

Ballarat
*Carols by
Candlelight*

2023 Sponsorship Opportunities



Join us in supporting Ballarat's beloved CAFS Christmas Appeal

This Christmas, the need for support has never been greater and CAFS (Child and Family Services, Ballarat) is working harder than ever to offer local families a solution to the pressure that the season brings to bear on family finances.

The reality is that without community support, CAFS would not be able to assist families and individuals who turn to them during Christmas to have food on the table and presents under the tree.

Ballarat Carols by Candlelight and CAFS are proudly partnering in 2023 to raise funds and awareness for the CAFS Christmas Appeal.

Your support is vital to maximising the funds raised to support local families in need.

Align your business with a beloved local cause to an audience of tens of thousands

Becoming a sponsor of Ballarat Carols by Candlelight allows you support a much-loved event that reaches all demographics and generations. *Carols* provides an excellent opportunity for your brand to be showcased to an audience of over 10,000 people at Ballarat's premier outdoor venue – Mars Stadium - and throughout Ballarat and regional Victoria through our extensive promotional campaign with partners Channel 10, Time News Group and 3BA.

- Logo placement in 3,500 television commercials reaching an all-people potential viewing audience of 353,700
- Business advertisement in our songbook, distributed to 30,000 locals via the Ballarat Times and Golden Plains Times
- Promotional reach outside of the Ballarat region, with 13% of 2022 audience registrations coming from beyond Ballarat
- Live event simulcast and Christmas Day replay on 99.9 Voice FM and iHeartRadio



Child and Family Services Ballarat support numerous needy families come Christmas time



Children's entertainers 'Team Dream' performing to the 10,000+ crowd at the 2022 *Carols*

Presenting Partnership \$12,000

One opportunity only! This is our premier partnership, which means your organisation's name will be prominent on all promotions and media for the event, written/verbalised as "Ballarat Carols by Candlelight, presented by your business". You will have the opportunity to have an on-stage presence within the concert, signage at the venue, a full profile on the event website and benefits via our social media channels.

Gold Sponsorship \$6,000

This partnership represents excellent value as your organisation will have access to the majority of promotional material, including posters, flyers, press releases and logo inclusion, along with benefits via our extensive television advertising campaign and social media channels.

Silver Sponsorship \$3,000

Align your business with a beloved community cause and receive positioning in key promotional material, including an advertisement the Song Booklet which is distributed to 30,000 locals via the Ballarat Times and Golden Plains Times.

Community Partnership \$1,000

This package has been designed for small businesses looking to get on board with an entry-level sponsorship. For a relatively small investment, your company name will be listed on the event website, and you will receive an acknowledgement on the big screen before and after the event.

Benefits	Presenting Partner	Gold Sponsor	Silver Sponsor	Community Partner
Naming rights (“Ballarat Carols by Candlelight, presented by Your Business ”)				
Prominent logo placement/ verbalisation on all promotional materials. This includes noticeboards/real estate boards on roadsides (if applicable); media advertisements; promotional flyers / posters /postcards / videos / webpages; and schedule /program or specific event information (i.e. song booklet)				
On-stage presence				
Media releases and events				
Signage at event Signage will be placed in prominent locations (where practicable) when provided by sponsor				
Extended promotion on big screen The playing of your business’ commercial on the video screen as part of the event				
Logo placement in television advertising				
Social media Acknowledgment as a sponsor				
MC acknowledgments Minimum of three on stage announcements will be made throughout event for an event of three hours or more, relative to sponsor level				
Sponsor evaluation Post-event report outlining the return-on investment for your sponsorship dollars				
Logo placement/ advertisement on most promotional material. This includes postcards, posters, billboard / noticeboards, newspaper ads, webpage and specific event information (i.e. song booklet)				
Logo placement/ advertisement on limited promotional material. This includes the song booklet (relative to level of sponsorship), website, and logo placement on the big screen prior to and after the event				