

# SPONSORSHIP PACKAGE 2024



*presents*



**FRUEHLINGS  
FEST**



**10.08.24**

The main graphic features a stylized flag with the German national colors (black, red, and gold) and the number '24' in white. Below the flag, the words 'FRUEHLINGS' and 'FEST' are written in large, bold, sans-serif letters. 'FRUEHLINGS' is in blue and red, while 'FEST' is in yellow. The date '10.08.24' is written in blue below the main text. The entire graphic is flanked by decorative, colorful flourishes in blue, yellow, and red.

Thank you in advance for your consideration of this proposal.

For further information please contact: **Lou Ford, Events & Alumni Coordinator**  
[fordl@immanuel.qld.edu.au](mailto:fordl@immanuel.qld.edu.au) | 075477 3419

## Welcome.

**Fruehlingsfest – Immanuel Lutheran College’s Spring Fair, is an iconic Sunshine Coast event. 2024 is the 42nd year of this wonderful community gathering and a perfect opportunity for local businesses to get involved.**

The day features an abundance of entertainment for the whole family including rides for children of all years, entertainment provided by Immanuel’s very own music and dance students, an abundance of delicious food and treats, and a mix of stalls arranged by each year level featuring games and novelty events. This year we have also introduced a Marketplace which displays the many talents of some of our local artists and businesses, including crafts, plants, gourmet foods and much more!

2024 is also our first time introducing the **Artists on the Horizon Youth Art Showcase**, featuring young artists from across the coast which will only enhance our community interaction and engagement.

Fruehlingsfest is a P&F community event, organised by a team of parent volunteers, staff volunteers and the College’s Marketing Development Team. The money raised is distributed directly back into projects and events to benefit students and the Immanuel Lutheran College community.

The support of our local business community is fundamental to the event and this year there are 4 sponsorship opportunities available, including the opportunity to sponsor the **STAGE area**, the **OLD SCHOLARS’ BAR area**, the **MARKETPLACE** or **CARNIVAL CORNER**. With an average of 2,000 people attending our event every year, these are all high traffic areas promoting your brand. This exposure and the additional extensive marketing campaign held leading up to the event is an opportunity not to be missed.

We invite you to connect with our community as a sponsor and welcome the opportunity to discuss these with you further. We hope you will support this exciting community event.

## Sponsor Packages:

Fruehlingsfest will feature a comprehensive advertising and promotional campaign scheduled to run from May through August this year. This campaign will include media releases, targeted online marketing, College community-based newsletters, College website, and social media, including radio advertising.

## Audience:

- Immanuel Lutheran College students, parents and grandparents
- Friends of students, parents and grandparents
- Local Sunshine Coast residents
- There is something for everyone at Fruehlingsfest!

## Marketing Channels:

- Regular Facebook and Instagram posts reaching a wide
- Advertising campaign leading up to event (Refer Attachment)
- Local media advertising
- College website event page
- College community newsletter

## Linking your company’s brand with Fruehlingsfest will also bring many intangible benefits:

- Increased brand awareness
- Enhance your corporate presence throughout the community
- Great exposure that will attract community support
- Opportunity to team build and incorporate staff in community initiatives

# Levels Of Sponsorship

## STAGE SPONSOR

One available only – \$2,000

As a key Fruehlingsfest partner, your organisation will enjoy key positioning and exposure at our event and benefit from a school community targeted promotional period running from May until the date of the event.

### Deliverables:

- Exclusive stage naming rights and advertising
- 'Sponsorship Shoutout' on social media – includes Instagram, Immanuel Facebook and Immanuel Old Scholars' Facebook along with several internal facebook groups targeting each year level
- Acknowledgment at the event by our MC including an optional interview on stage
- 2 x corflute signs provided by ILC on the stage
- Sponsor able to provide up to two pull-up banners or tear drop banners adjacent to the side of the stage area. (Sizing and location to be finalised)
- Opportunity to set up a promotional display to promote your business and/or products
- Logo acknowledgment in our school newsletter for Terms 3 and 4, 2024
- Feature logo on the Fruehlingsfest website page, with a link back to your website
- Four complimentary ride passes to be used at the event along with one VIP CAR PARK available for your attendance at the event
- Acknowledgment in advertising campaign for a fortnight leading up to event – radio, digital and print
- Logo recognition on Fruehlingsfest marketing collateral (i.e. program flyer)
- Certificate of Appreciation acknowledging your support

## OLD SCHOLARS' BAR SPONSOR

One available only – \$2,000

As a key Fruehlingsfest partner, your organisation will enjoy key positioning and exposure at our event and benefit from a school community targeted promotional period until the date of the event.

### Deliverables:

- Exclusive bar naming rights and advertising
- 'Sponsorship Shoutout' on social media – includes Instagram, Immanuel Facebook and Immanuel Old Scholars' Facebook along with several internal facebook groups targeting each year level
- Acknowledgment at the event by our MC including an optional interview on stage
- 2 x corflute signs provided by ILC within the fenced bar area
- Sponsor able to provide up to two pull-up banners or tear drop banners (Sizing and location to be finalised)
- Opportunity to set up a promotional display to promote your business and/or products
- Logo acknowledgment in our school newsletter for Terms 3 and 4, 2024
- Feature logo on the Fruehlingsfest website page, with a link back to your website
- Four complimentary ride passes to be used at the event along with one VIP CAR PARK available for your attendance at the event
- Acknowledgment in advertising campaign for a fortnight leading up to event – radio, digital and print
- Logo recognition on Fruehlingsfest marketing collateral (i.e. program flyer)
- Certificate of Appreciation acknowledging your support

## MARKETPLACE

Two available only – \$1,000

As a key Fruehlingsfest partner, your organisation will enjoy key positioning and exposure at our event and benefit from a school community targeted promotional period until the date of the event.

### *Deliverables:*

- Exclusive Environmental Centre naming rights and advertising
- 'Sponsorship Shoutout' on social media – includes Instagram, Immanuel Facebook and Immanuel Old Scholars' Facebook along with several internal facebook groups targeting each year level
- Acknowledgment at the event by our MC
- Corflute signage around the perimeter of the Environmental Centre and in the foyer provided by ILC
- Opportunity to set up a promotional display to promote your business and/or products in the foyer of the Environmental Centre
- Logo acknowledgment in our school newsletter for Terms 3 and 4, 2024
- Feature logo on the Fruehlingsfest website page, with a link back to your website
- Acknowledgment in advertising campaign for a fortnight leading up to event
- Logo recognition on Fruehlingsfest marketing collateral (i.e. program flyer)
- Certificate of Appreciation acknowledging your support

## CARNIVAL CORNER

One available only - \$1,000

As a key Fruehlingsfest partner, your organisation will enjoy key positioning and exposure at our event and benefit from a school community targeted promotional period until the date of the event.

### *Deliverables:*

- 'Sponsorship Shoutout' on social media – includes Instagram, Immanuel Facebook and Immanuel Old Scholars' Facebook along with several internal facebook groups targeting each year level
- Acknowledgment at the event by our MC
- Corflute signage in Carnival Corner provided by ILC
- Opportunity to set up a promotional display to promote your business and/or products in Carnival Corner
- Logo acknowledgment in our school newsletter for Terms 3 and 4, 2024
- Feature logo on the Fruehlingsfest website page, with a link back to your website
- Acknowledgment in advertising campaign for a fortnight leading up to event
- Logo recognition on Fruehlingsfest marketing collateral (i.e. program flyer)
- Certificate of Appreciation acknowledging your support

If you believe sponsoring this event is right for your business. Please make contact with:

**Lou Ford, Events & Alumni Coordinator**  
[fordl@immanuel.qld.edu.au](mailto:fordl@immanuel.qld.edu.au) | 075477 3419

We look forward to hearing from you!

# Sponsorship Acknowledgement

Here is a snapshot of the acknowledgement each package receives. As a Fruhlingsfest partner, your organisation will enjoy exposure at our event and benefit from a targeted promotional period until August 2024.

	Cost	Exclusive Stage or Bar Naming & Advertising	Conflute Event Signage	Promotional Display at Event	Event MC Sponsor Shoutout	Event Website	Social Media	Ride Package	VVIP Car Park	Press Release	Radio Advert	Certificate of Appreciation
STAGE AREA (1 ONLY)	\$2000	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
OLD SCHOLARS' BAR (1 ONLY)	\$2000	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
MARKETPLACE (2 ONLY)	\$1000		✓	✓		✓	✓					✓
CARNIVAL CORNER (1 ONLY)	\$1000		✓	✓		✓	✓					✓

## Review and Approval Process

### REVIEW & APPROVAL PROCESS

Although all applications will be considered, sponsors need to align with our community values.

They should have a good community image and encourage children and family, fun and well being.

### TERMS & CONDITIONS

Sponsorship Proposal is current as March, 2024. Fruhlingsfest shall provide the Sponsor with the acknowledgements described in the prospectus.

Fruhlingsfest may adjust, substitute or provide other acknowledgements with the approval of the Sponsor.

Any variations to the description of each package must be as agreed by both parties.

Sponsorship entitlements will not commence until confirmation in writing and full payment is received.

No portion of the sponsorship cash payment or donor goods or services are subject to refund for any reason except governed by Fruhlingsfest.

The Organising Committee reserves the right to reject an application at any time.

Applications will be processed in strict order of receipt.



**Immanuel**  
**Lutheran College**  
Parents & Friends Community

*presents*



**FRUEHLINGS**  
**FEST**

**10.08.24**

IMMANUEL LUTHERAN COLLEGE  
WISES ROAD, BUDERIM