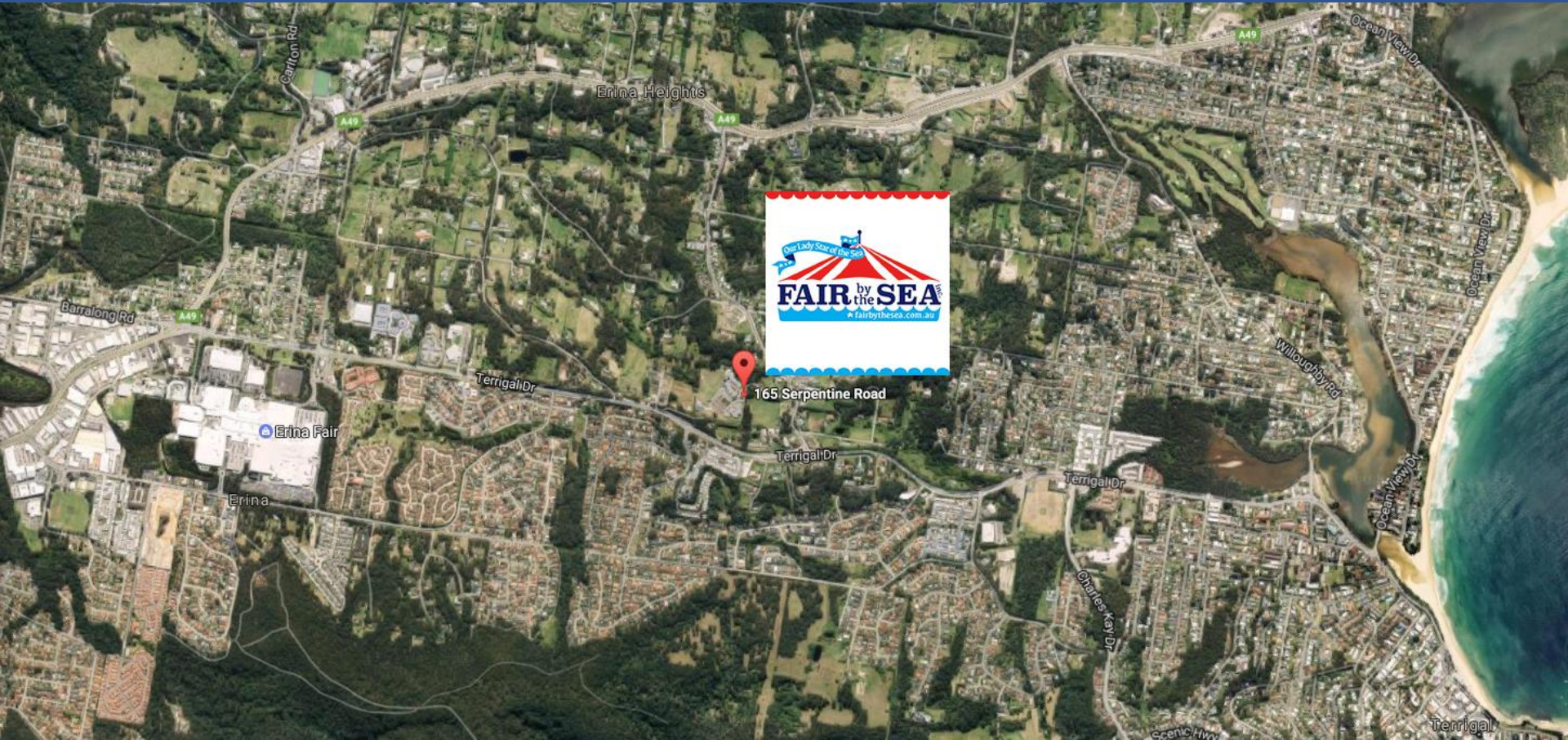


SPONSORSHIP OPPORTUNITY



Sunday 21st October 2018



TERRIGAL
NSW

The Event



Fair by the Sea is an annual event that draws audiences from across the Central Coast in their thousands!

The event will run from 8.00 – 2.00pm on Sunday 21st October 2018
This is our 42nd year of Fair by the Sea and each year we see more than 2000 visitors join us on Fair Day!



There is literally something for everyone at Fair by the Sea including:

- **Chocolate Wheel & Raffles with amazing prizes**
- **Adults enjoy the chance to snap a bargain at our well stocked: Toy Stall; Bargain Boutique; Book Store; Treasure Trove; Country Kitchen; Garden Nursery; Silent Auction while enjoying refreshments including BBQ; Coffee and Fruit Salad;**
- **Children are kept busy and entertained with: Carnival Rides; Kids Corner – craft & novelty activities, Kids Games, Sno Cones, Toy Stall, Book Stall, Lolly Stall, Tombola, Art and Design Competition and More!**



Key Benefits

Why should I get involved?

- **Gain exposure** and build brand awareness with an attentive audience at the 'grass-roots' level within the community of the Central Coast;
- **Positive brand association:** Your organisation is able to demonstrate your commitment to the school and community at large;
- **Mutual benefit:** Cross promotion is ideal for businesses and brands that are synergistic with our values;
- **Product Sampling:** Depending on your sponsorship package – there is the opportunity to sample your products directly with consumers – this is invaluable for consumables that are seeking market penetration within our region.

How can I become a Sponsor?

Fair by the Sea has a sponsorship program that caters for all levels of involvement. We are looking for sponsors for the following areas:

- **Raffle Prizes** – cash & prizes (sponsorship packages closing: 10th July);
- **Chocolate Wheel** – cash & selected goods such as tech items, sports equipment, etc;
- **Silent Auction** – goods, vouchers, experiences, memorabilia, money can't buy items and experiences;
- **Balloon Bonanza** – goods, vouchers and prizes;
- **General Sponsorship** – supply of food, drinks, equipment, services;
- **Sponsor a Stall** – cash or donated goods. Stalls available include Kids Corner, Kids Games, BBQ, Coffee, Sno Cones, Toy Stall, Book Stall, Lolly Stall, Bargain Boutique, Craft, Treasure Trove, Tombola, Art & Design Competition, and other food store options.



Our Sponsorship Packages

Cash Sponsorship, or Wholesale Value of Goods / Voucher	\$1,000+	\$500+	\$250+	\$100+	< \$100
Sponsorship Benefits	Platinum	Gold	Silver	Bronze	Supporter
Signage opportunity on Fair Day (banners, flyers, business cards on sponsorship table)					
Feature article in Fair by the Sea newsletter (published on website, Facebook page and emailed to school families)					
Listing on Home Page of website - Your Logo presented in our sponsors banner					
Acknowledgement & promotion by the MC on Fair day					
Acknowledgement on 2GO radio broadcast on the day					
On site display and product sampling opportunities					
Invitation to FBTS after party					
Listing on Fair map					
Your Business Logo in Fair by the Sea newsletter (published on website, Facebook page and emailed to school families)					
Website link from our website					
Listing on Sponsors Page of website (ordered by \$ value)					
Facebook posts featuring your business					
Certificate of Appreciation					

We Welcome Your Enquiries:

Sponsorship Area	Contact	Phone	Email
Balloon Bonanza	Laura Paul	0401 872 037	laura@fairbythesea.com.au
Silent Auction	Rebecca Leahy	0402 810 000	becleahy2@gmail.com
Raffle	Belinda Tolman	0451 074 248	belindacouch@hotmail.com
Chocolate Wheel	Mandy Kennedy	0438 851 818	mandy@fairbythesea.com.au
Kids Games / Creative Corner	Sharon Carson	0423 956 389	shazcarson02@gmail.com
General Sponsorships Enquiries	Kristy-Lee Billett	0415 160 428	sponsorship@fairbythesea.com.au
	Matt McCudden	0425 845 401	admin@fairbythesea.com.au

