

HEPBURN SWISS ITALIAN FESTA

Event Sponsorship 2023



Hepburn Swiss Italian Festa is back!

HELP CELEBRATE OUR VIBRANT COMMUNITY AS A SPONSOR, BY CREATING AND REGISTERING YOUR OWN EVENT, OR SUPPORTING OUR EXCITING THREE-DAY PROGRAM

After a three-year Covid hiatus Hepburn Swiss Italian Festa is back for 2023! A vibrant celebration of community, heritage, culture and lifestyle. A three-day feast of people, music, food, wine, local produce, art and sport to bring together community and visitors alike.

Hepburn Swiss Italian Festa marks 30 years on the calendar in 2023. It began as a way to celebrate the unique, lasting contribution and continuing influence of Swiss and Italian settlers to our community.

We're asking local business operators and community members to support the Festa by becoming sponsors, creating their own events and promotions, or join up with the existing program to showcase our theme of Viva La Festa 23!



WHEN?

Friday 27 October – Sunday 29 October 2023

WHERE?

Anywhere and everywhere but concentrated in Hepburn, Hepburn Springs and Daylesford

WHO?

Hepburn Swiss Italian Festa is a local not-for-profit incorporated organisation / body under the Associations Incorporation Act and overseen by an energetic management committee.

The Festa receives some Hepburn Shire and State Government support, but to make sure this year's ambitious performance and educational program is a success, the Festa does rely on the generous financial, in-kind and other support of local business owners and community members. The committee gratefully acknowledges the generous support of past sponsors – including some who've committed to be part of what we're calling Viva La Festa 23.

2023 Sponsorship

GOLD SPONSORSHIP \$5000

Includes:

- Specific event naming right — subject to negotiation
- Use of Festa branding in your own communication
- Your logo on all Festa advertising, media, promotional material and program
- Advertorial content as part of Festa media placement
- Editorial content, images and logo on Festa website

SILVER SPONSORSHIP \$2500

Includes:

- Your logo on all Festa advertising, media, promotional material and program
- Use of Festa logo in your own communication
- Two complimentary tickets to a Festa paid event of your choice
- Other benefits and opportunities as agreed

BRONZE SPONSORSHIP \$500 + CONTRA

Includes:

- Your logo on all Festa advertising, media, promotional material and program
- Use of Festa logo in your own communication

FESTA AMICI \$100

A \$100 donation makes you an Amici — a friend of Hepburn Swiss Italian Festa.

Festa Highlights

Hepburn Swiss Italian Festa happens in Hepburn, Hepburn Springs, Daylesford and across our local area.

Festa 2023 events include the renowned Landscape Art Prize, Saturday street parade, weekend family Festa, lantern parade, music, comedy, entertainment, creative productions by local schools, feature restaurants, behind-the-scenes at places rich in Swiss Italian stories, sports, historic vehicles — and more.

Festa 2023 is inclusive for First Nations people, the LGBTQIA community and accessibility.

Based on past Festas we expect more than 15 000 people to join Festa weekend — with most activities and events free of charge.

We're asking local business owners and community members to join us & support the return of the much-loved & iconic Hepburn Swiss Italian Festa, to celebrate Viva La Festa 23, & help to build a strong base for growth in future years.

Sponsorship packages are negotiable and can include contra or other indirect value support. Every sponsor contribution from Gold to Amici will be recognised in our media, social media, outdoor promotion and events.



HEPBURN SWISS ITALIAN FESTA

Got an idea about sponsoring,
hosting or supporting Festa? Get in touch!

ciao@swissitalianfesta.com

0412 515 397

www.swissitalianfesta.com

ABN 33 515 457 60

Hepburn Swiss Italian Festa
120 Main Road
Hepburn Springs 3461

Want to make a direct contribution?

Bank details below (please make sure you put your
name on the deposit and email us a remittance advice)

BSB 633 000 Account 117944470

