



# PARTNERSHIP PROSPECTUS 2021

# ABOUT THE GRAFTON JACARANDA FESTIVAL

THE GRAFTON JACARANDA FESTIVAL IS AUSTRALIA'S LONGEST RUNNING FLORAL FESTIVAL, STEEPED IN TRADITION, COMMUNITY PARTICIPATION AND CELEBRATION. ESTABLISHED IN 1934, THE FESTIVAL COINCIDES WITH THE FLOWERING OF GRAFTON'S ICONIC JACARANDA TREES.

The Festival program of events takes place from the last weekend in October to the first weekend in November. The Festival attracts over 35,000 intra and interstate, national and international visitors to Grafton each year, injecting over \$2 million in economic benefit to the Clarence Valley.

During the festival there are over 20 official events and over 50 affiliate events taking place throughout the 10 day program.

Grafton Jacaranda Festival Inc is a not for profit organisation and the Festival would not be possible without the generous support of commercial sponsorship and community donations.

## VISION

To create a distinctive nationally acclaimed festival that pays tribute to Grafton's Jacarandas and delivers on the Jacaranda Spirit that is beautiful, welcoming, fun, creative and a little bit crazy.

## GOALS

- Generate local economic activity
- Attract and welcome visitors to the region
- Enhance the profile and destination appeal of the region
- Lift community morale and business confidence
- Foster community spirit through creative arts, culture and heritage





## BENEFITS OF PARTNERSHIP | SPONSORSHIP

- An opportunity to show the Clarence Valley community and beyond that your business is supporting the most popular and most visited event in the region
- Raise brand awareness for your product or service  
Opportunity to increase sales and target new customers  
Local media advertising in newspapers and radio Exposure to a very large social media following
- Enjoyment during the festival with your team knowing your organisation is a big part of it.

The Festival is promoted widely in TV, print, digital, radio and social media and through posters, advertising, banners and marketing material in the months leading up to the Festival. Events and associated partners will be advertised through paid advertising and media releases across various platforms.

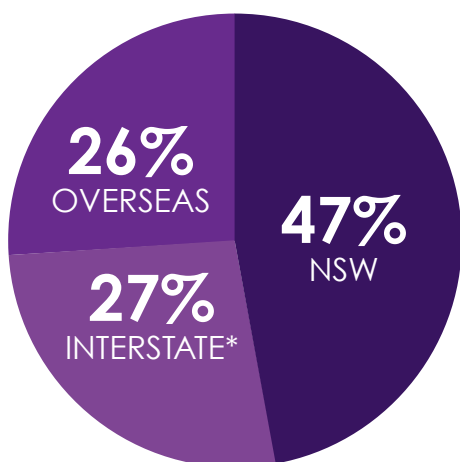
### INVOLVE YOUR BUSINESS DURING THE FESTIVAL

Expose your brand to all local, intrastate, interstate and International visitors during the festival by:

- Enter the business awards and be involved in Jacaranda Thursday. Theme your business and staff to take out the Jacaranda Gold Cup, Silver Cup or Rose Bowl. The Daily Examiner judge this competition and provide amazing advertising packages as prizes.
- Create a Jacaranda themed window display to attract attention to your business during the festival
- Spot It competition is a tradition of the festival. Enter and place an obscure object in your window that makes no sense. The community and visitors enter by naming the obscure object in each business window, attracting attention to your business even when closed during the festival.
- Book a table for you and your team at The Caring Ball and head out for a night of team building, networking and fun.

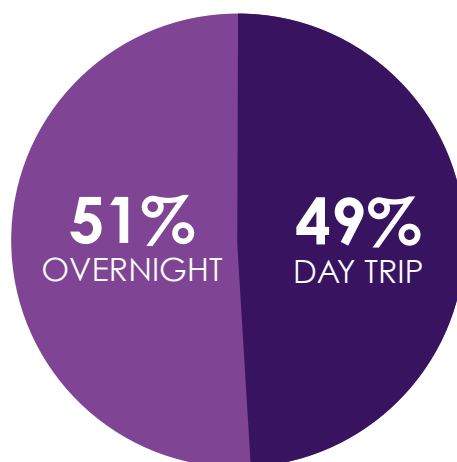
## FESTIVAL AUDIENCE\*

VISITOR ORIGIN



\* Inc. Brisbane 11%

LENGTH OF STAY



DEMOGRAPHICS

18 – 24



25 – 34



35 – 44



45 – 54



55 – 64



65+



TOTAL ATTENDANCE **35,000**



SOURCE OF INFORMATION



**56%** Jacaranda Festival  
or My Clarence Valley websites



**21%**



**15%**



**12%**

FINANCIAL RETURN **\$2million+**

in benefits to the local community from the visitor economy over its ten days program.

*Information based on surveys conducted during the Grafton Jacaranda Season and Jacaranda Festival as supplied by Clarence Valley Council. Some information anecdotal.*

## FESTIVAL PUBLICITY

The Festival has a targeted advertising and publicity program that showcases it locally, nationally and internationally, ensuring your sponsorship is widely acknowledged.

The 2019 Festival media exposure included:

### Print | digital media

- 17 Front Page Features
- 116 News Features
- 16 Advertising Spaces
- APN Newspapers with a total audience of 60,000 people across geographical area (Northern Rivers/NSW)

### TV

- Paid advertising program with PRIME 7

### Radio

- 2GF
- FM 104.7
- 1031 LIFE FM

### Online

- Facebook over 12,500 followers
- Instagram almost 3,500 followers



## AWARDS

In our first year of entering, the Grafton Jacaranda Festival won Bronze at the NSW Regional Tourism Awards for:

*Regional Festivals and Events – Destination North Coast*



# FESTIVAL PARTNERSHIP OPPORTUNITIES

The Grafton Jacaranda festival is seeking sponsorship across a number of levels.

All partnerships are negotiable and tailored to suit both your business and the Festival. The Festival's management team prides itself on honesty, integrity and strong positive relationships. The Festival's marketing and media partner, Zakazuka are utilised to prepare the festival's advertising material, official program and media releases. Zakazuka is a local business, available to all business partners to quote on any marketing or PR requests.

Previous event partners will have first right of refusal to their sponsorship commitment of the same event again in 2020. The Festival management and committee are very grateful for the amazing support of local business partners and their commitment to previous festivals.

## NAMING RIGHTS PARTNERS

Our goal is to attract a Grafton Jacaranda Festival NAMING RIGHT PARTNER. This is an ideal opportunity for a company or brand to develop a very successful partnership with its name being exposed nationally and internationally with a large regional inclusive Festival. A great example of this is "TOYOTA COUNTRY MUSIC FESTIVAL" at Tamworth.

Naming right partnership to an event is an ideal way for your company or brand to have fantastic exposure during the event and in the lead up to the Festival. Advertising and promotion space is made available during the event that your company or brand is partnered with. Promotion space is also available on the main Festival day, Jacaranda Thursday.

## CANDIDATE SPONSORSHIP

Young women of our community aspire and nominate to be the Jacaranda Queen or Junior Jacaranda Queen of the Grafton Jacaranda Festival. Both of these ladies, reign with their royal parties as representatives of the Clarence Valley, for a twelve month period. All candidates require a business sponsor, and this is another ideal way for you to involve your business.

As a candidate sponsor your business will be exposed to the community via the announcement of the candidate in print media, radio, social media and website, at all fundraising events that take place involving your candidate, and at the festival's Queen Crowning Ceremony.

**\$300 – Junior Queen Candidate | \$500 – Queen Candidate**

## PRIZE AND GIFT PARTNER

The Grafton Jacaranda Festival includes many events that require donated prizes. Jacaranda Queen Candidates and Junior Queen Candidates receive gift packs made up of items and gift vouchers generously donated by local businesses. The announced Queens, Princesses and Royal Party Highest Fundraiser also receive donated prizes. Prizes and gift vouchers are also required for the festival major raffle.

Not every business is in the position to donate cash, however donating a prize, gift or gift voucher, is an ideal way your business can gain exposure before and throughout the festival. If your business would like to donate a prize, products, services or vouchers for the following events, it would be greatly appreciated: Major Prize Raffle | Queen, Princess, Highest Fundraiser, Junior Queen and Princess Prize | Jacaranda Queens and Junior Party Gift Packs | Retrofest | Baby Competition | RiverRUN | Busker Competition.



## PARTNERSHIP OPPORTUNITIES

Previous event partners will have first right or refusal to 2021 events.

BENEFIT	\$30,000+	\$10,000+	\$5,000+	\$3,000+	\$1,000+	\$300+
FESTIVAL NAMING RIGHT	✓					
INDIVIDUAL EVENT NAMING RIGHT		✓	✓			
FULL PAGE AD IN PRINTED AND DIGITAL PROGRAM	✓	✓				
½ PAGE AD IN PRINTED AND DIGITAL PROGRAM			✓			
LOGO IN PRINTED AND DIGITAL PROGRAM ON WEBSITE WITH LINK	✓	✓	✓	✓	✓	✓
3m x 6m SPACE AT ALL FESTIVAL EVENTS + ADVERTISING AREAS	✓					
3m x 6m SPACE AT NAME RIGHT EVENT AND JACARANDA THURSDAY		✓	✓			
LOCAL MEDIA ATTENTION PRINT AND RADIO	✓	✓	✓	✓	✓	✓
SOCIAL MEDIA POSTS WITH LOGO FEATURE	✓	✓	✓	✓	✓	✓
RESERVED SEATING AT EVENTS* * Exception of The Caranga Ball and National Artist Events	6 Including ticketed events*	4 Including ticketed events*	2 Including ticketed events*	2 NOT including ticketed events	2 NOT including ticketed events	2 @ Crowning for Candidate Sponsors



# KEEPING GOOD COMPANY

Festival sponsors come from a wide range of businesses and industries. Sponsoring the Festival means you'll be in good company.

Some of the 2019 sponsors included:



# PRELIMINARY PROGRAM

FRIDAY 29 OCTOBER – SUNDAY 7 NOVEMBER 2021

## FRIDAY 29 OCTOBER

### THE CARINGA BALL

Market Square – 6.30pm

## SATURDAY 30 OCTOBER

### PARADE OF YOUTH & BANNER COMPETITION

Prince Street and Market Square – 9.00am

### CHILDRENS PARTY

Market Square – 9.30am

### QUEEN CROWNING

Market Square – 6.00pm

## SUNDAY 31 OCTOBER

### RETROFEST

Market Square – 10.00am

### PROPOSED NATIONAL ARTIST CONCERT

Market Square – 7.00pm

## MONDAY 1 NOVEMBER

### OPEN GARDEN TOUR

Depart Market Square, Prince Street – 9.00am

### JACARANDA AFTERNOON TEA

Clarence River Jockey Club, Powell Street – 1.00pm

### HISTORIC PUB TOUR AND PROGRESSIVE DINNER

Depart Market Square, Prince Street – 6.00pm

## TUESDAY 2 NOVEMBER

### JACARANDA TREE PLANTING EXPERIENCE WITH ROYAL PARTY

Venue TBA – 9.00am

### COMBINED SCHOOLS DAY (PROPOSED)

Market Square – 10.00am to 3.00pm

### MELBOURNE CUP DAY

Clarence River Jockey Club – 10.00am to 5.00pm

## WEDNESDAY 3 NOVEMBER

### OPEN GARDEN TOUR

Depart Market Square, Prince Street – 9.00am

### VALLEY'S GOT TALENT – BUSKER SHOWCASE

Market Square – 10.00am to 4.00pm

### HISTORIC PUB TOUR AND PROGRESSIVE DINNER

Depart Market Square, Prince Street – 6.00pm

### ROYAL PARTY AND SPONSOR COCKTAIL EVENING

Venue TBA – 7.00pm

## THURSDAY 4 NOVEMBER

### JACARANDA THURSDAY

2GF and The Independent free breakfast in Market Square from 6.00am Markets, fun, entertainment and JACA HQ on Prince Street from 8.00am Amazing entertainment across three stages from 8.00am in Market Square, Fitzroy St | Prince Street Roundabout and in front of I Scream on Prince Street Fancy dress competition at 12.00pm on the Market Square Stage

### JACAROK

Market Square - 3.00pm to 11.00pm

## FRIDAY 5 NOVEMBER

### OPEN GARDEN TOUR

Depart Market Square, Prince Street – 9.00am

### RIVER DREAMING – A DAY OF CULTURE

Market Square – 10.00am

### VENETIAN CARNIVAL

Market Square – 5.00pm

### HISTORIC PUB TOUR & PROGRESSIVE DINNER

Depart Market Square, Prince Street – 6.00pm

**SATURDAY 6 NOVEMBER****HOT AIR BALLOONING**

Market Square, Prince Street pick up - 4.30am

**BEAUTIFUL BABY COMPETITION**

Venue TBA – 10.00am

**HIGHLAND SPLASH – PIPEBANDS AND DANCING**

Market Square – 10.00am to 3.00pm

**ROYAL PARTY MEET AND GREET**

See Park, Turf Street – 12.00pm to 2.00pm

**NEWCASTLE PERMANENT FLOAT PROCESSION**

Prince Street – 6.00pm

**SIDE SHOW**

Market Square – 7.00pm

**JACARANDA RAFFLE DRAW**

Market Square – 8.00pm

**SUNDAY 7 NOVEMBER****HOT AIR BALLOONING**

Market Square, Prince Street pick up – 4.30am

**RIVER RUN**

Memorial Park, Prince Street – 7.00am

(2.4km, 5km, 10km fun runs)

**ROYAL PARTY MEET AND GREET**

See Park, Turf Street – 12.00pm to 2.00pm

**PROPOSED NATIONAL ARTIST EVENT**

Saraton Theatre, Prince Street Grafton – 4.00pm

**ACTIVITIES, TOURS AND COMPETITIONS DURING FESTIVAL DATES****SOUVENIR AND INFORMATION STORES**

JACA HQ Prince Street (daily)

Market Square @ Volkers Bar (during events)

**ACTION HIRE COACHES SEE PARK SHUTTLE****(5 STOP – HOP ON & HOP OFF TOUR)**

Departs Market Square, Prince Street every 30 mins

– 10.00am to 4.00pm

**JACARANDA WALKING TOUR**

Starts at Saraton Theatre, Prince Street – 9.30am

(2 Hours)

Walking Tour Dates: Sat 31/10 | Mon 02/11 |

Wed 04/11 | Fri 06/11 | Sat 07/11

**OPEN GARDENS**

Various gardens open every day during festival –

9.00am to 5.00pm

**THE DAILY EXAMINER SPOT IT COMPETITION**

Various shop windows in Grafton and South Grafton

**BENDIGO BANK SNAP SHARE WIN**

Instagram Competition

**INFORMATION, TICKETS AND ENTRY FORMS ARE AVAILABLE VIA WEBSITE**

The Festival management and committee are very grateful for all forms of in-kind services or donations. In kind/contra and part cash partners will be recognised according to the cumulative level and value of support provided.

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