



inverloch
Jazz
festival

4-6 August 2023
invyjazz.com



**SPONSORSHIP
PROSPECTUS**



Partner With Us

The Inverloch Jazz Festival has a long history of bringing the best of jazz to our relaxed seaside town, and from **4 to 6 August 2023** we will be hosting a range of top musicians in our four venues at Inverloch.

The event is brought to life by hundreds of volunteers who act as ushers, ticket sellers, stage crew, technicians and more, who believe *'Jazz is a party and everyone's invited!'*

We would like to invite you to partner with us to build upon this strong legacy, to bring jazz to a wider audience and help shape the future of music in regional Victoria.

Festival Hosts

The festival started in 1994 with just a few musicians in a single venue, and by 2022 had grown to host more than forty bands and 150 performers across four great venues, who provided an amazing range of jazz.

The event is run by a volunteer committee who offer a range of achievements in music, finance, government, community service, education and technology.

The festival is held in winter, so it gives a healthy boost to local attractions such as gourmet food and wines, accommodation, homewares and apparel outlets, at a time of year when local businesses can use the support.

Festival Structure

A big plus is the festival's location right in the middle of Inverloch itself. Venues are close together and easily walkable.

The halls are accessible, warm and comfortable, some providing snacks and beverages. Most venues are also licenced.

The bands reflect a wide range of jazz genres, with both up-and-coming and well-known musicians who perform over three days.

Friday evening: the opening Gala Concert

Saturday: non-stop jazz, 11 am to 11pm

Sunday: non-stop jazz, 11 am to 6 pm

Sponsorship Opportunities

- **The Festival Partner has naming rights over the whole festival.** It opens the event, receives acknowledgement from all stages, and has display space and signage at all venues.
- **The Gold Partner** has promotion rights for the large Community Hub hall.
- **The Silver Partner** has promotion rights for mid-sized Warrawee hall.
- **Two Bronze Partners** have promotion rights for the intimate RSL hall **or** the seaside Bowls Club hall (the first confirmed Bronze Partner has choice of venue).

All Partners are promoted in print and social media, their logos and links appear on the festival website, and logos in the program. Partners also receive free passes to the festival, and can offer their promotional material at the ticket desk.

	Festival Partner	Gold Partner	Silver Partner	Two Bronze Partners
Rate	\$15,000	\$10,000	\$5,000	\$3,000
Opens Festival	Yes			
Acknowledged	All venue stages	The Hub stage	Warrawee stage	RSL or Bowls Club stage
Signage	All venues	The Hub	Warrawee	RSL or Bowls Club
Display Space	The Hub	The Hub	Warrawee	RSL or Bowls Club
Recognition in Media	All print, social, media interviews	All print, social, media interviews	All print, social, media interviews	All print, social, media interviews
Free Passes	10	6	4	2
Program	Large front cover logo	Front cover logo	Rear cover logo	Small rear cover logo
Website	Large footer logo, link	Footer logo, link	Footer logo, link	Small footer logo, link
Material at Desk	Yes	Yes	Yes	Yes





Welcome to Inverloch

Inverloch is just two hours from Melbourne, near Phillip Island. Its popularity has recently exploded, and it is now a highly regarded tourist destination. The town itself is a picturesque resort and fishing port, with turquoise water and expanses of sand. Inverloch offers boating, a surf beach, coastal walks and marine parks, as well as wineries, galleries, cafes and modern restaurants. The festival is strongly supported by Council and local business.

Attendance Snapshot

The festival attracts people from Melbourne, interstate and overseas. It has wide community support, and contributes to the local economy. Many attendees are older people with mid to high incomes, who are tourists or have local homes.

Expression of Interest

We have designed a number of options for sponsorship, hoping to benefit both your organisation and the festival. If you have any other ideas of how you'd like to be involved, please let us know. To express your interest in being a festival partner, please contact:

Ron Anderson, President
Inverloch Jazz Festival
president@invyjazz.com

Terms and Conditions

Placement and size of logos and information in the festival material is at the discretion of the committee and reflects the level of support from your organisation. All signage as part of your package is to be supplied by your organisation. All ads/graphic art as part of your package are to be supplied by your organisation.

Each partner is linked from the festival website, and is asked to provide a reciprocal link from your organisation's website to the festival website. Placement in the display area is at the discretion of the organisers, who may make changes at any time due to logistical or safety reasons or otherwise.

Any requests for changes must be made in writing to the Festival Secretary, secretary@invyjazz.com.