



2012 SPONSORSHIP PROSPECTUS COUNTRYLINK PARKES ELVIS FESTIVAL



The 20th Parkes Elvis Festival will be held from the 11–15 January 2012. Sponsorship opportunities are now available to allow your business to leverage off the Festival's increasing success.

ABOUT THE FESTIVAL

The launch of the Parkes Elvis Festival in 1993 was a culmination of an ambitious plan to attract fans of the late Elvis Presley to Parkes, Central NSW.

Nineteen years later, the Festival now attracts over 15,000 visitors, some of Australia's best Elvis tribute artists and Parkes has gained both national and international recognition as the Elvis capital of Australia.

WHY HAVE AN ELVIS FESTIVAL IN PARKES?

Many people ask us this, and we reply—why not? Parkes quite simply has its fair share of committed and passionate Elvis fans who want to deliver a premier Elvis event.

HUGE FESTIVAL GROWTH

Festival growth has been astronomical over the past 8 years. Over 15,000 visitors came to the 2011 Festival and we expect this to grow significantly next year.

Festival achievements within the past five years

- Winner of the 2008 NSW Tourism Award in the Festivals and Events category (finalist in 2007, 2009 & 2010).
- Winner of the 2006, 2008 & 2009 Inland NSW Tourism Award in the Festival and Events category (finalist in 2010).
- Winner of the 2008 Regional Achievement and Community Award in the Events and Tourism category.
- Unprecedented national and international media exposure.
- The success and growth of the CountryLink Elvis Express .
- SBS documentary filmed and aired nationally and internationally on long-haul flights.
- Guinness World Record holders for the greatest number of singing Elvii in 2007. Guinness World Record attempt 2011 attracts international media attention.
- Launch of a brand new Festival website www.parkeselvisfestival.com.au in 2009.
- Launch of the Official Souvenir Program in 2008.
- Launch of the Fanatic e-newsletters in 2009 and Twitter and Facebook pages.



Five Packed Days of Events

The five day Festival Program has grown to feature a dazzling array of more than **140 individual events**. Highlights of the 2012 Program will include the **Best in Elvis Tribute Artist Feature Concerts**, the ever popular **Elvis Gospel Service**, the **Elvis Street Parade**, the crowning of **Miss Priscilla 2012**, the **Elvis Golf Day and Dinner**, the **Back to the Alter Wedding Ceremony**, the **Elvis Poet's Breakfast** and **free entertainment** in **Cooke Park** on Friday, Saturday and Sunday. With **CountryLink** providing fun all the way from Sydney to Parkes on the **CountryLink Elvis Express** and **Regional Express Airlines** flying in the **Priscilla Plane**, the non stop Elvis fun and entertainment will begin even before the visitors arrive in town.



Festival Partner Package

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EXCLUSIVE NAMING RIGHTS OF THE FESTIVAL

- Official Festival name “_____ Parkes Elvis Festival”
- Inclusion in all Festival communications, prior to, during and after the Festival, both administrative and promotional

INCLUSION IN ALL FESTIVAL MARKETING AND PROMOTIONS

- Feature promotion in Official Festival Program, including front page logo, welcome feature or article and prominently placed full page advertisement
- Prominently featured logo and link on www.parkeselvisfestival.com.au
- Company logo prominently featured on the television advertisement
- Logo prominently featured on all e-newsletters with a link to your company website
- Opportunity to insert promotional print item in Official Festival Program mail-out (on sale prior to the festival), provided print items fits within postal size/weight parameters
- 12 months of exposure on a rotating banner advertisement on the home page of the Festival website www.parkeselvisfestival.com.au (banner advert supplied by sponsor)
- Prominent logo featured on Festival Posters
- Sponsor name featured on Festival media releases

MERCHANDISE

- 6 official Festival shirts and hats

SIGNAGE

- Logo featured on festival signage displayed on major highways leading into Parkes.
- 4 weeks exposure of logo on 17 hanging street banners in the main street of Parkes
- Logo featured on the Cooke Park main stage banner (venue with biggest exposure)
- Opportunities for other sponsor-provided signage at venues by negotiation

FREE FESTIVAL ACCESS

- 6 tickets to the Friday Dinner
- 6 tickets to the Feature Concert
- 6 tickets to either the Thursday OR Sunday Dinners
- Use of the Sponsors Refreshment and Amenities area in Cooke Park

PROMOTION DURING THE FESTIVAL

- Premium location promotional site (3m x 6m) in Cooke Park. Available for Friday, Saturday and Sunday. Marquee available at cost price on request
- Opportunity to provide branded bags and/or items for Festival welcome packs
- Acknowledgement of sponsorship over PA from main stage during Friday, Saturday and Sunday entertainment in Cooke Park
- Opportunity for a company representative to welcome festival attendees from the main stage in Cooke Park
- Opportunity to display literature in Elvis Central
- Name featured on trophies and certificates
- Opportunity to supply branded lanyards to be worn by sponsors, media and festival officials

AND MORE...

- Framed certificate of appreciation
- Acknowledgement in Parkes Champion Post sponsor thank you advertisement
- Reduced rates for other sponsorship package options

Gold Sponsor

INCLUSION IN ALL FESTIVAL MARKETING AND PROMOTIONS

- Logo featured in Official Festival Program
- Full page advertisement in Festival Program
- Feature logo and link on www.parkeselfvisfestival.com.au
- 6 months rotated banner advertisement exposure on Festival website home page.
- Logo acknowledgement on television advertisement (if confirmed prior to deadline)
- Logo on Festival Posters

MERCHANDISE

- 4 official Festival shirts and hats

SIGNAGE

- Logo featured on main stage in Cooke Park (venue with biggest exposure)
- Opportunities for other sponsor-provided signage at venues by negotiation

FREE FESTIVAL ACCESS

- 6 tickets to the Feature Concert
- 6 tickets to either Thursday or Sunday Night Dinner
- Use of the Sponsors Refreshment and Amenities area in Cooke Park

PROMOTION DURING THE FESTIVAL

- Premium location promotional site (3m x 3m) in Cooke Park. Available for Friday, Saturday and Sunday. Marquee also available at cost price on request
- Option to provide promotional items for Festival welcome packs
- Acknowledgement of sponsorship over PA from main stage during Friday, Saturday and Sunday entertainment in Cooke Park

AND MORE...

- Framed certificate of appreciation
- Acknowledgement in Parkes Champion Post sponsor thank you advertisement
- Reduced rates for other sponsorship package options

Your investment: \$15,000 + GST

Silver Sponsor

INCLUSION IN ALL FESTIVAL MARKETING AND PROMOTIONS

- Logo featured in Official Festival Program
- 1/2 page advertisement in Festival Program
- Logo and link on the Festival website www.parkeselfvisfestival.com.au
- 3 months rotated banner advertisement exposure on Festival website home page.
- Logo acknowledgement on television advertisement (if confirmed prior to deadline)
- Logo on Festival Posters

SIGNAGE DURING THE FESTIVAL

- Logo featured on main stage banner in Cooke Park (venue with biggest exposure)

FREE FESTIVAL ACCESS

- 4 tickets to the Feature Concert
- Use of the Sponsors Refreshment and Amenities area in Cooke Park

PROMOTION DURING THE FESTIVAL

- Option to provide promotional items for Festival welcome packs
- Acknowledgement of sponsorship over PA from main stage during Friday, Saturday and Sunday entertainment in Cooke Park.
- 50% discount available on promotional site and/or marquee (3m x 3m) in Cooke Park

AND MORE...

- Framed certificate of appreciation
- Acknowledgement in Parkes Champion Post sponsor thank you advertisement

Your investment: \$10,000 + GST

Bronze Sponsorship

INCLUSION IN FESTIVAL MARKETING AND PROMOTIONS

- Logo featured in Official Festival Program
- 1/4 page advertisement in the Festival Program
- Logo and link on www.parkeselvisfestival.com.au
- 1 month rotated banner advertisement exposure on Festival website home page.
- Logo on Festival Posters

FREE FESTIVAL ACCESS

- 2 tickets to a Feature Concert
- Use of the Sponsors Refreshment and Amenities area in Cooke Park

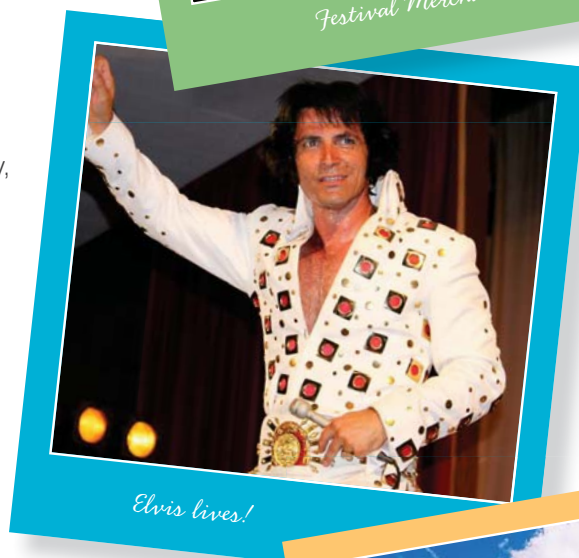
PROMOTION DURING THE FESTIVAL

- Option to provide promotional items for Festival welcome packs
- Acknowledgement of sponsorship over PA from main stage during Friday, Saturday and Sunday entertainment in Cooke Park
- 50% discount available on promotional marquee site (3m x 3m) in Cooke Park. Available for Friday, Saturday and Sunday

AND MORE...

- Framed certificate of appreciation
- Acknowledgement in Parkes Champion Post sponsor thank you advertisement

Your investment: \$5,000 +GST



Exclusive Event Sponsorships

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COOKE PARK MAIN STAGE

- Naming rights to the “_____ Main Stage”
- Exclusive signage opportunities on the main stage (signage supplied by sponsor)
- Opportunity for one company representative to take part in the competition judging panel

INCLUSION IN ALL FESTIVAL MARKETING AND PROMOTIONS

- Logo prominently featured in Festival Program
- Full page advertisement in Festival Program
- Feature logo and link on the Festival website www.parkeselvisfestival.com.au
- Logo acknowledgement on television advertisement
- Logo on Festival Posters
- Logo featured on e-newsletter advertising the main stage entertainment

MERCHANDISE

- 4 official Festival shirts and hats

SIGNAGE DURING THE FESTIVAL

- Logo featured on main stage banner in Cooke Park (venue with biggest exposure)
- Opportunities for other sponsor-provided signage at venues by negotiation

FREE FESTIVAL ACCESS

- 4 tickets to the Friday Dinner
- 4 tickets to the Feature Concert
- Use of the Sponsors Refreshment and Amenities area in Cooke Park



Elvii break record at Cooke Park Main Stage

PROMOTION DURING THE FESTIVAL

- Free premium location promotional site (3m x 3m) in Cooke Park on Friday, Saturday and Sunday. Marquee also available at cost price on request
- Option to provide promotional items for Festival welcome packs
- Acknowledgement of sponsorship over PA from main stage during Friday, Saturday and Sunday in Cooke Park

AND MORE...

- Framed certificate of appreciation
- Acknowledgement in Parkes Champion Post sponsor thank you advertisement
- Reduced rates for other sponsorship package options

VOLUNTEERS SPONSOR

- Sponsors logo on volunteer shirts/vests to be worn throughout the Festival
- Opportunity to supply branded hats and water bottles to volunteers
- Company logo on the festival website
- Acknowledgement of sponsorship over the PA from the main stage during the Friday, Saturday and Sunday entertainment in on the Cooke Park main stage
- Company logo in the Festival Program
- Use of the Sponsors Refreshment and Amenities area in Cooke Park
- 50% discount on a promotional marquee site (3m x 3m) in Cooke Park for Saturday and Sunday
- 2 Feature Concert tickets
- Framed certificate of appreciation
- Acknowledgement in Parkes Champion Post sponsor thank you advertisement

Your investment: \$5,000 +GST cash OR \$1,500 +GST cash and 120 branded t-shirts and hats

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FEATURE CONCERTS

- Naming rights to the “_____ Feature Concert”,
- Prominently placed signage at the Feature Concerts (signage supplied by sponsor)
- Opportunity to place promotional literature on the tables at each concert (supplied by sponsor)
- Opportunity for a company representative to officially welcome guests to each concert
- 8 Feature Concert tickets
- **PLUS SILVER SPONSORSHIP BENEFITS**



A young Elvis performing to the crowds

RENEWAL OF WEDDING VOWS CEREMONY

- Sponsor acknowledgement during the ceremony
- Free standing signage to be displayed during the ceremony (supplied by sponsor)
- Company logo on the Festival website www.parkeselvisfestival.com.au
- Acknowledgement of sponsorship over the PA from the main stage during the Friday, Saturday and Sunday entertainment in Cooke Park
- Company logo on the sponsors page in the main Festival Program
- Company logo and name included in the wedding ceremony media release
- Framed certificate of appreciation
- Acknowledgement in Parkes Champion Post sponsor thank you advertisement

Your investment: \$2,000 +GST

ELVIS BUSKING COMPETITION

- Naming rights to “_____ Elvis Busking Competition!”
- Logo featured on all Buskers identification
- Opportunity for one company representative to take part in the Final judging panel
- Opportunity to place promotional literature with each Busker (supplied by sponsor)
- Logo featured on the main stage banner in Cooke Park
- Logo acknowledgement on television advertisement
- Logo on Festival Posters
- Logo featured on e-newsletter advertising the Busking Competition
- Logo prominently featured in Festival Program
- ¼ page advertisement in Festival Program
- Feature logo and link on the Festival website www.parkeselvisfestival.com.au
- Use of Sponsors Refreshment and Amenities area in Cooke Park
- Framed certificate of appreciation
- Acknowledgement in Parkes Champion Post sponsor thank you advertisement

Your investment: \$5,000 +GST

ROCK N ROLL DANCE COMPETITION

- Naming rights to “_____ Rock n Roll Dance Competition”
- Company logo in the Festival Program
- Company logo on the Festival website www.parkeselvisfestival.com.au
- Free standing signage can be displayed during the competition (supplied by sponsor)
- Opportunity for one company representative to take part on the judging panel
- Acknowledgement of sponsorship over PA from main stage during Friday, Saturday and Sunday in Cooke Park
- Company name in media release detailing Cooke Park entertainment
- Logo featured on e-newsletter advertising the Rock n Roll competition
- Use of Sponsors Refreshment and Amenities area in Cooke Park
- Framed certificate of appreciation
- Acknowledgement in Parkes Champion Post sponsor thank you advertisement

Your investment: \$2,500 +GST

GOLF DAY & DINNER

- Company logo in the Festival Program
- Company logo on the Festival website www.parkeselvisfestival.com.au
- Signage displayed in the club house (supplied by sponsor)
- 4 tickets for the Sunday night Elvis Golf Dinner
- Sponsorship of a designated golf green (signage supplied by sponsor)
- Opportunity to supply player bags branded with your company logo
- Green fees for a team of four
- Opportunity for a company representative to present the awards to the golf winners
- Acknowledgement from the MC during the presentation and dinner
- Display area at the Parkes Golf Club to demonstrate your products and/or services
- Framed certificate of appreciation
- Acknowledgement in Parkes Champion Post sponsor thank you advertisement

Your investment: \$2,500 +GST



Renewal of wedding vows ceremony



Miss Priscilla's

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MISS PRISCILLA DINNER

- Naming rights to the event: “_____ Miss Priscilla Dinner”
- 8 tickets to the Miss Priscilla Dinner
- Sponsor acknowledgement on Priscilla sash worn during the Festival
- Signage displayed in a prominent position at the dinner (signage supplied by sponsor)
- Company logo included on the Sponsors page in the Festival Program
- ¼ page advert in the Festival program
- Company representative to officially welcome guests
- Company logo on the Festival website www.parkeselvisfestival.com.au
- Opportunity for a company representative to present the Priscilla sash to the winner
- Framed certificate of appreciation
- Acknowledgement in Parkes Champion Post sponsor thank you advertisement

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ELVIS GOSPEL SERVICE

- Sponsor acknowledgement during the service
- Company logo on the Festival website www.parkeselvisfestival.com.au
- Company logo on the main festival program
- Company logo on the service sheet
- Framed certificate of appreciation
- Acknowledgement in Parkes Champion Post sponsor thank you advertisement

ELVIS ART EXHIBITION

- Naming rights to the event: “_____ Elvis Art Exhibition”
- Attendance for 6 people to Friday night Official Opening Function
- Company representative to officially welcome guests at the Official Opening
- Company logo on the Festival website www.parkeselvisfestival.com.au
- Company logo included in the festival program
- Signage displayed in a prominent position at the Exhibition and Official opening (supplied by sponsor)
- Company logo included on personalized invitations sent to VIP's
- Company name and logo printed on the Art Exhibition promotional flyers
- Framed certificate of appreciation
- Acknowledgement in Parkes Champion Post sponsor thank you advertisement

Your investment: \$3,000 +GST

ELVIS POET'S BREAKFAST

- Company logo in the Official Festival Program
- Company logo on the Festival website www.parkeselvisfestival.com.au
- Signage displayed in a prominent position at the breakfast (supplied by sponsor)
- 4 tickets to the Elvis Poets Breakfast
- Opportunity to supply promotional material or branded items to breakfast attendees
- Company logo on breakfast menus
- Company logo on breakfast tickets
- Opportunity for a company representative to officially welcome breakfast guests
- Acknowledgement from the MC during the breakfast
- Framed certificate of appreciation
- Acknowledgement in Parkes Champion Post sponsor thank you advertisement

Your investment: \$1,500 +GST

ELVIS MARKETS

- Naming rights to the “_____ Elvis Markets”
- Sponsors signage displayed around Cooke Park (sponsor to provide signage)
- Logo featured on Festival Program
- 1/4 page advertisement on Festival Program
- Logo and link on Festival website www.parkeselvisfestival.com.au
- Logo on Festival Posters
- 2 tickets to the Friday Dinner
- 2 tickets to the Feature Concert
- Use of the Sponsors Refreshment and Amenities area in Cooke Park
- Option to provide promotional items for Festival welcome packs
- Acknowledgement of sponsorship over PA from main stage during Friday, Saturday and Sunday in Cooke Park
- A promotional marquee site (3m x 3m) in Cooke Park. Available for Friday, Saturday and Sunday. Marquee available at cost price upon request.
- Framed certificate of appreciation
- Acknowledgement in Parkes Champion Post sponsor thank you advertisement

Your investment: \$5,000 +GST

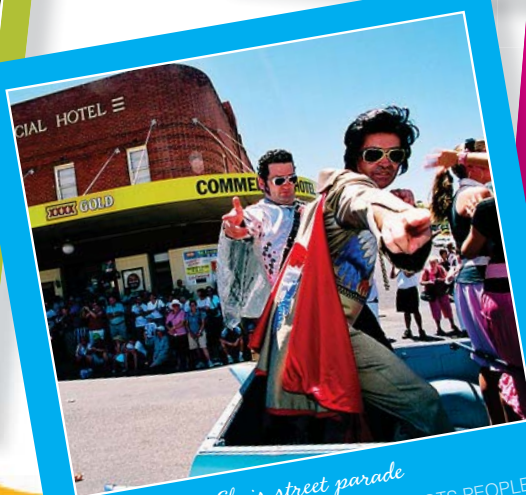
ELVIS STREET PARADE

- Naming rights to the “_____ Elvis Street Parade”
- Company float to lead the Street Parade Procession (float provided by sponsor)
- The opportunity for a festival VIP (eg Feature Concert Artist or Miss Priscilla) to feature on your company float
- Company name and logo acknowledged in Float Building Workshop advertisements.
- Company logo on the Festival website www.parkeselvisfestival.com.au
- Company logo included in the Festival Program
- Signage displayed in prominent positions along the Street Parade Route (Placement is subject to Council approval. All signage to be supplied by sponsor)
- Live broadcast and commentary of the Street Parade on 2PK
- Acknowledgement of sponsorship over the PA from the main stage during the Saturday and Sunday entertainment in Cooke Park
- Company logo on the sponsors page in the Festival Program
- Company logo and name included in the street parade media release
- 2 free Feature Concert tickets
- Use of the Sponsors Refreshment and Amenities area in Cooke Park
- Framed certificate of appreciation
- Acknowledgement in Parkes Champion Post sponsor thank you advertisement

Your investment: \$9,000 + GST



Elvis enjoying the parade



Elvis street parade

IMAGE COURTESY JAMES HORAN SHOOTS PEOPLE

ELVIS IDOL

- Naming rights to “_____ Elvis Idol”
- Company logo in the Festival Program
- Company logo on the Festival website www.parkeselvisfestival.com.au
- Free standing signage can be displayed during the competition (supplied by sponsor)
- Opportunity for one company representative to take part on the judging panel
- Acknowledgement of sponsorship over PA from main stage during Friday, Saturday and Sunday in Cooke Park
- Company name in media release detailing Cooke Park entertainment
- Logo featured on e-newsletter advertising Elvis Idol
- Use of Sponsors Refreshment and Amenities area in Cooke Park
- Framed certificate of appreciation
- Acknowledgement in Parkes Champion Post sponsor thank you advertisement

Your investment: \$2,500 + GST



Elvis Idol Performs to the crowds



Elvis Returns Float

2012 SPONSORSHIP PROSPECTUS

COUNTRYLINK PARKES ELVIS FESTIVAL



IMAGES COURTESY JAMES HORAN SHOOTS PEOPLE

There are many other sponsorship opportunities available at the 2012 CountryLink Parkes Elvis Festival.

We will work with you to tailor the right package!

- Elvis movies under the stars
- Festival shuttle buses
- Essential festival services – power, amenities, security, printing, advertising, photography, sound and visual production
- Media/Advertising partner
- Chairs & tables
- Junior Elvis & Priscilla look-a-like
- Priscilla look-a-like
- Elvis look-a-like
- A famous MC or performer
- Sponsor the big screen for Cooke Park
- Competition prizes

For further information regarding sponsorship for the CountryLink Parkes Elvis Festival, please contact:

The Festival Manager

T: 0427 358 471

E: elvis@parkes.nsw.gov.au