

SPONSORSHIP OPPORTUNITIES 2022



**BB&
RMF**

NO. **10**

ABOUT THE FESTIVAL

THE BENDIGO BLUES & ROOTS MUSIC FESTIVAL WILL FILL THE STREETS OF BENDIGO WITH MUSIC ONCE AGAIN FROM 10-13TH FEBRUARY 2022.

- The annual festival is a predominantly free, grass-roots, community event that gives music fans and community members the opportunity to enjoy world-class music, with a focus on local and independent talent from the blues and roots genres
- The four-day event will again be filled with performances and workshops – by more than 100 artists from all over Australia (as well as some internationals) – conducted in over 40 venues throughout Bendigo and some surrounding areas
- The centrepiece of the program will be an all-day, free-entry, family-friendly concert featuring over a dozen great acts in Bendigo's Rosalind Park on Saturday 12th February 2021
- The family-friendly and community-focused environment, historic scenery and atmospheric charm of the main concert always attracts a range of music lovers, with a welcoming atmosphere for families and fans of all ages and social backgrounds
- Bendigo Blues & Roots Music Festival Inc. is a not-for-profit community organisation headed by a dedicated committee and backed by an army of volunteers



OBJECTIVES OF THE FESTIVAL



1 SHOWCASE LOCAL TALENT

2 SUPPORT AND INVIGORATE THE LOCAL MUSIC SCENE

3 SHOWCASE THE BENDIGO ARTS PRECINCT, CBD AND CULTURE

4 ACTIVATE VIBRANT, SAFE AND INCLUSIVE COMMUNITY EVENTS

5 SHOWCASE LOCAL BUSINESSES

6 UNITE THE LOCAL MUSIC COMMUNITY AND TRADERS

7 BRING VISITORS TO BENDIGO

8 NURTURE A SUSTAINABLE LOCAL FESTIVAL

9 BRING QUALITY PERFORMERS TO THE REGION ON A MORE REGULAR BASIS

FESTIVAL STATISTICS

20,000+

patrons attended over the 4 days of the 2019 Festival

95%

said they were satisfied with their Festival experience

96%

said they were likely to recommend the Festival

52%

have attended 3 or more Festivals

18%

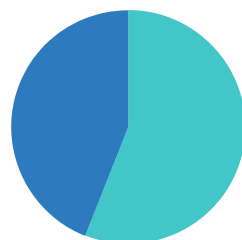
attended all 9 Festivals

The 2019 Festival generated an overall economic benefit of

\$5.4 MILLION

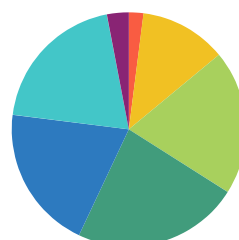
into the local economy.

GENDER



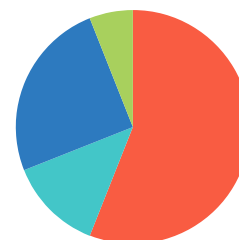
Female
Male

AGE



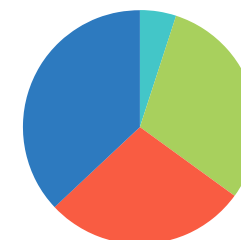
Under 20
20-29
30-39
40-49
50-59
60-69
70+

GROUP TYPE



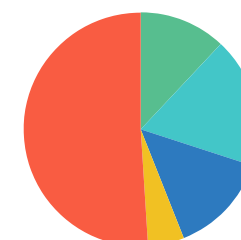
Family & Friends
Duo/Couple
Family with children
Solo

PATRON ORIGIN



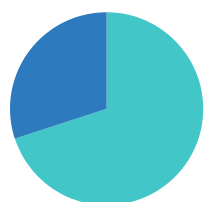
Interstate
Local
VIC Melbourne
VIC Regional

LENGTH OF STAY



3+ nights
2 nights
1 night
Day trip
Local

LOCALS VS VISITORS



Locals
Visitors

> 98%

of these visitors travelled to Bendigo primarily to attend the Festival.

Data gathered from the 2019 festival feedback.

FESTIVAL SPONSOR EXPOSURE

FESTIVAL EVENTS

- Four day festival 10-13th February 2022 across Bendigo and surrounding towns
- Includes high level saturation in Print, Radio and Television, especially in the weeks leading up to the festival itself
- High visibility of our partners' brands through presence on our website, on banners, in the program booklet, press releases, e-mailing list notifications, DL brochures, posters and other printed materials – throughout the calendar year

ONGOING EVENTS

- "Blues & Roots Showcase" musical events throughout the year featuring between 12 to 18 per show on multiple stages acts at various venues in Bendigo – a minimum of 2 fundraising events per year (in February and June), plus BB & RMF-branded promotional events, such as co-promoted concerts at the Capital and Ulumbarra Theatres, Community Stages at the Bendigo Easter Festival and the Music in the

Mall, Bridge Hotel Street Party, Tooby Blues, Bendigo on The Hop, Strategem Winegrowers Festival and Heathcote Wine & Food Festival amongst others

- The Blues Tram – monthly musical rides on Bendigo's historic vintage trams, featuring popular BB & RMF performers, partnered with Bendigo Tramways and Bendigo Tourism
- Top class national and International acts presented at Singer/Songwriter Showcase events, in partnership with the artists themselves and staged in the Old Church on the Hill.

MEDIA

- Consistently engaging and fresh Website, and social media presence and promotion all year round
- Promotional stories in Print and Radio media, sporadically throughout the year



GOLD SPONSORSHIP

**SPONSORSHIP VALUE OF \$10,000
OR GREATER 3 PACKAGES AVAILABLE**

Our Gold Sponsors will receive the following:

- Top billing in all media communications
- Logo will appear larger than those of Silver and Bronze sponsors
- Prominent placing in the festival program
- Links to sponsor's website from the festival's website
- Prominent banner placement on/around the two adjoined stages of the main event concert and supporting events through the year
- Public acknowledgement during the main concert and in media interviews, where possible
- Gold Sponsor reserves the right of first refusal on subsequent sponsorship packages
- Bendigo Blues & Roots Music Festival Inc. is a not-for-profit community organisation headed by a dedicated committee and backed by an army of volunteers



SILVER SPONSORSHIP

SPONSORSHIP VALUE OF \$5,000

5 PACKAGES AVAILABLE

Our Silver Sponsors will receive the following:

- Prominent positioning on all media communications
- Logo will appear larger than the bronze sponsors' logos
- Links to sponsor's website from the festival's website
- Prominent placing in the festival program
- Proportionate banner placement on/around the two adjoined stages of the main event concert and supporting events through the year
- Public acknowledgement during the main concert and in media interviews (where possible)

BRONZE SPONSORSHIP

SPONSORSHIP VALUE OF \$2,500

10 PACKAGES AVAILABLE

Our Bronze Sponsors will receive the following:

- Logo featured on all our media communications and printed and online promotional materials
- Links to their website from the festival's website
- Proportionate placing in the festival program
- Proportionate banner placement on/around the two adjoined stages of the main event concert and supporting events through the year



MEDIA SPONSORSHIP

A NUMBER OF IN-KIND SPONSORSHIPS ACROSS
ONLINE MEDIA, TELEVISION, NEWSPAPERS AND
RADIO ARE ALSO AVAILABLE.

Our Media Sponsors will receive the following:

- Sponsors will be recognised with links to their website from the festival's website
- Verbal mentions throughout our events throughout the year
- Logos in the festival program and on all posters, flyers, print ads and all other original printed and online promotional materials



CONTACT US

FOR ALL SPONSORSHIP ENQUIRIES PLEASE CONTACT:

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