

SATURDAY 11TH DECEMBER 2021



MANJIMUP CHERRY *Harmony* FESTIVAL



PRESENTED BY **LIVELIGHTER**

2021 Sponsorship Proposal

20th *Anniversary*



**MANJIMUP CHERRY
HARMONY FESTIVAL**



About Us

It's our 20th Anniversary and now is your chance to be part of one of the most iconic festivals on the Western Australian event calendar. Celebrate and support the Southern Forests food bowl by becoming an integral part of the

2021 Manjimup Cherry Harmony Festival.

Manjimup has long been considered a hub of horticultural and community activity. The focus of the region has evolved over the years from the timber industry towards agriculture and tourism. The region is fast becoming a must see destination for West Australians and the world at large and international travel restrictions have lead to an increased number of people discovering our region.

This annual Festival aims to raise the profile of our local producers and the community which it supports. Our theme is "living in harmony": to live in harmony with our environment and with each other and we invite you to participate in this, the 20th Manjimup Cherry Harmony Festival.

The Manjimup Cherry Harmony Festival is run entirely by volunteers from our local community. Being a non profit organisation, it is comprised of a Committee of dedicated volunteers who bring together years of expertise from varied backgrounds. This ensures that the Festival is run professionally. We are proud to see this event grow and expand each and every year.





Facts and Figures

- 2020 estimates showed we had approximately 8,000 visitors.
- The festival is now in its 20th year. We are confident that the festival will bring many visitors to Manjimup and to the region as a means of exploring the South West.
- The festival is promoted via it's website, www.cherryfestival.com.au, program and poster displays. There is significant press, TV and radio promotion in addition to a large social media campaign running right through to the day of the festival.
- From 1.8.2019 - 31.12.2019, our website www.cherryfestival.com.au received over 12,000 visits with average time spent on the site of nearly two minutes.

Digital Marketing Statistics - 1.8.2020-31.12.2020

- The festival website www.cherryfestival.com.au received over 12,000 visits with average time spent on the site of nearly two minutes, providing excellent sponsor exposure.
- Increased Facebook followers by 12.8% on previous year
- Increased Instagram followers by 132% on previous year
- Total social media organic reach (number of people) - 969,860
- Total social media paid reach (number of people) - 267,542
- Total social media organic impressions - 2,877,017
- Total social media paid impressions - 642,101
- Average videos viewed per month - 63,915

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These statistics clearly demonstrate excellent exposure not just for the day of the festival but for an extended period of time.





Marketing and Promotions

The marketing of the Festival is a large, broad media campaign with focus on travel, food and entertainment publications. This focus compliments our South West and Metropolitan marketing which includes website and social media presence, print advertising, talk-back radio segments, and a television campaign. We continue to monitor and adjust marketing to maximise exposure and value for money. We look forward to the advertising opportunities that will arise for both the festival and our sponsors.

Website and Social Media

The Manjimup Cherry Harmony Festival understands that social media is an invaluable medium to increase consumer awareness, participation and buzz around an event. We aim to increase traffic to our website and our presence on social media through Facebook, Twitter and Instagram, using a comprehensive Social Media Strategy.

2021 will again see significant advertising to our target market through Facebook and Instagram due to the exceptional engagement and return on investment.

The festival is a component of the combined events' promotions through the South West Events Forum. This forum encompasses the Manjimup Cherry Harmony Festival, Blues at Bridgetown, Boyup Brook Country Music Festival and the Nannup Music Festival.

To increase our online presence we also promote the festival on event websites (e.g. Tourism WA, My South West and Manjimup Visitors' Centre) and event calendars on the following websites:

westernaustralia.com

eventscorp.wa.gov.au

australiassouthwest.com

southernforestsandvalleys.com

manjimupwa.com

southernforestsfood.com

manjimup.wa.gov.au

mysouthwest.com.au

and many more!



Marketing and Promotions

Print Media

A strong newspaper marketing schedule includes features and advertisements in the Manjimup Bridgetown Times and Western Australian Regional Newspapers publications in the South West. The festival's program has been expanded to a multi page A5 booklet which will be printed with approximately 3,000 copies distributed in the lead up to and on the day of the event.

A wrap around cover promotion placed with the Manjimup Bridgetown Times is a high profile marketing promotion for the event and is printed in the week leading up to the festival. A number of feature articles are also highlighted in the four to six weeks leading up to the Festival. These editorials promote the various components of the Festival's program and are placed in conjunction with advertising in a number of regional publications across the South West.

Signage

Permanent billboards near the north and south entrances to Manjimup promote the festival year round. Event banners are placed around the Manjimup Central Business District during the festival. There are opportunities for promotional signage for our sponsors including but not limited to;

- Main Stage Area in Central Business District
- Tastes of the Southern Forests Food Avenue
- Coronation Park - Stall and log chopping area
- Manjin Park - Kids Activities
- Giblett St main event venue

Television and Radio

We plan to continue our advertising campaign on regional television broadcasting in the lead-up to the event with the support of GWN7. Regional radio advertising is also a strong component in our campaign with 50 advertisements plus priority fillers on AM radio including Triple M and ABC Radio. Outside broadcasts issuing regular sponsor mentions are also utilised. Last year we were able to secure live interviews on Curtin University and ABC Radio and look forward to continuing these relationships in 2021.



2021 Media Partners



Existing Major Sponsors



Sponsorship Opportunities

Sponsorship of the 2021 Manjimup Cherry Harmony Festival has a great deal of benefit to your business including;

- Massive exposure to the South West market
- Access to new or additional markets within the South West region
- Enhances your corporate engagement within the community
- Opportunities to further research your market and clientele

Your financial involvement will play a key role in the success of our festival. Our goal is to provide you with an opportunity for promotion at one of the states most loved events. By sponsoring the 2021 Manjimup Cherry Harmony Festival, you help bring to the community an entertaining and vibrant celebration while promoting your company or brand.

General Sponsorship

A general sponsorship package allows you to contribute to the general running of the festival. You will be informed of where your contribution has been allocated.





2021 Sponsorship Agreement

Sponsor Name: _____

Owner/ Contact Person: _____

Address: _____

Mailing Address (if different): _____

Phone: _____ Email: _____

Web Address: _____

I/ We _____ (Insert Name), pledge the following amount as a sponsor of the 2020 Manjimup Cherry Harmony Festival:

Value in Dollars \$: _____

Value In-Kind \$: _____

If In-Kind, please provide details: _____

Please nominate any specific event/ part of the festival you would like to sponsor:

Authorised Signature: _____

Please scan and return this form, along with a high resolution copy of your logo to treasurer@cherryfestival.com.au.

**Thank you for your most generous contribution to
The 2021 Manjimup Cherry Harmony Festival**