



**PARTNERSHIP
PROSPECTUS**



**6-9 MARCH 2020
INVYJAZZ.COM**



Help us Build the Future of Music in Regional Victoria

The Inverloch Jazz Festival has a long history of bringing the best of Australian jazz to our relaxed seaside location.

From a handful of bands in a single venue in 1994, the festival has grown in strength and support. In 2020 we will host more than sixty bands and 230 performers across five superb venues, providing an amazing range of jazz.

On behalf of Inverloch Jazz Festival, we would like to invite you to partner with us in shaping the future of music in regional Victoria – to build on this strong legacy, to bring jazz to younger generations and to enjoy the benefits of being involved in this fantastic event.

Festival Hosts

The Inverloch Jazz Festival is run by a volunteer committee who bring a range of achievements in music, government, public service, finance, education and technology.

They are supported by the energetic Inverloch Men's Shed and the assistance of hundreds of volunteers who act as ushers, ticket sellers, stage crew, sound technicians and more.

The festival highlights local wine, gourmet food and tourist attractions, and is strongly supported by local businesses, who provide thousands of dollar's worth of gifts for our Great Jazz Raffle.

Attendance Snapshot

The festival is an important annual event in jazz calendars across the country. While the majority of patrons are from Melbourne, the festival also attracts people from interstate and overseas. It has wide community support, and makes a significant contribution to the local economy.

Our primary audience for the paid festival venues is couples aged 50-plus with middle to high incomes, many of whom have local holiday homes. The free jazz concert in The Glade attracts younger families from surrounding towns and holiday-makers from all over Victoria.

Welcome to Inverloch

Inverloch is only two hours from Melbourne and a short drive from popular Phillip Island. **Once a well-kept secret, the town's popularity has exploded over the last few years and it is fast becoming an international tourist destination.**

The town itself is a picturesque resort and fishing port. The estuary is a stunning turquoise colour, and the town beach boasts an expanse of sand backed by low grassy dunes.

Inverloch also offers boating, a patrolled surf beach, coastal walks and marine parks, as well as wineries, galleries, cafes and modern restaurants.

Festival Structure

The festival has a great reputation in Australia and overseas, and every year many more musicians apply to play than can be presented.

The final selection reflects a wide range of jazz genres, with both up-and-coming young musicians and well-known performers. We also encourage buskers to bring the town alive with street music.

A major attraction is the festival's location in the middle of town: our venues are close together and easily walkable.

This year we have increased our performance venues from three to five, to accommodate our growing numbers of patrons.

The festival structure over four days is:

On Friday evening we hold a very popular Gala Concert, with a big band and jazz ensembles.

On Saturday we support the Community Street Parade, with an award-winning brass band, children and interest groups marching through the town. This is followed by non-stop jazz from 11 am to 11pm in our comfortable venues.

On Sunday we have a combined church service with a performance by the Salvo Bigband, again followed by twelve hours of non-stop jazz.

On Monday we offer a free family concert in The Glade, with performances by big bands and catering by local food providers.



Partnership Opportunities

We offer four major partner opportunities and two supporter categories.

- **The Festival Partner has naming rights over the entire festival.** The Partner opens the festival, is acknowledged from all stages, and has display space and signage at all venues.
- **The Gold Venue Partner** has display and naming rights for the large Community Hub hall.
- **The Silver Venue Partner** has display and naming rights for the mid-sized Warrawee hall.
- **The Bronze Venue Partner** has display and naming rights for the intimate RSL hall.

All Partners are promoted in print and social media. They receive logos and links on the festival website and – appropriate to the level of partnership – ad space in the program, complimentary passes to the festival, and the opportunity to distribute promotional material in the attendee showbag.



Partnership at a Glance

	Festival Naming Partner	Gold Venue Partner	Silver Venue Partner	Bronze Venue Partner	Jazz Supporter	Jazz Friend
Rate	\$40,000 over 3 yrs	\$10,000 or \$25,000 over 3 yrs	\$6,000 or \$15,000 over 3 yrs	\$3,000 or \$7,500 over 3 yrs	\$1,000	Up to \$1,000
Open Festival	✓					
Access to Band	✓	✓				
Recognition from Stage	All venues	The Hub	Warrawee	RSL		
Signage	All venues	The Hub	Warrawee	RSL		
Display Space	The Hub	The Hub	Warrawee	RSL		
Recognition in Media	All print, social, interviews	All print, social, interviews	All print, social, interviews	All print, social, interviews		
Full Passes	10	6	4	2	2	
Recognition in Program	Large cover logo, full page ad + message	Cover logo, half page ad + message	Cover logo, half page ad	Cover logo, half page ad	1/4 page ad	Name listed
Recognition on Website	Front Page + footer logo, link	Footer logo, link	Footer logo, link	Footer logo, link	Logo, link	Name listed
Items in Showbag	✓	✓	✓	✓	✓	✓



Partnership Details

FESTIVAL NAMING PARTNER

3 year partnership - \$40,000

As our major festival partner, you would be widely promoted in the lead-up and during the festival.

Naming rights – The event would be known as the **COMPANY Inverloch Jazz Festival**.

Opening the festival – Your representative would address the heavily patronised Gala Opening Night (or other session of choice).

Access to a band – We would provide you with a leading jazz band to play at a future function, tailored to your specific requirements. (Subject to availability of the band, not including out-of-pocket expenses such as any travel or accommodation expenses that might be involved.)

Recognition at every venue – A brief promotional message and recognition of your support, by an MC or by the band leader at key times throughout the day.

Signage at every venue – Each venue would also show your brand/product on banner signage outside the venue and on the stage.

Product display – A dedicated area in the main venue (The Hub) for promotion of your product.

Recognition in all media – All print, electronic and social media features and interviews would promote your support. Marketing materials distributed through targeted Melbourne outlets would provide additional exposure to thousands of people who may not attend the festival.

Full festival passes – TEN complimentary passes providing access to all venues.

Recognition in the festival program – You would have your logo on the program cover, plus a full-page ad and a prominent promotional message in the festival program.

Acknowledgment on the website – Your logo and link on the Front Page, plus logo and link in the footer on every page.

Material in showbag – promotional item or information in every attendee's festival showbag.

GOLD VENUE PARTNER

\$10,000 per year – or \$25,000 over 3 years

Naming rights – the Gold Venue Partner has naming rights for the Gold Venue, the large Community Hub hall.

Access to a band – We would provide you with a leading jazz band to play at a future function, tailored to your specific requirements. (Subject to availability of the band, not including out-of-pocket expenses such as any travel or accommodation expenses that might be involved.)

Recognition at the Gold Venue – Recognition of your support by an MC or the band leader at key times throughout the day.

Signage at the Gold Venue – Outside the venue and on the stage.

Product display at the Gold Venue – A dedicated space for promotion of your product.

Recognition in all media – All print, electronic and social media features and interviews would promote your support. Marketing materials distributed through targeted Melbourne outlets.

Full festival passes – SIX complimentary passes to all venues.

Recognition in the program – Your logo on the program cover, plus a full-page ad and a promotional message in the festival program.

Acknowledgment on website – Logo/link in the footer on every page.

Material in showbag – promotional item or information in every attendee's festival showbag.

SILVER VENUE PARTNER

\$6,000 per year – or \$15,000 over 3 years

Naming rights – the Silver Venue Partner has naming rights for the Silver Venue, the mid-size Warrawee hall.

Recognition at the Silver Venue – Recognition of your support by an MC or the band leader at key times throughout the day.

Signage at the Silver Venue – Outside the venue and on the stage.

Product display at the Silver Venue – A dedicated space for promotion of your product.

Recognition in all media – All print, electronic and social media features and interviews would promote your support.

Full festival access – FOUR complimentary passes to all venues.

Recognition in the festival program – Your logo on the program cover, plus a half-page ad.

Acknowledgment on website – Logo/link in the footer on every page.

Material in showbag – promotional item or information in every attendee's festival showbag.





BRONZE VENUE PARTNER

\$3,000 per year – or \$7,500 over 3 years

Naming rights – the Bronze Venue Partner has naming rights for the Bronze Venue, the intimate RSL hall.

Recognition at the Bronze Venue – A brief promotional message and recognition of your support, by an MC or by the band leader at key times throughout the day.

Signage at the Bronze Venue – Your signage outside the venue and on the stage.

Product display at the Bronze Venue – A dedicated space for promotion of your product.

Recognition in all media – All print, electronic and social media features and interviews would promote your support.

Full festival access – TWO complimentary passes providing access to all venues.

Recognition in the festival program – Your logo on the program cover, plus a half-page ad.

Acknowledgment on the website – Your logo and link in the footer on every page.

Material in showbag – promotional item or information in every attendee's festival showbag.

JAZZ SUPPORTER

\$1,000 per year

Full festival access – TWO complimentary passes providing access to all venues.

Recognition in the festival program – A quarter-page ad in the program.

Acknowledgment on the website – Your logo and link on a Supporters page.

Material in showbag – promotional item or information in every attendee's festival showbag.

JAZZ FRIEND

Up to \$1,000

Recognition in the festival program – Name in program.

Acknowledgment on the website – Your name on a Supporters page.

Material in showbag – promotional item or information in every attendee's festival showbag.

Terms and Conditions

Placement and size of logos and information included in the festival material will be at the discretion of the committee and will reflect the level of support given by your organisation.

All signage displayed as part of your package is to be supplied by your organisation.

All ads/graphic art as part of your package is to be supplied by your organisation.

Each partner who is provided with a link from the festival website is asked to provide a reciprocal link from your organisation's website to the festival website.

Placement within the festival display area is at the discretion of the organisers, who may make changes at any time due to logistical or safety reasons or otherwise.

Due to the considerable administration associated with this festival, a cancellation fee equivalent to 50% of the full payment amount will be incurred should confirmed agreements be cancelled more than 60 days out from the festival.

Cancellations of confirmed partners within 60 days of the festival will pay a cancellation fee equal to 100% of the full payment amount of the confirmed agreement.

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

Expression of Interest

We have offered a strong suite of options for you to partner with us, with the aim of benefitting both your organisation and the festival. However, if you have other ideas of how you would like to be involved, please let us know.

For more information, or to express your interest in being a festival partner, please contact:

Trevor Key, President
Inverloch Jazz Festival
0415 696 897
president@invyjazz.com

