



OYSTER *fest*  
2024 CEDUNA



# SPONSORSHIP PROPOSAL 2024



The District Council of Ceduna



# ABOUT THE FESTIVAL

Celebrated every South Australia Labour Day long weekend since 1991, Oysterfest is a community inspired food, wine & entertainment festival.

Showcasing the flavours of the Far West, our region's world class oyster's, wine, specialty cuisines and local talent, Oysterfest continues to be a celebration of the West Coast lifestyle, our beautiful coastal location and our shared community spirit.

# YOUR AUDIENCE

Oysterfest is Ceduna's yearly event that attracts up to 6,000 people over 2 days.

A family orientated event, Oysterfest appeals to all age demographics.

Investing in this years event is an opportunity to promote your business to a diverse audience, support the local community and ensure the continued success of Oysterfest into future years.



# LOCATION

Ceduna is a coastal town located on the Far West Coast of South Australia and is the last major centre before the Nullarbor. The Eyre Highway passes through Ceduna and is the main traffic route between Western Australia and the Eastern States.

Ceduna the "Oyster Capital of Australia" is found along South Australia's Seafood Frontier which tracks its way along the coastline of the Eyre Peninsula.

The Oysterfest takes place on the Ceduna Foreshore, with an area in excess of 9000sqm of manicured lawns overlooking the spectacular Murat Bay.



# FORMAT

Oysterfest celebrations commences at the Ceduna Foreshore Hotel on Friday evening with a Cocktail Dinner & live entertainment. The 2024 Oysterfest site will be open Saturday 5th & Sunday 6th October, from 11am until 11pm.

The festival is expected to attract approximately 6,000 visitors over the course of the weekend, with great attention being received after the huge success from last year's event.

## **ENTRY WILL REMAIN FREE TO ALL PATRONS IN 2024**

The 2024 Oysterfest will host exhibitors and stallholders who provide a variety of goods and services including, ready to eat food and beverages, homewares, unique artisan products and boutique crafts.

The main stage will be the entertainment hub of the festival featuring live entertainment and performances. Located in close proximity to the main stage you will find the licensed bar area, where along with your standard selections you will find a selection of wines, craft beers and cocktails. Beyond the stage area is where the exhibitors, food stalls, carnival rides and activities will be located.

Additional activities will be held in various venues around Ceduna.



# SPONSORSHIP OPPORTUNITY

The 2024 Oysterfest is estimated to drive 1.6 million dollars in economic impact for Ceduna and surrounding districts, directly supporting many of the community's small businesses and supporting their ongoing viability.

Investing in the Oysterfest provides businesses and organisations with an opportunity to identify themselves as a key contributor to the ongoing strategy to increase visitation, thus generating reciprocal support from the Ceduna Community and visitors to the region.

We would love to have you on board as a sponsor for the Ceduna Oysterfest 2024



# SPONSORSHIP LEVELS

There are a number of sponsorship options to choose from and all sponsorship packages will be individually tailored to meet the requirements of your organisation.

All sponsors will be included in the PR, marketing and advertising initiatives during the 3 month advertising campaign in the lead up to the festival, with an opportunity for extended promotion and recognition with early sponsorship sign up. There will be an opportunity for further promotion after the festival with digital advertising options to run throughout the remainder of the year and early into the next in a central location.

Please see the list of sponsorship packages for more detail. If you don't see a package that suits your needs a custom package can be negotiated. Let us help you with your vision and ours.

- *Platinum*
- *Major*
- *Proud Local*
- *Media Sponsor*
- *Program Advertisement*



# *Platinum Sponsorship*

- Naming rights to specific event areas. Including but not limited to the Kid's Corner, Competition Stage or the Main Stage.
- Inclusion on Main Festival directional sign at festival site
- Company logo inclusion in TV Advertising Campaign.
- Inclusion on all Posters / DL Flyers distributed throughout, regional NSW, VIC, WA and South Australia's 43 Visitor Information Centre's
- Half page advertisement in the official Festival Program distributed to approximately 4,000 the month leading up to the festival and distributed throughout the weekend.
- Marquee and signage provided at festival site for promotional purposes
- Ability to have banners/promotional material at festival site
- Your choice of Logo or Advertisement to be included in the Digital Sponsor Reel that will run continuously on the main stage throughout the festival.
- Continued advertising in a digital format running continuously in the CBD over the months of Oct -Nov & Jan - Apr.
- MC Acknowledgement throughout the festival



- 4 x Stubby Holders
- 4 x Oysterfest Caps

***\$10,000 +  
GST***



# Major Sponsorship

- Naming rights to competitions or feature events / activities in the programming. Including but not limited to activities like Chris Sperou & the SkyBlazers or the Oyster Shucking competition.
- Inclusion on all Posters / DL Flyers distributed throughout, regional NSW, VIC, WA and South Australia's 43 Visitor Information Centre's
- Marquee and signage provided at festival site for promotional purposes
- Your choice of Logo or Advertisement to be included in the Digital Sponsor Reel that will run continuously on the main stage throughout the festival.
- Continued advertising in a digital format running continuously in the CBD over the months of Oct -Nov & Jan - Apr.
- MC Acknowledgement throughout the festival
- 2 x Oysterfest Stubby Holders
- 2 x Oysterfest Caps



**\$5,000 +  
GST**

# *Proud Local Sponsorship*

- Inclusion on all Posters / DL Flyers distributed throughout, regional NSW, VIC, WA and South Australia's 43 Visitor Information Centre's
- Your choice of Logo or Advertisement to be included in the Digital Sponsor Reel that will run continuously on the main stage throughout the festival.
- Continued advertising in a digital format running continuously in the CBD over the months of Oct -Nov & Jan - Apr.
- MC Acknowledgement throughout the festival



*\$1,000 +  
GST*

**OYSTER**fest  
CEDUNA

## *Media Sponsor*

- Recognition as Official Media Sponsors of Oysterfest 2024
- Inclusion on all Posters / DL Flyers distributed throughout, regional NSW, VIC, WA and South Australia's 43 Visitor Information Centre's
- Inclusion in all marketing campaigns where applicable

*IN-KIND Sponsorship*

# *Program Advertisement*

- Purchase a 1/4 Page section in the Official Festival Program that gets distributed to approximately 4,000 people prior to the festival and over the weekend.



Starting from:

**\$200 +  
GST**

## *For More Information*

For more information and discuss other options please contact:

**Jo Skinner**

**Tourism, Events & Community Engagement Officer**

**District Council of Ceduna**

**[jskinner@ceduna.sa.gov.au](mailto:jskinner@ceduna.sa.gov.au)**

**0428 037 852**



# Thanks to our Sponsors for 2023

## Event Partners



## Platinum Sponsors



## Major Sponsors



## Proud Local Sponsors



For more information and discuss other options please contact:

Jo Skinner

System & Events Officer

District Council of Ceduna

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