



# SPONSORSHIP PROSPECTUS

**T**he Albany International Folk and Shanty Festival (AIFSF) is a not-for-profit festival that aims to celebrate the mighty art of singing sea shanties and maritime folk music as well raising money for local charities, all whilst having a rollicking great time.

The Festival will take place between the 9 and 11 June 2021. It is intended that there will be performers attending from both WA and other states, travel restrictions permitting.

The Festival is also actively exploring the possibility of live

streaming selected performances and incorporating virtual performances from top class international acts.

As a free festival we are reliant on grant funding and sponsorship to enable the festival to run. AIFSF has developed a number of options to allow local businesses to support the event through sponsorship.

The aim of each of the sponsorship package is to set clear expectations for sponsors in relation to what they will provide and how the Festival will recognise each sponsors contribution.



**EMAIL [ALBANYSHANTYFEST@GMAIL.COM](mailto:ALBANYSHANTYFEST@GMAIL.COM) FOR MORE INFORMATION**



## VENUE SPONSOR

This option is for venues who wish to host an act at the 2021 Festival.

### COST OF SPONSORSHIP

This package is an in-kind sponsorship. The sponsor will be expected to:

- Provide a venue.
- Provide PA system suitable for the size of the venue (contact organisers for minimum specs).
- Provide a meal and a drink to each performer.

### WHAT YOUR SPONSORSHIP WILL DELIVER

- Increased sales throughout the festival period.
- Recognition on our website sponsors page, this will include your logo (200px by 200px) and link to the URL or your choice.
- Logo included on the digital program next to each act to perform at your venue.
- Logo included in the printed program.

### CONDITIONS

- Entry to your venue for the Festival performances are free.
- Charity collections are allowed during performances.
- Applications must be submitted online through [shantifest.com/venue-sponsors](https://shantifest.com/venue-sponsors).

## ACCOMMODATION SPONSOR

As a free festival, none of the acts that attend will be paid. The Festival aims to help performers by providing subsidies towards travel and accommodation.

The Festival is seeking in-kind sponsorship from accommodation providers who would be willing to offer some free or heavily-discounted rooms that can be booked by performers for the period of the Albany International Folk and Shanty Festival, 9 to 11 of July 2021.

### COST OF SPONSORSHIP

- Free or discounted accommodation to a minimum value of \$500.

### BENEFIT

- Recognition on our website sponsors page, this will include your logo (200px by 200px) and link to the URL or your choice.
- Promotional link to your booking page from the festival website.
- Logo included in the printed program.
- Acknowledgment at the opening event.

### CONDITIONS

- Room rates should be for the duration of the Festival, 9 to 11 July 2021.
- The value of free accommodation or discounts offered should have a minimum value of \$500.
- Applications must be submitted online through [shantifest.com/accommodation-sponsors](https://shantifest.com/accommodation-sponsors).



Would you like this mob in your venue?



Can you give a berth to some roosters like these?

# GENERAL SPONSORSHIP PACKAGES

## GOLD SPONSOR

### WHO IS THIS FOR?

Any business who would like to provide cash or in-kind support to the festival.

### COST OF SPONSORSHIP

- A minimum of \$1000.
- Sponsorship may be cash, goods or services in kind or a mix of cash and in kind.

### BENEFIT

- Added to the website under out sponsors page, includes logo (400px x 400px) and link to the URL of your choice.
- Acknowledgment at the opening ceremony.
- Logo displayed on the festival banner.
- Logo included in the printed program.
- A guarantee of two tickets to either the Friday night at the AEC or Saturday night at the boatshed.

### CONDITIONS

- Applications must be submitted online through [shantifest.com/general-sponsors](http://shantifest.com/general-sponsors)
- Cash sponsorship can be used to cover festival expenses.
- The expenditure of sponsorship funds is at the discretion of the Albany Folk and Shanty festival committee.
- Payment can be made by credit card online or bank payment.
- Sponsorship will be confirmed on receipt of payment.
- A copy of the festival accounts will be made available to sponsors following their completion post festival.



## SILVER SPONSOR

### WHO IS THIS FOR?

Any business who would like to provide cash or in-kind support to the festival.

### COST OF SPONSORSHIP

- A minimum of \$500.
- Sponsorship may be cash, goods or services in kind or a mix of cash and in kind.

### BENEFIT

- Added to the website under out sponsors page, includes logo (300px x 300px) and link to the URL of your choice.
- Logo displayed on the festival banner.
- Logo included in the printed program.
- Acknowledgment at the opening event.

### CONDITIONS

- Applications must be submitted online through [shantifest.com/general-sponsors](http://shantifest.com/general-sponsors)
- Cash sponsorship can be used to cover festival expenses.
- The expenditure of sponsorship funds is at the discretion of the Albany Folk and Shanty festival committee.
- Payment can be made by credit card online or bank payment.
- Sponsorship will be confirmed on receipt of payment.
- A copy of the festival accounts will be made available to sponsors following their completion post festival.



## BRONZE SPONSOR

### WHO IS THIS FOR?

Any business who would like to provide cash or in-kind support to the festival.

### COST OF SPONSORSHIP

- A minimum of \$250.
- Sponsorship may be cash, goods or services in kind or a mix of cash and in kind.

### BENEFIT

- Added to the website under out sponsors page, includes logo (200px x 200px) and link to the URL of your choice.
- Logo displayed on the festival banner.
- Logo included in the printed program.

### CONDITIONS

- Applications must be submitted online through [shantifest.com/general-sponsors](http://shantifest.com/general-sponsors)
- Cash sponsorship can be used to cover festival expenses.
- The expenditure of sponsorship funds is at the discretion of the Albany Folk and Shanty festival committee.
- Payment can be made by credit card online or bank payment.
- Sponsorship will be confirmed on receipt of payment.
- A copy of the festival accounts will be made available to sponsors following their completion post festival.



EMAIL [ALBANYSHANTYFEST@GMAIL.COM](mailto:ALBANYSHANTYFEST@GMAIL.COM) FOR MORE INFORMATION