



SJ Community FAIR



Sponsorship Opportunities

In the beginning....

The Serpentine Jarrahdale Community Resource Centre (SJ CRC) developed the SJ Community Fair in 2013, after it identified a need within the community for another major event that provides all community groups the opportunity to be actively involved. Through this collaboration it has quickly become a hugely successful event. The vision was formed from a small idea of a market and some entertainment, that quickly escalated to a street fair and the whole community being involved.

Its success....

The SJ Community Fair is entering into its sixth year and is now the largest event held within the shire of Serpentine Jarrahdale, with the event attracting over 15,000 people and 185 stalls.

This event has provided the community with a major annual event that attracts visitors from a wide catchment, creating a substantial boost to the local economy each year, along with providing a major fundraising opportunity for all community groups. This fundraising opportunity has enabled the growth of services and resources.

The Fair is now an affiliated event of the Royal Agricultural Society (RAS) and boasts an impressive array of attractions and entertainment appealing to people of all ages. The affiliation with the RAS provides the Fair with additional event listings and marketing, reaching to all parts of WA.

The Exhibition section of the Fair has seen some incredible talent from not only local artists but also from right across WA. This is the prestigious part of the overall event and is celebrated on the eve of the Fair, with an awards ceremony attended by many dignitaries and all exhibitors. The exhibition encompasses art, photography, metalwork, woodwork and textiles. Entries are also received from local schools, which makes up over 80% of the entries for all youth sections.

The future....

This event is still growing to meet the continued demands for display and stall space. To allow for the rapid growth the overall event it requires support from the wider community and business sector.

Each year more of the community find a way to be included and take part. The SJ CRC envisages more community groups to take over parts of the event to ensure it captures all of the community and remains a sustainable annual event for many years to come.

The opportunity....

As the 2018 Fair fast approaches, now is the opportune time to be part of this growing successful event. It presents many opportunities for its funders and partners to be promoted as a supporter of a major annual event that caters for the whole community.

Getting on board will see your organisation promoted far and wide through many mediums. Some of these may include:

- Social Media - The SJ CRC uses three main facebook pages for marketing and then promotes on over 40 other pages across WA. In the lead up to all major events that the SJ CRC manages, paid promotion on social media is undertaken to capture a wider audience. Each paid promotion reaches from 4,000 to 15,000 people.
- Website - the SJ CRC administers the main community website - serpentinevalley.com.au which attracts over 50,000 hits.
- Street Banners
- Newspaper marketing - local community and state papers
- Posters and flyers - distributed across WA
- Community magazine - SJ Crier. 4,000 copies produced each month. 7,000 copies produced for the August edition as the Event Programme is in the publication. The SJ Crier is also widely distributed online through email databases and social media pages and website.
- Radio advertising
- Event Official clothing

NAMING RIGHTS SPONSOR

1 only

* Naming rights of event. To be included on all marketing material.

* I full page advertisement in the Event Programme.

The Event Programme is the centre piece of the SJ Crier.

* Naming rights recognition on the event official's shirts

* Naming rights recognition on all event official's and volunteer high vis vest & hats.

* Twice per week social media announcements of event sponsorship, from time of sponsorship commencement through til September after event.

Can include link to website or social media sites for further exposure.

* Regular recognition throughout the event day across the PA announcements, promoting any messages or advertisements

* Opportunity for a short interview on the day of the event with the broadcasting radio station

* Recognition and opportunity to present at the Exhibition Awards Ceremony on the evening prior to the event

* Merchandise distributed on the day of the event by the Community Mascot - Carnaby Bill

* Display/stall at the event and promotional promotion through event information stall

* Full page ad in SJ Crier each month from commencement of sponsorship through til September after event.

* Logo recognition as naming rights sponsor on all marketing material released for the event.

* Media release published in the SJ Crier and promoted through social media and Serpentine Valley Website.

* Prominent signage placement at event.

* Prominent promotion on the Serpentine Valley Website - *can include link to own website or social media*

\$22,000

MAJOR SPONSOR

5 available

* 1/2 page advertisement in the Event Programme.

The Event Programme is the centre piece of the SJ Crier.

* Logo recognition on the event official's shirts

* Logo on some of the event official's and volunteer high vis vest

* Weekly social media announcements of event sponsorship, from time of sponsorship commencement through til September after event.

Can include link to website or social media sites for further exposure.

* Recognition throughout the event day across the PA announcements

* Opportunity for a short interview on the day of the event with the broadcasting radio station

* Recognition and opportunity to present at the Exhibition Awards Ceremony on the evening prior to the event

* Merchandise distributed on the day of the event by the Community Mascot - Carnaby Bill

* Display/Stall at the event

* 1/2 page ad in SJ Crier each month from commencement of sponsorship through til September after event.

* Logo recognition as a major sponsor on all marketing material released for the event.

* Media release published in the SJ Crier and promoted through social media and Serpentine Valley Website.

* Prominent signage placement at event.

* Promoted on the Serpentine Valley Website as a major sponsor - *can include link to own website or social media*

\$11,000

SUPPORTING SPONSOR

5 available

* 1/4 page advertisement in the Event Programme.

The Event Programme is the centre piece of the SJ Crier.

* Logo recognition on the event official's shirts

* Fortnightly social media announcements of event sponsorship, from time of sponsorship commencement through til September after event. Weekly in the month leading up to event.

Can include link to website or social media sites for further exposure.

* Recognition throughout the event day across the PA announcements

* Opportunity for a short interview on the day of the event with the broadcasting radio station

* Recognition at the Exhibition Awards Ceremony on the evening prior to the event

* Merchandise distributed twice on the day of the event by the Community Mascot - Carnaby Bill

* Display/Stall at the event

* 1/4 page ad in SJ Crier in any three editions from commencement of sponsorship through til September after event.

* Logo recognition as a sponsor on major marketing material released for the event.

* Media release published in the SJ Crier and promoted through social media and Serpentine Valley Website.

* Signage placement at event.

* Promoted on the Serpentine Valley Website as a supporting sponsor - *can include link to own website or social media*

\$5,500

Up to 50% of this sponsorship could be offered as in-kind, in the way of services &/or resources relevant to the event requirements.

EXHIBITION MAJOR SPONSOR

1 available

* I full page advertisement in the Event Programme.

The Event Programme is the centre piece of the SJ Crier.

* Recognised as the sponsor for all awards.

* Logo recognition on the event official's shirts

* Weekly social media announcements of event sponsorship, from time of sponsorship commencement through until September. Weekly in the month leading up to event.

Can include link to website or social media sites for further exposure.

* Recognition throughout the event day across the PA announcements

* Opportunity for a short interview on the day of the event with the broadcasting radio station

* Recognition at the Exhibition Awards Ceremony on the evening prior to the event, with an opportunity to address the audience and assist with some award presentations.

* Invites for 4 representatives to attend the Awards Ceremony evening.

EXHIBITION SUPPORTING SPONSOR

2 available

* 1/4 page advertisement in the Event Programme.

The Event Programme is the centre piece of the SJ Crier.

* Logo recognition on the event official's shirts

* Fortnightly social media announcements of event sponsorship, from time of sponsorship commencement through til September after event. Weekly in the month leading up to event.

Can include link to website or social media sites for further exposure.

* Recognition throughout the event day across the PA announcements

* Opportunity for a short interview on the day of the event with the broadcasting radio station

* Recognition at the Exhibition Awards Ceremony on the evening prior to the event

* Invites for 2 representatives to attend the Awards Ceremony Evening.

* Merchandise distributed on the day of the event.

* Display/Stall at the event

* Merchandise distributed twice on the day of the event by the Community Mascot - Carnaby Bill

* Display/Stall at the event

* 1/4 page ad in SJ Crier in any three editions from commencement of sponsorship through til September after event. Can include an advertorial in one edition.

* Logo recognition as a sponsor on all marketing material released for the event.

** Media release published in the SJ Crier and promoted through social media and Serpentine Valley Website.*

* Signage placement at event in prominent areas and entry points.

* Promoted on the Serpentine Valley Website as a Major Exhibition Sponsor - *can include link to own website or social media*

\$4,400

* 1/4 page ad in SJ Crier in any edition from commencement of sponsorship through til September after event.

* Logo recognition as a sponsor on major marketing material released for the event.

* Media release published in the SJ Crier and promoted through social media and Serpentine Valley Website.

* Signage placement at event.

* Promoted on the Serpentine Valley Website as an Exhibition Supporting Sponsor - *can include link to own website or social media*

\$2,200

ENTERTAINMENT SPONSOR

4 available

To assist with ensuring the event has a large array of entertainment throughout the day that all visitors can enjoy, why not consider becoming an Entertainment Sponsor.

Entertainment requiring sponsorship includes, but not limited to:

- roving entertainers
- stage entertainers
- free rides
- interactive displays

* 1/4 page advertisement in Event Programme

* Website promotion as Entertainment Sponsor for event

* Prominent promotion at place of entertainment - *can include signage and merchandise*

* 4 PA announcements on day of event

* Opportunity for interview with broadcasting radio station

* Display stall at event

* Social media announcements in lead up to event

* Logo recognition on major marketing for event

\$2,200

COMMUNITY PARTNER

This partnership opportunity is open to any not-for-profit group or organisation that can provide services &/or resources relevant to the requirements of the event.

Suggested ideas, but not limited to:

Groups providing adequate volunteers to run a section of the event, such as -

- road blocks
- setting up
- pack-down
- parking attendants

To run an event of this size, it requires many volunteers and a large array of resources. The SJ CRC is happy to discuss this opportunity with any community group and encourages groups to get involved with this major event.

This partnership will provide your group with promotion of its activities and membership.

* Interview opportunity with broadcasting radio station on day of event.

* 1/4 page advertisement in the Event Programme

* Advanced listing in the Community Directory on the Serpentine Valley Website

* Display stall at the event

* Monthly social media promotion - through til September after event

* Invite/s to the Thank You Dinner, held after the event

* 4 PA announcement on day of event

**** All sponsors receive recognition in the event write-up, which is featured as the centre piece of the September SJ Crier community magazine. ****

For further information, enquiries or to take up a sponsorship package please contact:

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