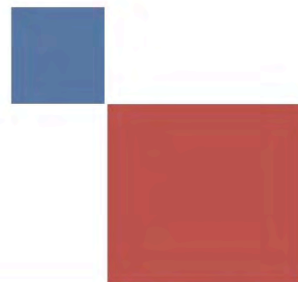




National Folk Festival

Sponsorship Proposal 2011





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Australia's Premier Festival Event - Awards & Achievements

Winning the Qantas National Tourism Award 2009, The National Folk Festival (the 'National') is officially recognised as Australia's leading festival event.

- 2009 Qantas National Tourism Award – Festivals & Events (Winner)
- 2009 Canberra & Capital Region Tourism Award - Festivals & Events (Winner)
- 2008 Canberra & Capital Region Tourism Award - Festivals & Events (Winner)
- 2007 ACT NOWaste Silver Award
- 2005 ACT NOWaste Bronze Award
- 2005 National Australia Bank Volunteering Award - Arts & Culture

Following two consecutive awards as the best festival event in the Canberra and Capital Region Tourism Awards in 2008 and 2009, the festival has now become something of a Canberra institution.

Background

Established in Victoria in 1967, the National migrated interstate annually before settling in Canberra in 1993. Since this time the National has become a flagship event having gained a reputation as a distinctive, high-quality event, noted especially for its inclusiveness and friendliness.

Profile

The National is a major annual event in the Australian music calendar, eagerly anticipated each year by a crowd of over 55,000 people who flock from overseas, interstate and from the many diverse communities in the Canberra region.

As well as being recognised as the country's leading festival event, the National has been acknowledged for its commitment to the wellbeing of the community.

The Festival is acknowledged as an innovator in implementing policies that reflect a social and environmental responsibility.

Ethos

The National is a family-friendly event with an accent on participation. Education informs the direction of many of the organisation's programs, both within and outside the main festival event.

The National has an outstanding record of environmental awareness as evidenced by its attention to recycling and re-use.

Ongoing access improvements are being made in co-operation with disability access consultants and core members of the Festival's team of volunteers.





National Festival - Overview:

- a richly diverse program comprising leading musicians, dancers and folkloric arts practitioners from all over the world;
- over 20 venues with a myriad of high class performances – with music in many genres;
- the 'Majestic' Fringe Festival in the Big Top – with circus and vaudeville acts;
- the Southern Cross Ten TV Budawang Auditorium for a concert audience of over 2,000 people – with up-close TVC Screen viewing;
- the world-famous 'Session Bar' – the largest and liveliest all-night impromptu music venue on the planet with music from all four corners;
- 'Diverse Deli' - over 30 delectable food stalls offering delicacies from all around the world;
- Children's and Family Festival with the 'Kids Kafe';
- the country's largest dance program in the 'Fitzroy' dance venue - with everything from Flamenco to Tango to Clog and Colonial dancing;
- a range of cosmopolitan bars and cafes with boutique beers, wines, spirits and organic coffees, teas and soft drinks;
- folkloric arts programs and displays including tradition bearers crafts, stockman's camp, instrument makers exhibitions;
- musical instrument and singing workshops, circus performances and workshops, spoken word programs, comedy, photography, film ;





Current Partners – Sponsorship Levels and Benefits

Platinum Partners	(5 only) (\$30,000 and above)
Gold Partners	(5 only) (\$20,000 - \$30,000 value)
Silver Partners	(5 only) (\$10,000 - \$20,000 value)
Bronze Partners	(\$5,000 - \$10,000)
Distinguished Partners	(up to \$5,000 value)

The National Folk Festival (the “National”) offers a wide range of sponsorship opportunities for businesses, organisations or individuals seeking to promote their profile, products and services to a discerning, diverse national audience.

Your organisation will benefit by partnering in a unique, very well attended, proven, highly visible, national event that celebrates our diverse Australian culture, heritage and ever developing traditions.

By partnering with the Festival you will be able to promote your product/service/message to an important, diverse and discerning section of the Australian community, via our numerous communications media, whilst raising your profile and standing in the Australian Community.

In addition to offering five distinct levels of sponsorship, Platinum, Gold, Silver, Bronze and Distinguished, each with its own benefits, the National’s management team can tailor packages to meet prospective partners’ unique needs.





Platinum Partners (5 only) (\$30,000 and above)

Recent Platinum Partners:

Southern Cross Ten Television

Australian Capital Tourism

ACT Government (Multicultural Affairs)

Platinum Partner Benefits:

- Logo on Television Advertisements (3 week period)
- Major Venue Naming Rights – with Ambassadorial/MC opportunities
- Full page free advert in the Festival Program Booklet
- Platinum Partner Logo in 15,000 official program guides
- Logo on Posters
- Logo on Print Media Advertisements
- Acknowledgement of Platinum Partnership in all media releases
- \$5,000 worth of Season, Day or Evening Festival Tickets
- Acknowledgment in Print Media Editorial
- Logo on fliers and E-fliers
- Logo and Acknowledgement on NFF Website
- Acknowledgement at Media launch and VIP events
- Invitation to Media Launch, Official Opening & VIP Function.
- Signage and promotional materials at Event
- Acknowledgment from stage by MC's
- 3 Festival Gift Packs - CDs, T-Shirts, Festival Mug, Framed Poster





Gold Partners (5 only) (\$20,000 - \$30,000 value)

Gold Partner Benefits:

- Medium Venue Naming Rights & Ambassadorial/MC opportunities
- Logo on Posters
- Logo on Print Media Advertisements
- Half page free advert in the Festival Program Booklet
- Gold Partner Logo in 15,000 official program guides
- Acknowledgement of Gold Partnership in all media releases
- \$4,000 worth of Season, Day or Evening Festival Tickets
- Acknowledgment in Print media editorial
- Logo on fliers and E-fliers
- Logo and Acknowledgement on NFF Website
- Acknowledgement at Media launch and VIP events
- Invitation to Media Launch, Official Opening & VIP Function.
- Signage and promotional materials at Event
- Acknowledgment from stage by MC's
- 3 Festival Gift Packs - CDs, T-Shirts, Festival Mug, Framed Poster





Silver Partners (5 only) (\$10,000 - \$20,000 value)

Recent Silver Partners:

Barlens Event Hire

Bundaberg Rum

Coopers

Silver Partner Benefits:

- Logo on Print Media Advertisements
- Silver Partner Logo in 15,000 official program guides
- Quarter page free advert in the Festival Program Booklet
- Acknowledgment in Print media editorial
- Acknowledgement of Silver Partnership in all media releases
- \$3,000 worth of Season, Day or Evening Festival Tickets
- Logo on fliers and E-fliers
- Logo and Acknowledgement on NFF Website
- Acknowledgement at Media launch and VIP events
- Invitation to Media Launch, Official Opening & VIP Function.
- Signage and promotional materials at Event
- Acknowledgment from stage by MC's
- 3 Festival Gift Packs - CDs, T-Shirts, Festival Mug, Framed Poster





Bronze Partners (\$5,000 - \$10,000)

Recent Bronze Partners:

Unions ACT

Bonobo

Infinite

Bronze Partner Benefits:

- Logo on Print Media Advertisements
- Bronze Partner Logo in 15,000 official program guides
- Acknowledgment in Print media editorial
- Eighth page free advert in the Festival Program Booklet
- Acknowledgement of Bronze Partnership in all media releases
- \$1,500 worth of Season, Day or Evening Festival Tickets
- Logo on fliers and E-fliers
- Logo and Acknowledgement on NFF Website
- Acknowledgement at Media launch and VIP events
- Invitation to Media Launch, Official Opening & VIP Function.
- Signage at Event
- Acknowledgment from stage by MC's
- 2 Festival Gift Packs - CDs, T-Shirts, Festival Mug, Framed Poster





Distinguished Partners (up to \$5,000 value)

Recent Distinguished Partners:

National Film and Sound Archive

National Library of Australia

Murrays Coaches

Fender

St Francis Xavier College

Artsound FM

Radio 2XXX

EPIC

666 ABC Canberra

Telstra

The Canberra Times

ACT Woodturning Guild

ACT Potters Guild

Avant Card

Old Bus Depot Markets

Schmooze

Distinguished Partner Benefits:

- Distinguished Partner Logo in 15,000 official program guides
- Logo on fliers and E-fliers
- Logo and Acknowledgement on NFF Website
- Acknowledgement at Media launch and VIP events
- Invitation to Media Launch, Official Opening & VIP Function.
- Signage at Event
- Acknowledgment from stage by MC's
- 2 Festival Gift Packs - CDs, T-Shirts, Festival Mug, Framed Poster





2011 National Folk Festival – Overview

The 2011 Festival will feature four and a half days of vibrant performances and interactive workshops in music, dance, spoken word, art, craft, theatre and children's activities. The National also staged the new and highly successful 'Majestic' Festival Fringe event for the first time in 2010, inherited from the National Multicultural Festival.

Headline artists will include the legendary Bushwackers band, exclusively celebrating their 40th anniversary at the National. The festival will also feature a special ANZAC Day concert on Easter Monday afternoon.

In 2011 the National Folk Festival will be featuring artists from Victoria through our Feature State program. We aim to bring a large number of musicians, dancers and craft practitioners from the region to perform at the Festival.

The National will again run a folk instrumental and song writing master class program at Exhibition Park in Canberra (EPIC), in conjunction with the ANU School of Music in the week prior to the Festival event.



The Venue

For five days over the Easter holiday, Exhibition Park (EPIC) in north Canberra is dressed up and becomes a village filled with vibrant colour and sound. It becomes home to over 55 thousand people enjoying a cornucopia of delicious and diverse food, drink, dance, music and creative folkloric arts and crafts.

The National is a world of its own with a unique and relaxed atmosphere.





Music

For sixteen hours a day in 20 venues (some large enough to seat over 2000), the National draws together the best folk and acoustic musicians and singers from all over Australia, and around the world, performing in a range of venues from big concert stages to comfortable intimate venues.

Impromptu jam sessions, under the trees and in the world-famous Session Bar, form an integral part of the National, allowing exchange of repertoire and a unique learning experience for performers at all levels.

The Festival operates two Blackboard venues that are programmed on a daily basis and are open to anyone attending the event, providing impromptu performance opportunities outside of the main festival program.



Dance

Dance display groups from communities all over Australia come to the Festival to share with the rest of the country. There are dance classes all day, with everyone welcome to join in. Each night there are dances and balls in the main Fitzroy dance venue, with the finest live dance bands in the country providing the music.

Spoken Word

Performance of traditional and contemporary spoken word is a very important feature of Australian folklore so the National is a strong supporter of yarns, storytelling and poetry.





National Folk School

Education is a major aim of the festival. For three days before the main festival we run classes with some of the best instrument and voice teachers in Australia and the world. Blackboard venues and sessions provide unique opportunities for new and emerging talent to show their wares and learn from more experienced performers.

For Children & Young People

The National understands that this is an event for all people. To reflect this there is a special daily Kids Festival catering for those aged up to 13 and offering concerts, workshops and activities specially designed – as well as a Kids Kafe for children and their parents to enjoy some dedicated refreshment and respite.



Volunteers

The National has a large volunteer team committed to enjoying themselves through contributing their time in many areas. It takes about 1200 people working behind the scenes to make our festival happen. These volunteers are organised into 40 teams led by volunteer team Coordinators.

The Festival has played a major role in providing training for volunteers, including the young, the unemployed and older people who have moved out of the workforce. The Festival's volunteer training program provides a vital bridging role for members of the community seeking to expand and enhance their skill base. This was recognised recently when the Festival won the 2005 National Australia Bank's Volunteer Award in the national Art & Culture category.





Supporting a Festival Project or Program

The NFF delivers a number of special projects or programs each year. These projects bring either a high profile band, an interesting community project or other items that the Festival wishes to showcase but are either outside budget constraints or require some business linkages to make them work.

Past festival projects include the Corning Glass Museum Roadshow from the USA, the Aquaphonium musical sculpture from Tasmania, Sera Je Monks from Tibet and Indigenous performers from across the country.

In recognition for supporting a project or program the Festival will provide your organisation with the promotional opportunities associated with the appropriate sponsorship level as well as the following:

- Feature on the partnership on the Festival Website
- Feature on the partnership in the Festival Program Booklet
- Feature page on our website outlining the partnership
- Media Release on partnership



Festival Management

The National Folk Festival is a limited-liability, non-profit company formed for the purpose of presenting the main festival event as well as a range of folkloric educational programs. It has a volunteer Board of Directors with a broad range of skills and experience who are elected from amongst members of the Company. Company members are current and past Board members, and current and past appointed Directors of the event.

The National employs a core staff with dedicated experience and skills. The staff team manage the entire event, including the program, with the large team of volunteers coordinators and volunteers.





The Future

The National Folk Festival, like Canberra itself, is becoming further recognised as a leader in the cultural field in Australia, taking advantage of the wealth of community cultural practice, professional knowledge, experience and passion for the arts amongst the ACT community.

In addition to developing and refining the main festival event, the National Folk Festival is developing a number of projects and programs based on its strategic ethos of supporting education.

These include the development of a folk museum as well as residential music master classes that utilise folkloric culture (including folk music, dance, craft and historic collections etc) as a tool for education in music, geography, history and anthropology.

These projects also have a strong cultural touristic element and are very much concerned with the National Folk Festival providing a unique and valuable contribution to the continued development of Canberra as a cultural centre in the lead-up to the Centenary of Canberra in 2013 and beyond.



Contacts

For further information please contact the Managing Director, Sebastian Flynn, who will be happy to discuss any opportunities and to meet with you in person.

Tel: (02) 6262 4792

Mob: 0414 986 240

Email: md@folkfestival.asn.au

National Folk Festival
PO Box 179
Mitchell
ACT 2911



National Folk Festival - Marketing & Media Coverage

The National Folk Festival enjoys a high level of media coverage, locally, nationally and internationally. It draws its audience from 40% ACT attendees and 60% interstate and abroad.

Television

Regional and national coverage during the Festival on commercial and non-commercial networks includes:

- Multiple stories on ABC1 TV Canberra as well as SBS National News.
- 2 weeks of sponsored TV advertising secured with Southern Cross Ten TV – Community Service Announcement Adverts included logos of Platinum and Gold Sponsors

Radio

Extensive regional, interstate, national and international radio coverage (incl. UK and Japan) prior to and throughout the Festival. This includes an annual 3-hour national broadcast through Festival partner 666 ABC Canberra from the main venue.

The Festival also gains wide coverage in community radio stations around Australia and hosts a national community radio on-site broadcast.

Diverse Radio coverage includes:

- ABC Radio National (Breakfast)
- ABC Radio National (Bush Telegraph)
- ABC 702 Sydney
- ABC 612 Brisbane
- ABC 774 Melbourne
- ABC 720 Perth
- ABC 936 Hobart
- ABC 666 Canberra
- 4BC Brisbane
- 2CC Canberra
- FM 104.7 Canberra
- ABC Newcastle
- ABC Riverina
- ABC Northern Tasmania

Assorted interviews are arranged with local and community radio stations including local Canberra stations Artsound FM, 2XX and Valley FM).





Print

Print media coverage (before, during and after the Festival)

Media monitoring is taken out by the National Folk Festival from mid-March to mid-April capturing around 92 separate mentions in print media including the following:

Newspapers

- The Australian (multiple)
- The Weekend Australian (travel section feature)
- The Sydney Morning Herald (multiple)
- The Sun-Herald
- The Daily Telegraph
- The West Australian
- The Adelaide Advertiser
- The Canberra Times (multiple including daily features throughout the Festival)
- The Sunday Canberra Times (multiple)
- Variety of regional and local newspaper in all states of Australia, including The Word (Canberra) and major regional publications including Newcastle Herald and Illawarra Mercury.

Magazines

- Qantas: The Australian Way
- Australian House and Garden magazine
- Central magazine (Sydney)
- Limelight magazine (ABC, Australia's Top Five Festivals feature)
- Rip It Up
- X-press Magazine
- Rave Magazine
- Drum Media
- Canberra City News
- Canberra Weekly
- Capital magazine
- Caravan and Motorhome magazine





Promotional Activities

Promotional Material Distribution

The Festival produces three promotional items:

- Festival Poster - 1,000 printed and distributed locally and interstate.
- Festival DL Fliers – 32,500 - containing basic information, ticket prices, first round of announced performers. Posted out to Festival mailing list and distributed nationally.
- 110,000 program Guides – contains a basic program, ticket prices, detailed performer listings. Posted out to Festival mailing list, distributed locally through Saturday Canberra Times insert, distributed nationally through tourist centres and other outlets.
- 15,000 Program Booklets – 60 page full colour Festival Program given to all Ticket Holders.
- Volunteer Newsletters; 2,500 printed and mailed out in November, February and June.
- E-mail Newsletter - regular feature to volunteers and e-mail list that highlights the Festival Program and other Festival matters.

Our Website

The Festival website is located at www.folkfestival.asn.au.

It is the first response on the search engine Google for the search term “Australia Folk Festival” and “National Folk Festival”.

The website receives an average of 5,000 unique visitors a month with a peak period between January and April.

Festival partners will be featured on the website according to their partnership level.

Websites / E-magazines

The Festival features in, and has links from websites and e-magazines that include ABC national radio, national e-mags, national institution websites, folk websites, Music Australia, NRMA, YouTube, Flickr, Australian Review and many others.

Signage

Signage opportunities exist at the Festival in our 20 venues.

Online

Approximately 41 different online mentions were captured in 2010 by media monitoring including the following:

- Yahoo News
- ABC Online
- Nine MSN





(Online continued)

- Sky News
- West Australian
- SMH Online
- The Australian online
- News.com.au
- Adelaide Now
- Brisbane Courier Mail
- Melbourne Herald Sun
- FasterLouder

Additional non-tracked websites coverage includes Triple J Hack, GoSee Australia, The Riot ACT, The Great Aussie Holiday, The Mature Traveller, The Blarney Bulletin, and ArtsHub (editorial coverage as well as multiple artist profiles).

Paid advertising

In addition to editorial (free) media coverage, the National Folk festival has an budget to publicise the event via the following channels:

- BMA Magazine
- Rhythms Magazine
- The Riot ACT
- Canberra Weekly magazine
- The Canberra Times TV Guide
- National Convention Centre electronic billboard
- Trad&Now magazine
- Fifty Plus Lifestyle
- See Canberra magazine
- Canberra FM
- Avant Card postcards (15,000 promotional postcards in 150 venues across ACT and NSW)
- Media Planet TV (30-sec television advertisement played in screens in the Canberra Centre and Tuggeranong Hyperdome in weeks leading up to the event)





Local Events

The National Folk Festival also participates in key local events to leverage promotional opportunities:

- The Old Bus Depot Markets (3 x community stalls in exchange for arranging performers to entertain attendees)
- Schmooze (co-hosted Schmooze Young Professionals gatherings, with an address to 50-100 attendees at each, providing performers to entertain guests and preview the upcoming Festival as well as giveaway tickets for lucky door prizes).





MILESTONES

1967 - Established as National Folk Festival Event– Port Phillip Victoria

1968 – 1992 - Migrated Interstate Annually as National Event

1993 – Established in Canberra (Exhibition Park)

2008 – Purchased own office premises in Mitchell, ACT

2008 – Canberra & Capital Region Tourism Awards
(Winner – Festivals & Events)

2009 – Canberra & Capital Region Tourism Awards
(Winner – Festivals & Events)

2009 – Qantas National Australian Tourism Awards
(Winner – Festivals & Events)

2010 – Record National Folk Festival Attendance at EPIC - 55,000

STRATEGIC PLAN 2011-13

2010-11 - To establish the National Australian Folk Museum
(Canberra's unique collection of Multicultural Musical Instruments)

2010-11-To establish the National Music Master Classes
(Residential Weeks at Birrigai Education Centre, Canberra ACT)

2011 – To continue work on The Virtual Village
(Online Educational Resource utilizing Folk Music and Folk Culture)

2013 – Centenary of Canberra - major player in NCAA (National Capital Attractions Assoc) in
lead up to the Centenary of Canberra in 2013
– Canberra as a leading cultural centre in Australia

Further Strategic Development

2015 – Further Development as International Festival of Folkloric Arts

2017 – Celebrating 50 Years as Australia's Leading Folk Festival Event
(Publishing of Book Celebrating 50-Year History)





VISION STATEMENT

- To continue to position the Australian National Folk Festival as Australia's leading Folk Festival event;
- To develop a series of educational projects that utilize folk culture as a valuable tool for education;
- To position the National Folk Festival as a strategic player in the further development of the ACT as a cultural centre in the lead up to the 2013 Centenary of Canberra and beyond.

MISSION STATEMENT

- To preserve and promote folk culture as a vital element in Australian life;
- To promote the benefits of folk culture as a medium for education.

VALUES

- Diversity in Tradition
- Welcoming Community
- Tradition Bearing and Passing on of Tradition
- Participation
- Volunteering
- Sustainability
- Respect for Self and Others
- Contemporisation of Tradition
- Education

ABOUT THE NATIONAL FOLK FESTIVAL

The National Folk Festival is a limited liability (limited by guarantee), non-profit company formed primarily for the purpose of presenting the National Folk Festival event, as well as furthering its interest in educational programs related to folk music and dance and folk culture. It has a volunteer Board of Directors with a broad range of skills and experience, which is elected from amongst members of the Company. Company members are current and past Board members. The organisation has a full-time staff team of 8 people and utilizes the services of over 1200 volunteers at the annual festival event that currently draws an audience of 55,000 people at Exhibition Park Canberra.

