

CHILDERS

festival

28 – 31 JULY



BE PART OF THE CHILDERS FESTIVAL

First held in 1996 as the Food and Wine Festival the event attracted 5,000 people. The following year the Bruce Highway was closed, with the crowd doubling in size. The event area continued to expand and the number of attendees increased.

As the event evolved, the festival's name changed a number of times before becoming the Childers Festival in 2012. In recent years, pre-event activities have been added to the program to increase length of stay and yield in the region including cane fire tours and an outdoor operatic concert.

Today, the event is regarded as a significant event on Queensland and Australian event calendars.

The festival attracts more than 40,000 visitors and offers businesses a once a year opportunity to connect with a diverse range of customers. Supporting the festival will assist in expanding into new markets, boosting your audience, building new customer databases and provides the opportunity to demonstrate products to new audiences.



VISION

To deliver the Childers Festival as an iconic destination event telling the unique story of Childers through place, experience, spirit and culture.

Event insights 2021:



Across the four days, Childers Festival attracted

31,300
individuals

who attended or participated in one of the events.

Bundaberg Region 62.9%

Intrastate 32.3%

Interstate 4.8%



Childers Festival is responsible for generating

9,687
visitor nights

in the Bundaberg Region with the interstate visitors average spend totaling \$169 per day



Childers Festival facebook

10k followers

What's On Bundaberg

6.5k followers



OPERA BY THE LAKE

Growing in popularity each year, Opera by the Lake is a highly anticipated event of the annual Childers Festival, attracting an audience of 300 people.

On the Saturday of the Festival, the banks of Lake Redbrook are transformed into a beautiful, picnic styled affair. Featuring the sounds of 'David De Vito' and 'The Leading Men' guests

have the opportunity to enjoy a local wine or two, while being magically transported by the music and the beautiful setting.

Local refreshments and wineries on site makes Opera by the Lake the perfect way to relax on a Saturday afternoon before the main Festival Day.

Investment and return

Included benefits:

- Partnering rights: **Opera by the Lake** proudly supported by . . .
- 3m x 3m marquee site to promote your business
- Logo on official **Childers Festival** digital program/website
- Sponsorship acknowledgement on any **Opera by the Lake** Facebook content (minimum two posts)
- Dedicated festival-branded sponsorship social tile to use on your own social media
- Eight complimentary tickets to **Opera by the Lake**
- Opportunity to run exclusive event promotion in the lead up to and during the event (ticket giveaway, prize collection etc)

Investment:

\$3,500
excluding GST



A NIGHT AT THE PARAGON WITH KATE CEBERANO

Australian entertainment royalty Kate Ceberano is without doubt one of the greatest voices of her generation. With an unmistakeable sound that has won her legions of fans across all generations she is truly one of Australia's most

Audience: 235 Pax

spectacular stars. In an intimate, one-night-only event Kate will be bringing her band to the breath-taking, heritage listed Paragon Theatre for a performance that is not to be missed.

Show sold out in 2021 prior to Covid cancellation

Investment and return

Included benefits:

- Partnering rights: **A Night at the Paragon with Kate Ceberano** proudly supported by . . .
- Logo on official **Childers Festival** digital program/website
- Sponsorship acknowledgement on any **A Night at the Paragon with Kate Ceberano** Facebook content (minimum two posts)
- Sponsorship acknowledgement on any **A Night at the Paragon with Kate Ceberano** Facebook campaigns
- Sponsorship acknowledgement on any **A Night at the Paragon with Kate Ceberano** Instagram content (minimum two posts)
- Dedicated festival-branded sponsorship social tile to use on your own social media
- MC sponsor acknowledgement on Crescent Street stage during **Festival Day** – 31 July
- Eight complimentary balcony tickets to **A Night at the Paragon with Kate Ceberano**
- Opportunity to run exclusive event promotion in the lead up to event (ticket giveaway, prize collection etc)

Investment:

\$7,500
excluding GST



A
BRAND
NEW
EVENT!

CHILLI WINGS EATING COMPETITION

The Chilli Wings Eating Competition is held on the last day of the Childers Festival on the main stage in Crescent Street. The competition will comprise of two rounds - amateur and professional, regardless of gender. Competitors are set up with the challenge to eat 10 chicken wings in 10 minutes. Amateurs are provided with all wings smothered in Childers Fine Foods

'Kiss The Reaper' chilli sauce (10/10 on the heat spectrum), while professionals are provided with five wings covered in the sauce + five wings coated with the Carolina Reaper chilli powder, for that more refined experience. The Carolina Reaper Chilli is officially the hottest chilli in the world, with Childers Fine Foods specialising in the farming and production.

Investment and return

Included benefits:

- Partnering rights: **Chilli Wings Eating Competition** proudly supported by ...
- Logo on official **Childers Festival** digital program/website
- Sponsorship acknowledgement on any **Chilli Wings Eating Competition** Facebook content (minimum two posts)
- Sponsorship acknowledgement on any **Chilli Wings Eating Competition** Facebook campaigns
- Sponsorship acknowledgement on any **Chilli Wings Eating Competition** Instagram content (minimum two posts)
- Dedicated festival-branded sponsorship social tile to use on your own social media
- MC sponsor acknowledgement on Crescent Street stage during **Festival Day** - 31 July
- Opportunity to present category winners' prizes
- Opportunity for branded signage to be displayed at event (approved by Council)

Investment:

\$3,500
excluding GST



FESTIVAL DAY

Major Partner investment and return

Investment:

\$15,000

excluding GST

Included benefits:

- Naming rights exclusivity of Crescent Street stage. Hosting performances by Kate Ceberano, Danny Fai Fai, Babba and David De Vito, activated on both Saturday and Sunday
- Logo on official **Childers Festival** digital program/website with hyperlink to website
- Logo on sponsor boards throughout the festival on **Festival Day** (print and digital)
- 6m x 3m market stall site on **Festival Day**, valued at \$578
- MC sponsor acknowledgement announcements on Crescent Street stage on Saturday and Sunday
- Sponsorship acknowledgement (combined) Facebook posts (minimum two)
- Sponsorship acknowledgement on Instagram content (minimum two)
- Dedicated festival-branded sponsorship social tile to use on your own social media
- 8 x tickets to **Opera by the Lake**
- 8 x balcony tickets to **A Night At The Paragon Kate Ceberano**
- Opportunity to run exclusive event promotion in the lead up to the festival (ticket giveaway, prize collection, etc)



FESTIVAL DAY

Platinum Partner
investment and return

Included benefits:

- Logo on official **Childers Festival** digital program/website with hyperlink to website
- Logo on sponsor boards throughout the festival on **Festival Day** (print and digital)
- 3m x 3m market stall site on **Festival Day** valued at \$289
- Sponsorship acknowledgement announcements on stage during **Festival Day**
- Sponsorship acknowledgement (combined) Facebook posts (minimum two)
- Sponsorship acknowledgement on Instagram content (minimum two)
- Dedicated festival-branded sponsorship social tile to use on your own social media
- 6 x tickets to **Opera by the Lake**
- 6 x balcony tickets to **A Night At The Paragon Kate Ceberano**
- Opportunity to run exclusive event promotion in the lead up to the festival (ticket giveaway, prize collection, etc)

Investment:

\$10,000
excluding GST



FESTIVAL DAY

Gold Partner
investment and return

Included benefits:

- Logo on official **Childers Festival** program/website
- Logo on sponsor boards throughout the festival on **Festival Day**
- 3m x 3m market stall site on **Festival Day** valued at \$289
- Sponsorship acknowledgement announcements on stage during **Festival Day**
- Sponsorship acknowledgement (combined) Facebook posts (minimum two)
- Dedicated festival-branded sponsorship social tile to use on your own social media
- 4 x tickets to **Opera by the Lake**
- 4 x balcony tickets to **A Night At The Paragon** with Kate Ceberano

Investment:

\$7,500
excluding GST



FESTIVAL DAY

Silver Partner
investment and return

Included benefits:

- Logo on official **Childers Festival** digital program/website
- Logo on sponsor boards throughout the festival on **Festival Day**
- 3m x 3m market stall site on **Festival Day** valued at \$289
- Sponsorship acknowledgement announcements on stage during **Festival Day**
- Sponsorship acknowledgement (combined) Facebook posts (minimum two)
- Dedicated festival-branded sponsorship social tile to use on your own social media
- 2 x tickets to **Opera by the Lake**
- 2 x balcony tickets to **A Night At The Paragon** with Kate Ceberano

Investment:

\$5,000
excluding GST