

9 October 2019



To the Manager/Business Owner/Group

Dear Sir/Madam

We invite you to support this year's *Christmas Where the Angas Flows*, with its vibrant Pageant, family entertainment, Carols in the Park and fireworks. This traditional Christmas festivity event is very popular with our local community.

Sponsorship of this event provides the ideal opportunity for our local community (some 3,000 adults and children) to come and spend time together celebrating the message of Christmas. The beautiful Soldiers Memorial Gardens, in the heart of the Strathalbyn township, are the perfect backdrop for the carols and fireworks.

This Christmas season is fast approaching and we have planned this important community event for **13 December 2019**. As you would be aware, events of this nature require considerable organisation and are costly for community groups (sound equipment, security, rides etc).

We invite you to be part of this family evening and to support the event through sponsorship. *Christmas Where the Angas Flows* provides the ideal opportunity to:

- Thank your customers for their support during the year;
- Increase your brand awareness and recognition; and/or
- Identify your business or organisation as a community-minded business.

We have planned media and promotional activities to give your business great exposure. Such activities include content within the music programme booklet that is distributed widely, listing on the two big screens at the event and a Facebook "thank you" campaign in the months leading up to the event. The main Facebook page is called *Christmas Where the Angas Flows*, and cross promotion to the event also occurs through the Facebook page *Shop Strathalbyn – A Secret Worth Sharing*. Together, these pages have a following of more than 2,000 people.

The Co-ordinators of the event are Community Living Australia and the Strathalbyn Inter-church Council, who are respected organisations/groups in Strathalbyn. SAPOL, CFS and Alexandrina Council both assist and support the event.

Included in this letter are options for sponsorship and a form to return to us. Also attached is a Pageant registration form to be returned to the Pageant organisers, Community Living Australia, if you wish to enter a float/vehicle/group.

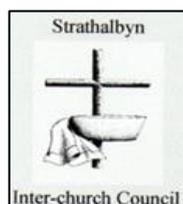
Your sponsorship response needs to be in by 14 November 2019 at the latest to make the deadline for printing of the programme booklet. If you have any questions regarding the event, we invite you to contact Sue Eckert on Ph 0408 362 258 or Kaye Gale on Ph 0408 362 512 or private message us via our Facebook at <https://www.facebook.com/christmaswheretheangasflows/>.

Thank you for your consideration and we look forward to celebrating this great event with you.

Yours sincerely

Sue Eckert
Christmas Where the Angas Flows

(The Inter-church Council is made up of the Anglican, Church of Christ, Strathalbyn Family Church, Uniting Churches, Emmanuel Christian Outreach, Lutheran and Catholic Churches)



CHRISTMAS WHERE THE Angas Flows

Sponsorship Package

Event Overview

Christmas Where the Angas Flows is an annual event held in historic Strathalbyn. It provides the perfect opportunity for people of all ages to gather and enjoy a relaxed and family friendly evening. The event comprises a vibrant Pageant, free amusements & entertainment for children, Christmas Carols on the banks of the River Angas and exciting fireworks that light up the beautiful Soldiers Memorial Gardens.

Audience

This year's event is to be held on Friday, 13 December 2019. Many families see this alcohol-free event as a special "end of school" celebration, given it is held on the last day of school and signals the start of the Christmas holidays in a grand fashion.

The event has run for many years and has a special place in the heart of locals, and so it is not unusual for crowds to start gathering mid-afternoon to secure a good "possie" for the night.

Weather depending, crowds can reach up to 3,000 people - this represents great exposure for sponsors. On the night, sponsors are recognised in a variety of ways (refer to the following page). Leading up to the event, social media (with more than 2,000 followers) is also utilised to announce generous sponsors.

Organising Committee

The event requires the passionate Christmas Event Committee to raise approximately \$23,000 to deliver the amusements & entertainment, Carols and Fireworks. Whilst Alexandrina Council generously provides a contribution to the event, the vast majority of the funding is raised through donations and sponsorships. The Committee, and certainly the local community, is very appreciative of sponsorships. Many previous business sponsors view this event as a great opportunity to thank their loyal customers.

The Committee comprises representation/involvement from the Strathalbyn Inter-church Council, business community and Community Living Australia. Expenses are audited each year upon completion of the event and the Committee is widely recognised as a trustworthy event facilitator.

Don't miss this fantastic opportunity to sponsor a valued event!



Sponsorship Suggestions

There are sponsorship options for this event to be held on **13 December 2019**. Your sponsorship contribution will provide the critical financial support needed for this event to take place. The programme will be printed by 1 December 2019, so your response to our Gold, Silver or Bronze sponsorship package must be received by **14 November 2019** for inclusion in the programme booklet.



Gold Sponsorship Package (\$500 or more)

Gold sponsors receive the following benefit for the contribution of \$500 or more:

- Placement of one of your outdoor advertisements on or near a free amusement/entertainment activity;
- Your whole screen advertisement on the two big screens during the evening;
- Your 1/8 page advertisement in the programme booklet widely distributed;
- Your logo and/or name advertised on both the *Christmas where the Angas Flows* Facebook page and the *Shop Strathalbyn – A Secret Worth Sharing* Facebook page, which have more than 850 likes and 1,200 likes respectively; and
- A certificate acknowledging your sponsorship support will be provided to you after the event.

Silver Sponsorship Package (\$250 to \$499)

Silver sponsors receive the following benefit for a contribution between \$250- \$499:

- Your half screen advertisement on the two big screens during the evening;
- Your 1/16 page advertisement in the programme booklet widely distributed;
- Your logo and/or name advertised on both the *Christmas where the Angas Flows* Facebook page and the *Shop Strathalbyn – A Secret Worth Sharing* Facebook page, which have more than 850 likes and 1,200 likes respectively; and
- A certificate acknowledging your sponsorship support will be provided to you after the event.

Bronze Sponsorship Package (\$100 to \$249)

Bronze sponsors receive the following benefit for a contribution between \$100- \$249:

- Listing on the two big screens during the evening;
- Listing in the programme booklet widely distributed;
- Your logo and/or name advertised on the *Christmas where the Angas Flows* Facebook page, which has more than 850 likes; and
- A certificate acknowledging your sponsorship support will be provided to you after the event.

Contributions of under \$100

The Committee is understanding that not all businesses can make larger donations and any contribution made towards the event is still greatly appreciated. For smaller amounts, sponsors will still be recognised on the *Christmas where the Angas Flows* Facebook page, will be named on the big screens and will receive a certificate acknowledging sponsorship support after the event.



Sponsorship Acceptance Form

Please tick the box that applies:

- I am agreeing to being a **Gold** Sponsor of this fabulous event and providing sponsorship to the amount of
 - I am agreeing to being a **Silver** Sponsor of this fabulous event and providing sponsorship to the amount of
 - I am agreeing to being a **Bronze** Sponsor of this fabulous event and providing sponsorship to the amount of
 - I am agreeing to being a Sponsor of this fabulous event and providing sponsorship to the amount of
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Name:

Business/Organisation:

Email/Address to supply receipt:

- I have transferred my sponsorship to SICC Christmas Carols A/C BSB 065515 Account Number 10115511; or
 - I have enclosed a Cheque made out to SICC Christmas Carols A/C
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Please complete and return to pseckert@adam.com.au or by post to RSD 207, Strathalbyn SA 5255 by 14 November 2019. Please also email a copy of your logo (if applicable) to pseckert@adam.com.au and belindacroser@internode.on.net.

For further information contact Sue Eckert on Ph:0408 362 258 or Kaye Gale on Ph: 0408 362 512.