

Connecting Up 



**FESTIVAL
OF GOOD
HUMANS**

·28 SEP - 4 OCT 17·



SPONSORSHIP PROPOSAL

FESTIVAL OF GOOD HUMANS

Where good humans come together to create great stuff

28 Sep – 04 Oct 2017
South Australia

The Festival of Good Humans is our new Pilot event, which is expected to attract over 1000 people. The event calendar is open for all 'for purpose' organisations as storytellers in partnership with other good humans along with a number of curated events including:

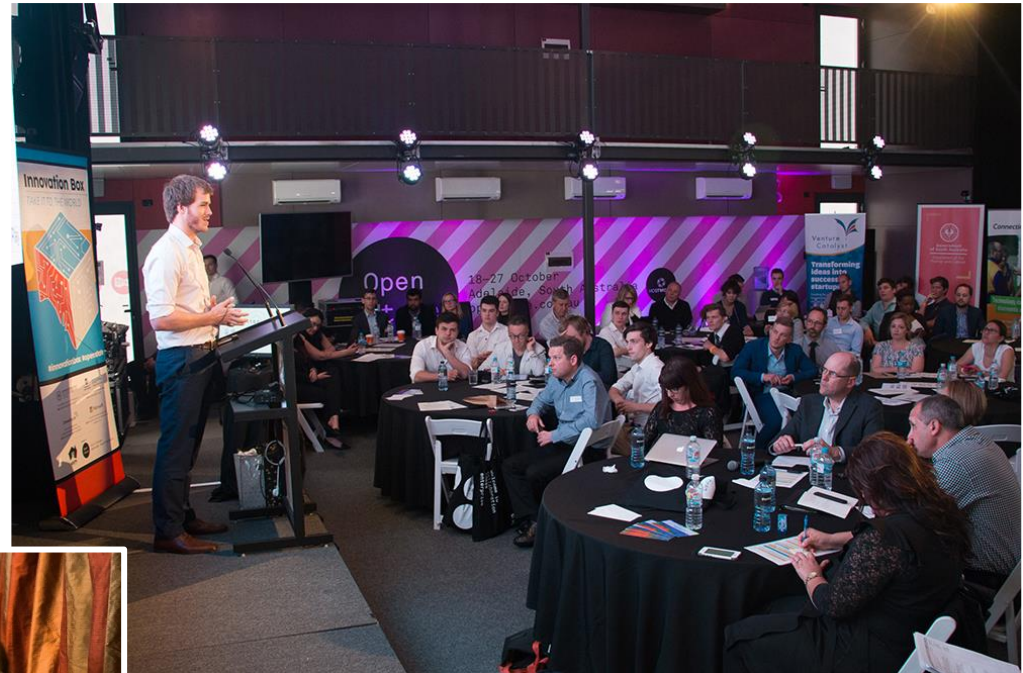
- Leigh Street Opening Party
- Impact Bootcamp
- Storytelling Masterclass
- North Tce / Think Tank Dome Activation
- The Good Pitch

Festival of Good Humans is a fantastic opportunity to showcase your organisation and increase market share.

EVENT PURPOSE

The Festival of Good Humans started as an idea from challenging the way the NFP sector interact and do business. 2017 will be the first time Connecting Up creates an impact to the sector in this way, and the responses to this new initiative have been outstanding.

Your generous contribution will help us extend our mission of connecting good humans to do great stuff by supporting the sector to be part of the Festival and grow.



SPONSORSHIP PACKAGES

FESTIVAL SPONSOR	GOLD	SILVER	BRONZE
	From \$10,000 + GST (1 only) Valued at \$28,600	From \$5,000 + GST (4 only) Valued at \$12,505	From \$1000 + GST (6 only) Valued at \$3,600
Registration	Includes access to all Dome Day sessions plus the Impact Bootcamp.		
	Four (4)	Two (2)	One (1)
Endorsement	The sponsor may use the conference logo and below wording in their corporate media releases, on stationary until end April 2018.		
	Gold Sponsor, 2017 Festival of Good Humans	Silver Sponsor, 2017 Festival of Good Humans	Bronze Sponsor, 2017 Festival of Good Humans
Website	Sponsors logo on the conference page of the Connecting Up website for three months from 1 August 2017, hyperlinked to website of their choice.		
	250 word promotional paragraph	150 word promotional paragraph	100 word promotional paragraph
Launch Event	Sponsor may supply up to two (2) banners	Sponsor may supply up to one (1) banner	N/A
	Formal acknowledgement at the reception and opportunity to respond (2 minutes)	N/A	N/A
	Exclusive naming rights to the Launch Event	N/A	N/A
	Six (6) complimentary Launch Event tickets	N/A	N/A
Street Party	2m x 1m pull-up or tear drop banner provided by sponsor. Organisers to have right of placement throughout the street party venue.		
	Sponsor may supply up to four (4) banners	Sponsor may supply up to two (2) banners	Sponsor may supply one (1) banner
Dome Day Sessions	2m x 1m pull-up banner provided by sponsor. Organisers to have right of placement throughout the Open State Dome venue.		
	Sponsor may supply up to four (4) banners	Sponsor may supply up to two (2) banners	Sponsor may supply one (1) banner

	Gold sponsor will be given prime position, followed by silver then bronze.		
	Exhibition space, including two (2) tables	Exhibition space, including one (1) table	Exhibition space, including one (1) table
Print collateral	Sponsor logo on posters and printed flyers. Priority placement for Gold, then silver and bronze at discretion of event manager.		
E-Marketing	Recognition as a sponsor within the <u>national</u> Connecting Up community newsletter with hyperlink to sponsors website.		
	One (1) exclusive EDM profiling sponsor organisation and the festival. Plus banner advert and sponsor logo in six (6) editions plus one (1) 300 word case study or article.	Banner advert and sponsor logo in six (6) editions plus one (1) 200 word case study or article.	Sponsor logo in six (6) editions
	Recognition as a sponsor on promotional video created for all e-marketing channels. Priority placement for Gold, then silver and bronze at discretion of event manager.		
	Video footage 3 (three) seconds plus logo inclusion.	Logo inclusion	Logo inclusion
	Recognition as a sponsor within the <u>South Australian</u> 'SA Community' newsletter with hyperlink to sponsors website.		
	Large banner advert and sponsor logo in six (6) editions plus one (1) 300 word case study or article.	Square banner advert and sponsor logo in six (6) editions plus one (1) 150 word case study or article.	Banner advert and sponsor logo in six (6) editions.
	Recognition as a sponsor on the Connecting Up Facebook page with hyperlink to sponsors website.		
	Three (3) sponsor posts plus one 200 word case study or article.	Two (2) sponsor posts plus one 100 word case study or article.	One (1) sponsor post plus one 150 word case study or article.
	Recognition as a sponsor on the Festival of Good Humans Facebook page with hyperlink to sponsors website.		
	Ten (10) sponsor posts plus one 200 word case study or article.	Six (6) sponsor posts plus one 150 word case study or article.	Three (3) sponsor posts plus one 150 word case study or article.
Other	First right of refusal to be the Gold Sponsor of the 2018 Festival of Good Humans.		

STALLHOLDER OPPORTUNITIES

A highlight of the Festival is our inaugural street party and exhibition area that showcases products and services from organisations in doing good. Attendees are enthusiastic about making a difference and learning about in the sector.

The street party will run on Thursday 28 September from 2pm – 7pm. To ensure maximum exposure for all stallholders, the street party will be conveniently located in Leigh Street - a high foot traffic area in close proximity to a number of catering stations.

STALLHOLDER DISPLAY TABLE

NFP organisations: \$250 + GST

“For Profit” businesses to promote your social impact: \$550 + GST

Stallholder Benefits

- One (1) trestle table and two (2) chairs
- One (1) display board (if required)
- Acknowledgement on the Festival of Good Humans website

Please contact us to discuss these sponsorship packages in more detail, other partnership opportunities or to present a sponsorship idea – festival@connectingup.org