

Partnership Prospectus 2023 | 2024

COME JOIN THE PARTY

[JACARANDAFESTIVAL.COM](https://jacarandafestival.com)



Successful marketing comes
from a great strategy.



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About

The Grafton Jacaranda Festival continues to surpass expectations, growing to become one of Australia's favourite seasonal events.

Steeped in tradition, the Grafton Jacaranda Festival is the longest running floral festival in Australia.

Established in 1934, the festival plays a huge role in Grafton's identity as the Jacaranda City, and in recent years has enjoyed significant growth to become a world-class, vibrant and inclusive 10-day event.

The Festival, now in its 89th year attracts visitors from across NSW, Australia and abroad, with more than 35,000 people converging on the town from the last weekend in October to the first weekend of November. Each year the Festival acts as a floral mecca for international visitors who come to marvel at our purple lined avenues, soak up the atmosphere and enjoy world-class food and entertainment.

Estimated to contribute more than \$2 million in economic benefit to the Clarence Valley, the Grafton Jacaranda Festival program includes more than 20 official and 50 affiliate events.

The Festival is an incorporated, not-for-profit organisation and would not be possible without the generous support of its sponsorship partners and the community.

2023 is set to be an exceptional year for the Festival as it celebrates its 89th anniversary, and welcomes back many international visitors for the first time since COVID-19.

We welcome you to come join the party as an official supporter of this extraordinary community event.

Mark Blackadder, Grafton Jacaranda Festival manager



Benefits of Partnership | Sponsorship



An opportunity to demonstrate your community spirit and values by supporting the region's largest cultural event.



Raise brand awareness for your product or service within the community and increase the opportunity for new audiences and customer sales.



Potential media coverage in newspapers and radio/TV plus exposure to the Festival's social media followers. (18K Facebook, 5K Instagram). The Festival is promoted and advertised widely in the months leading up to the event to target key demographics — digitally and on social media, as well as through traditional print, radio and TV mediums. Hard copy promotional material is also widely distributed and displayed throughout the region including posters, flyers, banners, and associated marketing material.



On the ground participation with your team during the Festival to showcase partnership and enjoy festivities.



Event and sponsorship partners will be included in paid advertising campaigns and media releases across various platforms.

Grassroots support

Expose your brand

to local, state, national, and international audiences during the festival by:



- + Entering the Go Purple business awards and being involved in the legendary Jacaranda Thursday activities. Choose a fun theme for your business and staff and you could take out the coveted Jacaranda Gold Cup, Silver Cup or Rose Bowl. There are amazing prizes up for grabs.
- + Create a Jacaranda-themed window display to show your support for the Festival and catch the eye of locals and visitors.
- + Book a table for you and your staff at the Jacaranda Ball and head out for a night of team building, networking, and most importantly, fun.
- + Participate in the popular Spot It competition. A family favourite from years gone by, enter the competition and place an obscure object in your window unconnected to your business. Hundreds of Spot It enthusiasts will submit this entry and try to identify the object from every participating business window day or night. Some great cash prizes for them are up for grabs.. It's a great way to showcase your products and services at the same time.
- + Participate in the Jacaranda Float Procession. This popular, traditional event is a people pleaser and the perfect vehicle to showcase your business.



Award-winning Festival

In its first year of entering the **NSW Regional Tourism Awards**, the Grafton Jacaranda Festival won **Bronze for Regional Festivals and Events – Destination North Coast**.

Financial return

\$2million+ injected in the local economy over the Festival's 10-day program.

Attracting more than **35,000** people and reaching **500,000+** online

Grafton's famous jacarandas were featured on the social media pages of VisitNSW and Tourism Australia.

60% of visitors stayed for one night or more

85% of visitors came with friends/family

65% of visitors were aged 55 and above

20% of visitors were aged 35-54

Overnight visitors inject on average \$180 per person into the local economy, according to tourism research.

(Information based on surveys conducted during the Grafton Jacaranda Season and Grafton Jacaranda Festival as supplied by Clarence Valley Council.)

Festival publicity



The festival has a targeted advertising and publicity program that showcases its appeal to local, national, and international markets, providing wide exposure for your sponsorship.

Recent festival media exposure included:

Print | digital

- **6** front page features
- **105** news features
- **16** advertising spaces
- Newspapers (Clarence Valley Independent and Northern Rivers Times with a **total audience of 60,000 people** across geographical area (Northern Rivers/NSW)

Television

- Paid advertising program with channels 7, 9 and 10

Radio

- 2GF
- FM103.1 LOVING LIFE
- 104.7FM
- ONE MOB RADIO

Social Media



18,000
FOLLOWERS



5,000
FOLLOWERS

Festival partnerships

The Grafton Jacaranda Festival offers sponsorship across several levels. There are partnership packages to suit businesses of all shapes and sizes. The Festival's management team prides itself on creating strong proactive relationships with its sponsors.

The Festival's marketing and media team oversee the festival's advertising material, official publications, and media releases.

As an ongoing courtesy, established event partnerships will have priority negotiation to events they have historically supported.

Festival management and committee are hugely grateful for the commitment and ongoing support of its local business partners and welcomes all newcomers with the same open arms.



➤ Naming rights partnerships

These top-tier sponsorships are negotiable. Please get in touch with Festival manager Mark Blackadder 0429 167 732 | manager@jacarandafestival.com

➤ Candidate sponsorship

As a candidate sponsor for the Jacaranda and Junior Jacaranda titles of the Grafton Jacaranda Festival your business will receive exposure across all media platforms and at real time candidate events including the very popular crowning ceremony.

Candidate sponsorships for 2023: Candidate \$500 | Junior Candidate \$300

➤ Prize and gift partnerships

The Grafton Jacaranda Festival presents **many sponsored prizes throughout the Festival.**

These include candidate gift packs, fundraising rewards, major raffle prizes, and various festival event prizes.

Besides monetary donations - goods and services or gift vouchers are also valued contributions and businesses will be publicly acknowledged at every opportunity.

Festival partnerships

Previous event partners will have right of first refusal to 2023 events.

	\$30K+	\$10K+	\$5K+	\$3K+	\$1K+	\$300+
Festival naming right	✓					
Full page ad in print and online programs	✓	✓				
3m x 6m space at all festival events and advertising areas	✓					
Individual event naming right		✓	✓			
1/2-page ad in print and online programs			✓			
3m x 6m space at name right event and Jacaranda Thursday		✓	✓			
Logo displayed on big screen during major events	✓	✓	✓	✓		
Logo in print and online programs and website	✓	✓	✓	✓	✓	✓
Local media attention in both print and radio	✓	✓	✓	✓	✓	✓
Social media posts with logo feature	✓	✓	✓	✓	✓	✓
Reserved seating at events*	6 Including ticketed events*	4 Including ticketed events*	2 Including ticketed events*	2 Not Including ticketed events*	2 Not Including ticketed events*	2 At Crowning for Candidate Sponsors*

*Exception of Jacaranda Ball and National Artist Events

FESTIVAL VISION

To create a distinctive, nationally-acclaimed festival that pays tribute to Grafton's jacarandas and champions community spirit.

FESTIVAL 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



Thank you for your
consideration.

Get in touch.

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