



# SPONSORSHIP OPPORTUNITIES 2021

BENDIGO  
**BLUES  
& ROOTS**  
MUSIC FESTIVAL



# ABOUT THE FESTIVAL

**THE BENDIGO BLUES & ROOTS MUSIC FESTIVAL WILL FILL THE STREETS OF BENDIGO WITH MUSIC ONCE AGAIN FROM 4-7 NOVEMBER 2021**

- The annual festival is a predominantly free, grass-roots, community event that gives music fans and community members the opportunity to enjoy world-class music, with a focus on local and independent talent from the blues and roots genres
- The four-day event will again be filled with performances and workshops – by more than 100 artists from all over Australia (as well as some internationals) – conducted in over 40 venues throughout Bendigo and some surrounding areas
- The centrepiece of the program will be an all-day, free-entry, family-friendly concert featuring over a dozen great acts in Bendigo's Rosalind Park on Saturday 6th November 2021
- The family-friendly and community-focused environment, historic scenery and atmospheric charm of the main concert always attracts a range of music lovers, with a welcoming atmosphere for families and fans of all ages and social backgrounds
- Bendigo Blues & Roots Music Festival Inc. is a not-for-profit community organisation headed by a dedicated committee and backed by an army of volunteers





# OBJECTIVES OF THE FESTIVAL

1 SHOWCASE LOCAL TALENT

2 SUPPORT AND INVIGORATE THE LOCAL MUSIC SCENE

3 SHOWCASE THE BENDIGO ARTS PRECINCT, CBD AND CULTURE

4 ACTIVATE VIBRANT, SAFE AND INCLUSIVE COMMUNITY EVENTS

5 SHOWCASE LOCAL BUSINESSES

6 UNITE THE LOCAL MUSIC COMMUNITY AND TRADERS

7 BRING VISITORS TO BENDIGO

8 NURTURE A SUSTAINABLE LOCAL FESTIVAL

9 BRING QUALITY PERFORMERS TO THE REGION ON A MORE REGULAR BASIS

# FESTIVAL STATISTICS

**20,000+**

patrons attended over the 4 days of the 2019 Festival

**95%**

said they were satisfied with their Festival experience

**96%**

said they were likely to recommend the Festival

**52%**

have attended 3 or more Festivals

**18%**

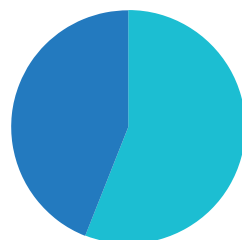
attended all 9 Festivals

The 2019 Festival generated an overall economic benefit of

**\$5.4 MILLION**

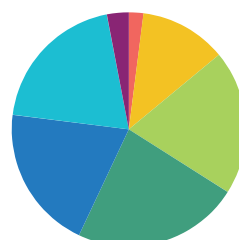
into the local economy.

## GENDER



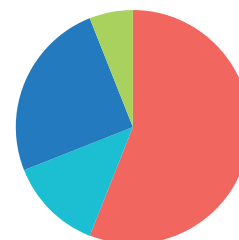
Female  
Male

## AGE



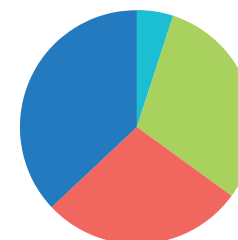
Under 20  
20-29  
30-39  
40-49  
50-59  
60-69  
70+

## GROUP TYPE



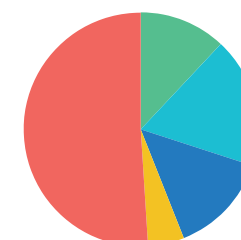
Family & Friends  
Duo/Couple  
Family with children  
Solo

## PATRON ORIGIN



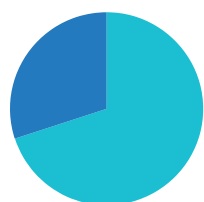
Interstate  
Local  
VIC Melbourne  
VIC Regional

## LENGTH OF STAY



3+ nights  
2 nights  
1 night  
Day trip  
Local

## LOCALS VS VISITORS



Locals  
Visitors

**> 98%**

of these visitors travelled to Bendigo primarily to attend the Festival.

Data gathered from the 2019 festival feedback.

# FESTIVAL SPONSOR EXPOSURE

## FESTIVAL EVENTS

- Four day festival 4 –7 November 2021 across Bendigo and surrounding towns
- Includes high level saturation in Print, Radio and Television, especially in the weeks leading up to the festival itself
- High visibility of our partners' brands through presence on our website, on banners, in the program booklet, press releases, e-mailing list notifications, DL brochures, posters and other printed materials – throughout the calendar year

## ONGOING EVENTS

- “Blues & Roots Showcase” musical events throughout the year featuring between 12 to 18 per show on multiple stages acts at various venues in Bendigo – a minimum of 2 fundraising events per year (in February and June), plus BB & RMF-branded promotional events, such as co-promoted concerts at the Capital and Ulumbarra Theatres, Community Stages at the Bendigo Easter Festival and the Music in the

Mall, Bridge Hotel Street Party, Tooby Blues, Bendigo on The Hop, Strategem Winegrowers Festival and Heathcote Wine & Food Festival amongst others

- The Blues Tram – monthly musical rides on Bendigo's historic vintage trams, featuring popular BB & RMF performers, partnered with Bendigo Tramways and Bendigo Tourism
- Top class national and International acts presented at Singer/Songwriter Showcase events, in partnership with the artists themselves and staged in the Old Church on the Hill.

## MEDIA

- Consistently engaging and fresh Website, and social media presence and promotion all year round
- Promotional stories in Print and Radio media, sporadically throughout the year



# GOLD SPONSORSHIP

**SPONSORSHIP VALUE OF \$10,000  
OR GREATER 3 PACKAGES AVAILABLE**

Our Gold Sponsors will receive the following:

- Top billing in all media communications
- Logo will appear larger than those of Silver and Bronze sponsors
- Prominent placing in the festival program
- Links to sponsor's website from the festival's website
- Prominent banner placement on/around the two adjoined stages of the main event concert and supporting events through the year
- Public acknowledgement during the main concert and in media interviews, where possible
- Gold Sponsor reserves the right of first refusal on subsequent sponsorship packages
- Bendigo Blues & Roots Music Festival Inc. is a not-for-profit community organisation headed by a dedicated committee and backed by an army of volunteers



# SILVER SPONSORSHIP

**SPONSORSHIP VALUE OF \$5,000**

**5 PACKAGES AVAILABLE**

Our Silver Sponsors will receive the following:

- Prominent positioning on all media communications
- Logo will appear larger than the bronze sponsors' logos
- Links to sponsor's website from the festival's website
- Prominent placing in the festival program
- Proportionate banner placement on/around the two adjoined stages of the main event concert and supporting events through the year
- Public acknowledgement during the main concert and in media interviews (where possible)



# BRONZE SPONSORSHIP

**SPONSORSHIP VALUE OF \$2,500**

**10 PACKAGES AVAILABLE**

Our Bronze Sponsors will receive the following:

- Logo featured on all our media communications and printed and online promotional materials
- Links to their website from the festival's website
- Proportionate placing in the festival program
- Proportionate banner placement on/around the two adjoining stages of the main event concert and supporting events through the year





# MEDIA SPONSORSHIP

**A NUMBER OF IN-KIND SPONSORSHIPS ACROSS  
ONLINE MEDIA, TELEVISION, NEWSPAPERS AND  
RADIO ARE ALSO AVAILABLE.**

Our Media Sponsors will receive the following:

- Sponsors will be recognised with links to their website from the festival's website
- Verbal mentions throughout our events throughout the year
- Logos in the festival program and on all posters, flyers, print ads and all other original printed and online promotional materials



# CONTACT US

FOR ALL SPONSORSHIP ENQUIRIES PLEASE CONTACT:

**COLIN THOMPSON**  
**FESTIVAL DIRECTOR**  
Email [bendigoblues@gmail.com](mailto:bendigoblues@gmail.com)

**JULIUS PORLAI**  
**FESTIVAL TREASURER**  
Phone 0402 808 141

**ROSS PERRY**  
**BLUES TRAM CO-ORDINATOR**  
Phone 0418 559 160