports and recreation clubs,
- arts and multi/cultural organisations.

The community events program provides the potential for aerial fly-overs, wine and produce fairs, a SK8 competition, a Muna Paiendi and Kaurna music festival, Open Days, business expos, urban arts, environmental tours and more.

There will also be the opportunity for other Holden events - such as factory tours, future/eco car designs, Holden Racing Team demonstrations, safe driving workshops, pedal prix, grand prix, trading post, quiz night or information booth.

These linked activities will be clustered at the main hubs including Elizabeth and Salisbury Shopping Centres, Central Districts Oval and venues throughout the region. The Festival will create and stimulate a compatible schedule of events that are promoted under the one program.

**PARTNERS: PLAYFORD, SALISBURY AND GAWLER COUNCILS, COMMUNITY ORGANISATIONS, GOVERNMENT DEPARTMENTS AND HOLDEN.**

## **Section 3. Specifics and Benefits**

### **What's being asked of Holden**

As a major local employer and a national identity, Holden's support will underpin the Festival's event capability and credibility.

Holden is invited to join a collaboration of non-profit, Local Government, business and community groups to become a force of social change.

Specifically, it's invited to help achieve these aims by investing in the Naming Sponsorship of the Festival, and providing in-kind support to stage *Holden Utopia* and other Holden-specific events.

### **What is the Region offering to do?**

The 'Region' is a partnership of the Cities of Playford and Salisbury and Playford Arts Community Team (PACT) and the Northern Partnership and will be responsible for the overall management of the Festival.

The Region will contribute financial and in-kind resources to the Festival, and network and promote the event through its extensive local and State affiliations.

It will be responsible for ensuring maximum exposure, participation and visitation through targeted marketing strategies.

It will also undertake a detailed evaluation of the project.

### **Community and regional benefits**

The Northern Region of Adelaide is emerging as one of the most dynamic economic zones in Australia, with a strong, buoyant outlook that's providing an increasingly attractive proposition for investors.

It will be a pride-building exercise that recognises the spirit of the North by linking its community to local, national and global symbols of popularity, power, achievement and hope.

This will be a good-will initiative that builds community image, and provides tactical and strategic objectives for regional economic development.

Backing Holden success story are many local high-quality component manufactures, adjacent Holden's car plant at Edinburgh Parks and Elizabeth West, which stand to benefit from the company's positive exposure.

Shops and businesses located near event venues will prosper from the influx of visitors and expenditure.

The Festival will be built into a wider marketing program to attract residential and business investors to the region.

## **Corporate Benefits to Holden**

Naming Sponsorship provides an outstanding opportunity for Holden to ride a wave of community and consumer loyalty.

It will badge Holden as a philanthropic organisation which provides valuable, economic and community support to the region.

The Festival is a unique and deliberate blend of ubiquitous Australian icons, which will tie the Holden brand to a meaningful, high-interest, relevant audience and capture the approval of locals, leaders and media.

Naming Sponsorship is limited to one organization, offering exclusive, intrinsic possession of an event with an expected turnout of 50,000 people, and a much wider State and national media audience.

As the Festival's Naming Sponsor, Holden will receive:

- It's name directly associated with Festival and all events;
- Its corporate logo on all advertisements, banners, media releases and posters;
- Documentary coverage in Channel Nine's *Out of the Ordinary* series;
- Tickets to all events;
- Membership on Festival Management Committee;
- Other agreed benefits.

The scope of this Festival provides Holden with opportunities to improve community image, enhance corporate image, generate sales, broaden customer base and reach new market segments.

## **Exposure**

An event of this nature and scale has the potential to reach a vast and targeted audience.

Both the *Original Concert* and *Holden Autopia* will highlight popular national and international celebrities and icons, drawing interest from around South Australia and the nation.

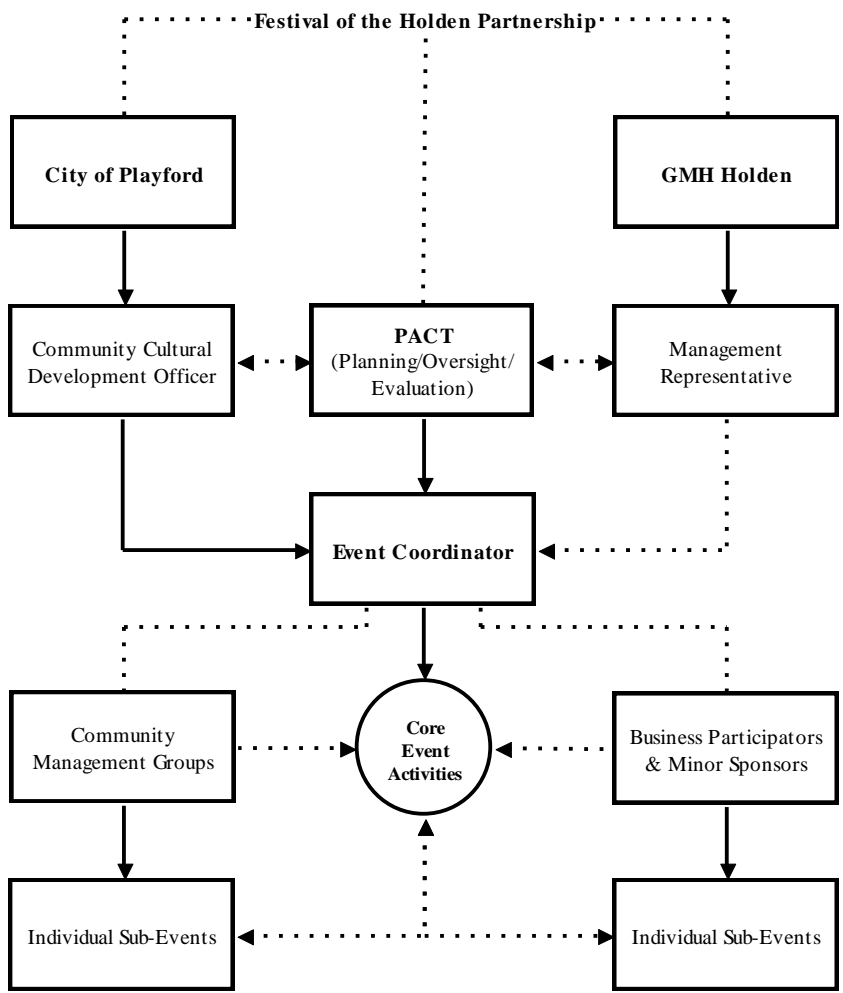
Marketing strategies will be tailored to capture these audiences, through an appropriate mix of local, state and national advertising and promotional media. Marketing is a significant component of the Festival budget.

Funding and in-kind support has already been gained from Channel Nine, Mix Masters and SAFM.

At a local level, there will be wide-ranging opportunities to promote both the Festival and Holden, in the lead up to, and delivery of events.

More than 400,000 people visit the Salisbury and Elizabeth Shopping Centres each week, while the participating council's facilities, including administration centers, libraries, recreation centers and electronic and print media regularly touch an audience of up to 350,000 regional residents.

Holden itself employs 5500 people who mainly live in the region. Inclusive of their dependents, this Festival has the potential to reach up to 20,000 community members who owe their livelihoods to Holden.



————— Formal Project Control & Staff Management —————>

..... Cooperation/Non Controlling Coordination .....>  
Management

Holden Festival of the North partners will establish a management committee through a memorandum of understanding that governs all policy and procedural aspects of the Festival.

This includes hire of a festival director, major event co-coordinators and staff, plus agreed process for funds and management and acquittal, and provision of office and equipment to host the festival administration.

The Naming Sponsor will have membership of the management committee.

**Partnerships**

This proposal has been develop by a partnership of Playford Arts Community Team (PACT), Salisbury Council, the Northern Partnership and their representatives -

Elizabeth Arts Society, Elizabeth Potters, Playford City Bands, Arts Action, Anglicare, Para West Adult Campus, Northern Area Community and Youth Services (NACYS), Northern Metropolitan Community Health Services, Keeping It Together (KIT) National Suicide Prevention Strategy, Playford Partnership, Playford Council, Salisbury Council, Playford Proud Community Capacity Building Network, DREAMCOAT MEDIA &DMA, Don Moir and Associates, Art SA.

## Schedule

DATE	TASK/ACTION	OUTCOME
January 2005	Call for membership of Festival Management Committee	<ul style="list-style-type: none"> <li>- First meeting held</li> <li>- Festival memorandum of understanding and Committee Meeting protocols agreed</li> </ul>
February 2005	Finalisation of Festival Design and Management Brief, Festival Director job description	<ul style="list-style-type: none"> <li>- Brief and job description agreed</li> </ul>
February 2005	National Advertising for Festival Director, interviewing applicants	<ul style="list-style-type: none"> <li>- Advertisements placed</li> <li>- Applicants interviewed</li> </ul>
March 2005	Broad community promotion of the Festival and call for participation Set up Festival Centre	<ul style="list-style-type: none"> <li>- Festival Director appointed</li> <li>- Registrations of interest received from business, community, service organisations, schools</li> <li>- Festival staff appointed</li> <li>- Festival website briefing document circulated &amp; approved &amp; tendered</li> </ul>
April 2005	The Festival is shaped around the 6 major events	<ul style="list-style-type: none"> <li>- A Draft Festival Design Plan</li> <li>- Event plans for six major events drafted</li> <li>- Festival website completed</li> </ul>
May 2005	Expressions of interest sought for management of and participation in the 6 major events are called for	<ul style="list-style-type: none"> <li>- Advertisements placed</li> <li>- ROI forms completed</li> </ul>
June 2005	<ul style="list-style-type: none"> <li>- The Original first events are advertised and staged</li> <li>- Poster competition announced</li> </ul>	<ul style="list-style-type: none"> <li>- Large scale participation</li> <li>- Mentors are working with bands</li> </ul>
July 2005	<ul style="list-style-type: none"> <li>- Festival Marketing Plan finalised</li> <li>- Workshops in community event management promoted</li> </ul>	<ul style="list-style-type: none"> <li>- Management sign off</li> <li>- Workshops are fully subscribed</li> </ul>
August 2005	<ul style="list-style-type: none"> <li>- The Original second events are promoted and staged</li> <li>- Winners of poster competition advertised</li> <li>- Entries to event participation in the Festival are closed</li> </ul>	<ul style="list-style-type: none"> <li>- Media coverage is extensive</li> <li>- Participation rate of bands and audience is high</li> <li>- Significant number of events registered</li> </ul>
September 2005	<ul style="list-style-type: none"> <li>- The program is designed and finalised</li> <li>- The poster is distributed far and wide</li> </ul>	<ul style="list-style-type: none"> <li>- Program sign off</li> <li>- Poster sign off</li> </ul>
October 2005	<ul style="list-style-type: none"> <li>- The Program is launched and distributed</li> <li>- Marketing Plan and Event Plan swing into full action</li> <li>- All Event participants receive a Festival Pack</li> </ul>	<ul style="list-style-type: none"> <li>- Significant numbers at program launch</li> <li>- Marketing and Event Plan sign off</li> <li>- Festival Pack sign off includes self-evaluation and audience participation form and survey</li> </ul>
November 2005	<ul style="list-style-type: none"> <li>- Preliminary events begin November 7 onwards - Holden Art Competition opens, Behind the Wheel - Drive In Movies, Holden Concept Vehicles begin</li> <li>- November 16 2005 official Launch of the Festival in Playford Memorial Gardens</li> <li>- November 18 Playford Gift</li> <li>- November 19 The Original</li> <li>- November 20 The Classic Parade</li> <li>- November 30 Official end of the Festival</li> </ul>	<ul style="list-style-type: none"> <li>- Participation of community groups is significant</li> <li>- Total audience numbers reach 50,000</li> <li>- Audience travel from event to event</li> <li>- Audience travel from far and wide</li> </ul>
December 2005	<ul style="list-style-type: none"> <li>- Evaluation meeting with Management Committee</li> <li>- Public evaluation meeting with participants &amp; audience</li> <li>- Special sponsors evaluation meeting</li> </ul>	<ul style="list-style-type: none"> <li>- Evaluation is documented, and reported on in terms of numbers, level of satisfaction, income, cost of events etc.</li> <li>- Final report from Director records all evaluation and performance against</li> </ul>

<b>DATE</b>	<b>TASK/ACTION</b>	<b>OUTCOME</b>
		indicators, and future recommendations.

## Budget

THE HOLDEN FESTIVAL OF THE NORTH BUDGET			
FESTIVAL EXPENDITURE		FESTIVAL INCOME	
<b>ADMINISTRATION</b> - Festival Director \$80,000 - Festival Staff \$40,000 - Administration \$10,000 -Insurance - \$25,000	\$155,000	<b>Earned Income</b> - Events \$100,000 - Registrations \$5,000	\$105,000
		<b>SPONSORSHIP</b> - Holden \$100,000 - Others \$60,000	\$160,000
<b>EVENT STAGING COSTS</b> - The Original/Northern Songs \$80,000 - The Playford Salisbury Gift - \$15,000 - The Holden Art Prize - \$20,000 - Holden Classic Cars, Celebs & Exhibitions Display - \$15,000 - Holden Concept Vehicle Display - \$26,000 - Behind The Wheel – Drive In Movie Festival - \$15,000	\$171,000	<b>Local Government Cash</b> - City of Salisbury \$25,000 - City of Playford \$25,000 - Town of Gawler \$5,000	\$55,000
<b>MARKETING</b> - Poster design - \$2,000 - Program design - \$4,000 - Advertising – TV, newspaper, radio \$25,000 - Distribution of Festival poster/program, event posters \$12,500 - Printing poster, program \$25,000	\$68,500	<b>Local Government in-kind</b> - City of Salisbury \$25,000 - City of Playford \$25,000 - Town of Gawler \$5,000	\$55,000
<b>OTHER FESTIVAL COSTS (specify)</b> - Legal fees \$5,000 - Management meeting fees \$5,000 - Auditing \$2500 - Evaluation \$5,000 - Documentation \$3,000	\$20,500	<b>Other funding requests</b> - Festivals Australia - Arts SA - Tourism SA	\$50,000
<b>AMENITIES</b> - Sponsors & VIP Tent & Catering \$10,000	\$10,000		
<b>TOTAL FESTIVAL EXPENDITURE (without GST)</b>	\$425,000	<b>TOTAL FESTIVAL INCOME</b>	\$425,000

## Section 5. Attachments

### 3. Sponsorship

#### NAMING SPONSOR

(Maximum one sponsor at this level)

#### Investment level - \$100,000 cash and in kind support

- In kind support to include attendance of Holden racing team cars and drivers, display cars and other items as negotiated.

#### Return on investment:

- Representation on Festival management committee, monthly meetings.
- Name directly associated with Festival name
- Corporate logo, with size of logo proportionate to investment on:
  - all paid advertisements in local, State and national press, through a local radio campaign, in thematic publications and on television.
  - banners including:
    - 20 to be erected along main north road at least 1 month prior to event
    - 2 large banners to be erected at each major venue and displayed at prominent council facilities at least 2 weeks in lead up to festival
  - media releases and advertorials.
  - posters (minimum 200 A1 and 1000 A4 to be produced)
  - documentary featuring the *Original Concert*, to be aired on Channel 9's *Out of the Ordinary* series.
- Logo on Festival Partners' web sites, with a direct link to Holden web site.
- Logo on all promotional material to local organisations.
- Full-page advertisement in Festival program (A5 booklet) - minimum 5,000 to be produced.
- Up to 2 Large banners (maximum 5m x 1m) to be provided by Holden at least one week prior to the festival and erected by festival organisers at all major event venues (six in total).
- Minimum 10 tickets to all events that charge entrance fee.
- Free tickets for nominated Holden representatives, to all events that charge entrance fee.
- Invitations to Festival launch.
- Marketing plan to be submitted for comment at least 2 weeks prior to going to committee for approval.
- All media releases to be provided at least one full working day before release for comment and opportunity to amend before release.
- All promotional materials, layout and design, to be provided 3 full working days prior to production for approval.
- Monthly written update on festival.
- Other benefits as negotiated.

## **CORPORATE PARTNERS**

**(Maximum 3 partners at this level)**

### **Investment \$10,000**

- Corporate logo, with size of logo proportionate to investment on:
  - all paid advertisements
  - banners including 2 large banners to be erected at each major venue and displayed at prominent council facilities at least 2 weeks in lead up to festival
  - media releases
  - posters (minimum 200 A1 and 1000 A4 to be produced)
- All promotional materials, layout and design, to be provided 3 full working days prior to production for approval.
- Monthly written update on festival
- Logo on web site with a direct link to sponsor web site.
- ½ page advertisement in festival program (A5 booklet) minimum 5,000 to be produced.
- Up to 1 Large banners (maximum 4m x 1m) to be provided by sponsor at least one week prior to the festival and erected by festival organisers at all major event venues (six in total).
- Marketing plan to be submitted for comment at least 2 weeks prior to going to committee for approval.
- Minimum 5 tickets to all events that charge entrant fee.
- 5 tickets to Festival launch.
- Other benefits as negotiated.

## **GOVERNMENT PARTNERS**

**(Maximum 3 partners at this level)**

### **Investment – to be negotiated**

- Corporate logo, with size of logo proportionate to investment on:
  - all paid advertisements
  - banners including 2 large banners to be erected at each major venue and displayed at prominent council facilities at least 2 weeks in lead up to festival
  - media releases
  - posters (minimum 200 A1 and 1000 A4 to be produced)
- Monthly written update on festival
- Logo on web site with a direct link to sponsor web site.
- ½ page advertisement in festival program (A5 booklet) minimum 5,000 to be produced.
- Up to 1 Large banners (maximum 4m x 1m) to be provided by sponsor at least one week prior to the festival and erected by festival organisers at all major event venues (six in total).
- Marketing plan to be submitted for comment at least 2 weeks prior to going to committee for approval.
- Minimum 5 tickets to all events that charge entrant fee.
- 5 tickets to Festival launch.
- Other benefits as negotiated.

## **MEDIA PARTNERS**

### **(Maximum 3 partners at this level)**

- Corporate logo, with size of logo proportionate to investment on:
  - all paid advertisements
  - banners including 2 large banners to be erected at each major venue and displayed at prominent council facilities at least 2 weeks in lead up to festival
  - posters (minimum 200 A1 and 1000 A4 to be produced)
- Monthly written update on festival
- Logo on web site with a direct link to sponsor web site.
- ½ page advertisement in festival program (A5 booklet) minimum 5,000 to be produced.
- Up to 1 Large banners (maximum 4m x 1m) to be provided by sponsor at least one week prior to the festival and erected by festival organisers at all major event venues (six in total).
- Minimum 5 tickets to all events that charge entrant fee.
- 5 tickets to Festival launch.
- Other benefits as negotiated.

## **EVENT SPONSORS**

### **(Maximum 6 at this level)**

#### **Investment - \$5,000**

- Corporate logo, with size of logo proportionate to investment on:
  - all paid advertisements
  - 2 banners at sponsors event to be produced by festival organisers
  - event specific media releases
  - logo on any clothing, identification materials produced specifically for that event ie runners bibs
  - posters (minimum 200 A1 and 1000 A4 to be produced)
- Minimum 2 tickets to all events that charge entrant fee.
- 2 tickets to Festival launch.
- Other benefits as negotiated.

#### **Festival Supporters Team**

<b>Category</b>	<b>Investment</b>
<b>The V8 Super Champs</b>	<b>\$2,000</b>
<b>The Classic Convertible Crew</b>	<b>\$1,000</b>
<b>The Mod Squad</b>	<b>\$ 500</b>

#### **V8 Super Champ Sponsors will receive:**

Their Company logos in the V8 Super Champs supporter list at the back of the Official Festival Program Guide.

#### **The Classic Convertible Crew sponsors will receive:**

Their Company logos in the Classic Convertible Crew supporter list at the back of the Official Festival Program Guide.

#### **The Mod Squad Sponsors will receive:**

Their names listed in the supporter acknowledgment list at the back of the Official Festival Program Guide.

### **The Festival Community Fund**

*Other organisations or individuals wishing to show their support for the Festival by way of financial donations in amounts under \$500, may do so as a tax-deductible gift by donating to the Festival's community events fund, which will be administered by Anglicare, and advised by the Festival Management Committee.*