



We wish to invite you to promote your business as part of the fabulous inaugural Narromine Dolly Parton festival. The Dolly Festival is a Narromine and district community event being held over two (2) days, 17th and 18th April, 2020.

The festival will be 'all things' Dolly – street stalls and markets, open air theatre, the main Dolly feature concert, Drag Queens and much more. There will be something for young and old over the weekend.

Between main stream and social media promotion, the Narromine Dolly Festival will be on the tip of everyone's tongues.

Tickets will be sold via 123tix who have over 45,000 followers in NSW alone. The festival will be promoted state wide as well as areas of QLD and Victoria.

Over the two (2) days we are anticipating Narromine to double in population. To date, local fixed accommodation has sold 85% of their availability for that weekend already.

With the current drought conditions which we are suffering around our district this event will provide an opportunity for those near and far to forget briefly about their woes and be part of a positive, fun weekend.

This will be a worthwhile promotional event that will give your business positive exposure to a large audience.

There are many tiers available that form part of the sponsorship prospectus. There are also opportunities to purchase "Dolly" merchandise with your branding.

Deadline for sponsorship is 31st January 2020 to allow for adequate promotion of your business.

The Narromine Dolly Festival is the first of many. Sponsors of the 2020 festival will be given first rights to future festivals making it even more pertinent to not miss this opportunity. So to quote Dolly, "If your actions create a legacy that inspires others to dream more, learn more, do more and become more, then you are an excellent leader". It's all up to you now!

For further information about this opportunity, please contact:

Skye Rush: 0428 895195
Norma Reid: 0427 892454
Sarah Atchinson: 0439 891252

We thank you for your consideration



Narromine Dolly Parton Festival 17th & 18th April 2020

SPONSORSHIP PROSPECTUS

CATEGORY	OPPORTUNITY	Steel Magnolias	Rhinestone	Jolene	Tennessey	Texas	9 to 5
BRANDING		\$ 15,000	\$ 10,000	\$ 5,000	\$ 1,000	\$ 500	\$ 250
Logo/ Name placement on all event communication	Logo on individual Sponsorship banner: main street display	✓	✓				
	Logo/ Name featured on general sponsorship banner	✓	✓	✓	✓	Name only	Name only
	Logo/ Name on Narromine Shire Council's LED community board	✓	✓	✓		Name only	
	Logo/ Name featured in Dolly timetable	✓	✓	✓		Name only	
Advertising	Advertisement in Dolly timetable	✓ Full pg	✓ 1/2 pg	✓ 1/4 pg			
	Logo featured in any paid advertising incl. regional and national radio and tv coverage	✓	✓	✓			
	Name featured on all Dolly newsletters	✓	✓	✓	✓	✓	✓
	Narromine & Trangie "Movie Night" 45 second Media advertisement	✓					
	Narromine & Trangie "Movie Night" 15 second Logo / Brand listing		✓				
Publicity	Editorial promotion in press release(s)	✓	✓				
Online	Web based business advertising and link on web page and social media	✓	✓	✓	✓		
Dolly Festival Info Hub	Sponsors Logo / Name	✓					
Volunteer Uniform	Sponsors Logo / Name	✓					
<i>Dolly</i> bar mats & bar coasters in community clubs / pubs	Sponsors Logo / Name	✓					
HOSPITALITY							
Pre-Function <i>Drinks with the Drags</i>	Sponsors thank you function prior to Saturday main event	✓	✓	✓			
Complimentary tickets to Saturday's Dolly Festival main event	Saturday evening general admission	12	10	6			
	Saturday evening general admission				4	2	1



Please complete the form below and return via email to: narrominedollyfest@gmail.com

Yes, I would love to support Narromine's inaugural Dolly Parton Festival!

My level of sponsorship is:

Please Tick

Steel Magnolias **\$15,000**
Events' Major sponsor

Rhinestone **\$10,000**

Jolene **\$ 5,000**

Tennessy \$ 1,000

Texas \$ 500

9 to 5 \$ 250

Business Name: _____

Email Address: _____

Mailing Address: _____

Contact: _____ **Phone No#:** _____

A tax invoice will be emailed to you shortly.

Thank you for your generous support ❤️

www.dollyfestival.com