



JOIN THE  
MACKAY FESTIVAL  
OF ARTS  
2024

2024

# SPONSORSHIP

*Information Pack*

[WWW.THEMECC.COM.AU/FESTIVALS](http://WWW.THEMECC.COM.AU/FESTIVALS)

MACKAY  
ENTERTAINMENT  
CONVENTION  
CENTRE

MECC



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# OUR Story

Mackay Regional Council's annual Mackay Festival of Arts program takes place across the month of July each year, with a suite of events activating various locations in the Mackay Region. Having just wrapped up its 36th year, the 2023 Mackay Festival of Arts was thrilled to present another vast program of indoor and outdoor, free and ticketed events across a full spectrum of arts genres.

Each year the Mackay Festival of Arts delivers a range of events, with three that lie at the heart of #MackayInJuly. These three staple events are enjoyed by locals everywhere. Winter in the tropics – no other place we'd rather be!



## Wine and Food Day

Mackay's event of the year takes place on a beautiful winter's day in July each year, with an array of wine, food and fabulous music on show.

This event has been a staple in the Mackay Festival of Arts calendar for 31 years, with Wisely joining us for their first year in 2022!

Keep your calendar free, Saturday 20th July 2024 is this year's Wisely Wine and Food Day!



## Illuminate

An art exhibition for both young and old. Illuminate lights up an area of Mackay each year, with light installations by local and nationally recognised artists.

Celebrating it's 7th year in 2024, Illuminate has become a staple event in the Mackay Festival of Arts Calendar, with thousands of locals and out-of-town visitors enjoying the displays annually.

Major sponsor Dalrymple Bay Coal Terminal has helped bring this offsite event to life since its inception in 2017.



## Jazzy Brunch

Smooth jazz sounds, mimosas and a brunch buffet. The Jazz Brunch is a favourite in our July calendar, and is proudly sponsored by The Friends of the MECC.

Each year festival goers join their friends and relax in the MECC North Foyer, enjoying a smorgasbord of sweet and savoury foods alongside some of the finest Jazz musicians in Australia.

The Jazz Brunch is a tradition in the Mackay Festival of Arts program, with sell-out crowds annually.

# #MACKAYINJULY

# 2023 *Results*

With a strong support network, Mackay Festivals delivers high quality, annual events for the Mackay Region. With participation rates for Mackay Festival of Arts events on the rise, the team are currently seeking new sponsorship agreements from businesses willing to offer support (financially, or in-kind).

If you have ever considered supporting us, now is the time!

Speak with the team today, on how we can work together to help your brand grow, and continue the amazing work Mackay Festivals delivers for our region.



303,000+ social media reach during festival period



2,223 visitors from outside the Mackay Region



Combined attendance of 87,521 people



Mackay Festivals 16,000 followers



MECC 18,000 followers



Mackay Regional Council 38,000 followers



\$404,981+ economic boost to the region



\$340.75 average daily spend interstate travellers



\$48,394 total day tripper expenditure



# CAN YOU KEEP A SECRET?

## *A sneak peak at 2024*

### WISELY WINE AND FOOD DAY KIDS ZONE

#### *Sponsorship Opportunity!*

As the growth of Wine and Food Day continues to rise, so do the expenses associated with the event. Mackay Festivals are noting a price increase across all genres. From performance fees to equipment hire, these increases are one of the barriers event planners everywhere are facing.

Wine and Food Day continues to be a highlight for the Mackay community but what can we do with the kids? In 2024, we are looking for support to activate a kids specific activation to ensure there is something for everyone to enjoy!

Your support will see your business picking up the rewards below:

- Naming rights to the Kids Zone (example: Inspired Kids Zone)
- Total of 10 x complimentary tickets to select performances in the Mackay Festival of Arts 2024 program (excludes catered and fringe events)
- 2 x tickets to official Mackay Festival of Arts VIP Program launch
- Logo placement on all marketing collateral for Wine & Food Day
- Logo placement on MFOA Program
- Complimentary quarter page advert in the MFOA Program (design costs may apply)
- Mentions of your support via our social media platforms which have a combined following of over 63,000.
- Logo recognition on the Mackay Festivals website
- Ability to display promotional material within the kids zone at Wine and Food Day (within reason)

**PRICE: \$7,000** EX GST



# HAVE YOU HEARD?

*The kids love it!*



## ILLUMINATE COMMUNITY WORKSHOPS

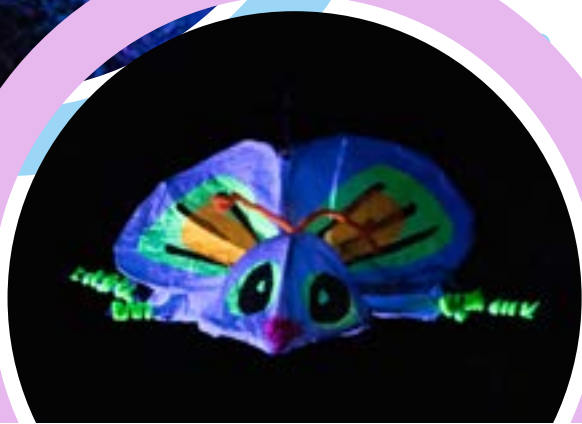
### *Sponsorship Opportunity!*

Illuminate was initially programmed as a once-off inclusion in 2017's Mackay Festival of Arts. With 8,500 people enjoying the light installation in that first year, it has since become one of the main attractions! In 2021, DBCT's Illuminate saw an attendance of 23,400!

A continued project within the event is the display of community created art installations! Workshops held by local artists educate and support families of Mackay become involved and encourage their creative side to flourish. The annual sell out of workshops provide a crucial part to the Illuminate showcase year on year!

Potential benefits, pending agreement:

- Recognised as the community engagement partner on all workshop promotion
- Invitation to relaxed session of Illuminate 2023 - no crowds for our VIPs!
- Total of 4 x complimentary tickets to select performances in the Mackay Festival of Arts 2024 program (excludes catered and external events)
- Logo placement on all marketing collateral for the Illuminate Workshops
- Logo placement on MFOA Program
- Complimentary quarter page advert in the MFOA Program (artwork to be supplied)
- Mentions of your support via our social media platforms which have a combined following of over 63,000.



**PRICE: \$5,000** EX GST



# MACKAY COMMUNITY

*Our Volunteers Rock!*



## MACKAY FESTIVALS VOLUNTEER PROGRAM

### *Sponsorship Opportunity!*

In 2023, the Mackay Festivals volunteer program was developed. We saw a huge take up with welcoming 25 volunteers in our first year!

Our volunteers play a key part in the experience at our events, providing friendly faces to welcome our community as well as support us in the event set up and delivery.

Throughout 2023 our volunteers not only supported our events but got some great benefits where they too got to join the crowds and attend some of the exciting activations throughout the festival.

Potential benefits, pending agreement:

- Recognised as the naming rights in the Mackay Festival Volunteer Program
- 2 x VIP Tickets to the Mackay Festival of Arts program launch
- Total of 4 x complimentary tickets to select performances in the Mackay Festival of Arts 2024 program (excludes catered and external events)
- Logo placement on all marketing and promotional collateral for the volunteer program
- Logo placement on MFOA Program
- Complimentary quarter page advert in the MFOA Program (artwork to be supplied)
- Mentions of your support via our social media platforms which have a combined following of over 63,000.

**PRICE: \$6,000\*** PER YEAR EX GST

**\*MINIMUM 2 YEAR AGREEMENT**

# LOOKING FOR SMALL SCALE?

## *Smaller sponsorships*

In 2022 it is more important than ever to ensure our community has a sense of pride and belonging. The events that Mackay Festivals delivers not only impacts our regions economic growth, but also our community's connection with one another.

As the growth of Mackay Festival of Arts continues to rise, so do the expenses associated with each event. Mackay Festivals are noting a price increase across all genres. From artist fees to equipment hire, these increases are one of the barriers event planners everywhere are facing.

We do not want these barriers to stop an event that has become so well loved by Mackay locals. The more support we can gain from businesses, the better.

## **\$500 DONATIONS** INC GST

If you would like to support Mackay Festival of Arts but on a smaller scale, this option is just for you! \$500 may seem minimal, but to us it speaks volumes of your support. It tells us that you value the arts and cultural events in our region, and feel Mackay Festivals are delivering good things from the community.

As a thank you for your donation, we will place your company's business logo on a thank you page in the Mackay Festival of Arts Program, and offer you a complimentary double pass to any select performances in the Mackay Festival of Arts (excluding catered and external events).

## **IN-KIND SPONSORSHIPS**

In-kind sponsorships are when a business provides goods and services, instead of physical currency. Own a business and would like to offer in-kind sponsorship? In-kind sponsorships could include;

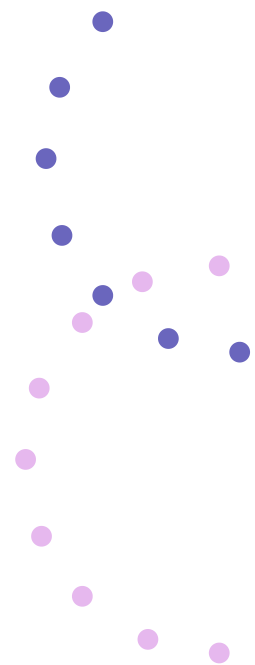
- Printing and stationery
- Equipment hire (tables, chairs, toilets, fencing)
- Graphic design and marketing
- Advertising spaces (TV, Radio, Print, Digital), and
- So much more!





# MEET OUR TEAM

*Contact Us!*



## **SARAH PORTER**

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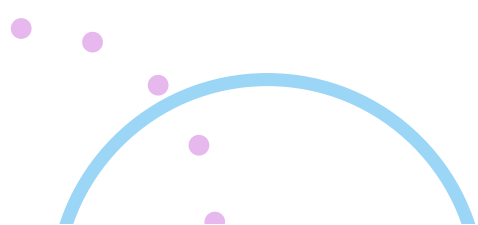
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# GET ON BOARD FOR 2024!



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