



EVENT SPONSORSHIP PROPOSAL

dineindineout.com.au

C A M B E R W E L L

CAMBERWELL DINE IN DINE OUT

Dine In Dine Out is a much-loved annual food festival held in Camberwell that brings together local cafes, restaurants and fresh food outlets.

The festival's aim is to promote local businesses, as well as create a vibrant and engaging community atmosphere for people of all ages and abilities to enjoy.

Last year's Dine In Dine Out was hugely successful and attracted more than 15,000 attendees.

GET INVOLVED!



Dine In Dine Out will return for its 5th year on Saturday, August 5, 2017.

This year we're opening up sponsorship opportunities so that we can take the festival to the next level and ensure its continued success.



CAMBERWELL

HOW IT WORKS



Dine In Dine Out is a gastronomic celebration, featuring cuisine and entertainment from and for our diverse cultural community.

Marquees are set up in Camberwell laneways to provide shaded seating areas for our

patrons and stalls for our vendors, as well as spaces to provide cooking demonstrations, live music, and other entertainment. Vendors offer a range of multicultural food and beverage options for the whole family.

CAMBERWELL CENTRE ASSOCIATION

The festival is free to attend and is run as a not-for-profit event in conjunction with the Camberwell Centre Association, a traders' association that represents the businesses of the Camberwell shopping precinct. **For more information, visit CamberwellShopping.com.au**

MEDIA REACH



OUR ACTIVITIES INCLUDE

- An official event **newspaper** with a circulation of 30,000, delivered to local homes and handed out across the shopping precinct in the lead-up to and during the event.
- Engagement with thousands of people who move through multiple locations around Camberwell over the festival, giving brands the opportunity to reach new customers and broaden their exposure.
- An extensive marketing campaign incorporating a range of press advertising, PR, digital advertising and street level promotions. We also reach thousands of people across our website, social media networks and email database.



C A M B E R W E L L

MEDIA REACH



HOW WILL SPONSORSHIP FUNDING BE USED?

As the festival is free, all costs need to be covered by the Camberwell Centre Association, as well as monetary and in-kind sponsorships.

The money provided through sponsorship arrangements will go to:

- event set-up and equipment hire
- marketing and design
- press and digital media advertising
- project and event management
- performers and entertainment
- event staffing

SPONSORSHIP OPPORTUNITIES

Dine In Dine Out sponsorship opportunities offer brands and organisations the chance to connect with a highly engaged local community, as well as the broader market of food and beverage enthusiasts in Melbourne.

SPONSORSHIP BENEFITS

- boost your brand awareness/profile
- foster goodwill with the local community through your support of this free event
- position/reinforce your branding
- cost-effective advertising during and in the lead up to the festival

SPONSORSHIP PACKAGES



DIAMOND SPONSORSHIP

\$30,000+ (max. 1 sponsor)

PLATINUM SPONSORSHIP

\$10,000 (max. 4 sponsors)

GOLD SPONSORSHIP

\$5,000 (max. 8 sponsors)

MEDIA SPONSORSHIP

\$15,000 in in-kind event promotion

DIAMOND SPONSORSHIP

\$30,000+ FOR EXCLUSIVE DIAMOND SPONSOR RIGHTS

- Prominent sponsorship recognition on A0 laneway posters, A3 posters, tree-surrounds and bin-surrounds
- Prominent sponsorship recognition in all newspaper advertising (Leader half-page ad, Weekly half-page ad & Leader wraparound advert), as well as logo displayed on Leader front page strip
- Sponsorship recognition in proposed radio advertising (pending confirmation)
- Sponsorship recognition, company logo and website link displayed prominently on Dine In Dine Out home page and “Sponsors” page
- Logo displayed on Facebook event banner image and sponsorship acknowledged in event description text
- Sponsorship recognition in all Facebook, Twitter, Google GDN, and email digital advertising campaign material
- Full page ad in Dine In Dine Out tabloid newspaper, as well as logo prominently displayed on front page, and sponsorship acknowledgement on page 3
- Logo displayed prominently on “Sponsors” board displayed at event
- Sponsorship recognition by the event MC at least 12 times during the day
- The option to have your own exhibition space/tent at the event (we can arrange a marquee for you or you can provide a branded one)
- Other tailored arrangements as negotiated to maximise the exposure of your business.

PLATINUM SPONSORSHIP

MAX. 4 SPONSORS, \$10,000

- Sponsorship recognition on A0 laneway posters, A3 posters, tree-surrounds and bin-surrounds
- Sponsorship recognition in specific newspaper advertising (Progress Leader half-page ad, Weekly Review half-page ad and Progress Leader wraparound advert)
- Sponsorship recognition, company logo and website link displayed on Dine In Dine Out home page and “Sponsors” page
- Sponsorship acknowledged in Facebook event description text
- Sponsorship recognition in all email campaign material
- Half-page ad in Dine In Dine Out tabloid newspaper, as well as logo displayed on front page, and sponsorship acknowledgement on page 3
- Logo displayed on “Sponsors” board displayed at event
- Sponsorship recognition by the event MC at least 8 times during the day
- Other tailored arrangements as negotiated to maximise the exposure of your business.



GOLD SPONSORSHIP

MAX. 8 SPONSORS, \$5,000

- Sponsorship recognition in Progress Leader wraparound advert
- Sponsorship recognition, company logo and website link displayed on Dine In Dine Out “Sponsors” page
- Sponsorship acknowledged in Facebook event description text
- Sponsorship recognition in all email campaign material
- Quarter-page ad in Dine In Dine Out tabloid newspaper and sponsorship acknowledgement on page 3
- Logo displayed on “Sponsors” board displayed at event
- Sponsorship recognition by the event MC at least 5 times during the day
- Other tailored arrangements as negotiated to maximise the exposure of your business.

MEDIA SPONSORSHIP

\$15,000 IN-KIND PROMOTION

- Sponsorship recognition on A0 laneway posters, A3 posters, tree-surrounds and bin-surrounds
- Sponsorship recognition in specific newspaper advertising (Progress Leader half-page ad, Weekly Review half-page ad and Progress Leader wraparound advert)
- Sponsorship recognition, company logo and website link displayed on Dine In Dine Out home page and “Sponsors” page
- Sponsorship acknowledged in Facebook event description text
- Sponsorship recognition in all email campaign material
- Half-page ad in Dine In Dine Out tabloid newspaper, as well as logo displayed on front page, and sponsorship acknowledgement on page 3
- Logo displayed on “Sponsors” board displayed at event
- Sponsorship recognition by the event MC at least 8 times during the day
- Other tailored arrangements as negotiated to maximise the exposure of your business.

WHAT NEXT?

If you would like to sponsor Dine In Dine Out 2017 contact us to discuss our sponsorship packages or a tailored arrangement.

SPONSORSHIP DEADLINE 22 JUNE 2017

Contact James McInerney
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