



Woodgate Arts in Spring Festival

2024 Sponsorship proposal

Fri 4 – Mon 7 Oct



VISION

Woodgate Arts in Spring Festival focuses on community cohesion, tourism, and wellbeing through art.

BACKGROUND

Woodgate Arts in Spring Festival is organised by Woodgate Community Events Incorporated. During its 14-year history it has grown to become a leading regional Arts festival in Australia. Celebrating the creative heritage of Woodgate and the Wide Bay by bringing the transformative power of the arts to diverse audiences and fostering a sense of belonging and connection.

Woodgate Community Events Inc. is a volunteer run, non-profit organisation. Since its beginning, this community led regional arts festival has welcomed thousands of visitors annually to experience the vibrancy, diversity & culture of the Woodgate region.



This vibrant coastal town comes alive with an amazing blend of art, music, and fun for the whole family to enjoy. Recognising the importance of inclusivity, accessibility and opportunity, the curated art exhibition showcases the region's talented artists. There are also plenty of drop-in workshops, art demonstrations and live music, otherwise inaccessible to the area, there is something to inspire everyone.

The festival celebrates the creative heritage of Woodgate and the Wide Bay along with its stunning location on picturesque Coral Coast coastline. With its 16 kilometers of pristine beach, abundant walking trails, 4WD tracks, and Burrum Coast National Park at its doorstep, it's a prime ecotourism destination.

As one of the longest running arts-based festivals in the Wide Bay, Woodgate Arts in Spring Festival is growing bigger and better every year. Your valuable contribution will empower us to entice top performers & exhibitors and deliver an unforgettable festival experience, building community cohesion, tourism, and wellbeing through art.

WHO COMES TO THE FESTIVAL?



The Woodgate Arts in Spring Festival attracts a broad range of visitors to the beautiful Woodgate region who have a passion for art, music, and nature.

The festival events are unique and cater to a broad demographic, including the more serious art collectors, casual attendees, music and nature lovers, and young families. Most events are free to the public, except for the Gala opening & select workshops.

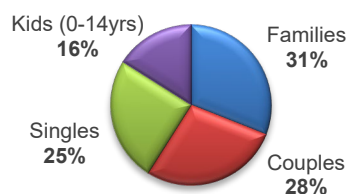
Visitors come from all throughout the Wide Bay, Brisbane, New South Wales, Victoria and further afield.

2023 Statistics

Since 2021 the festival has experienced year on year growth. 2023 showed key visitation from families and friends of locals (Woodgate, Bundaberg, Childers, and Gin Gin), plus many interstate tourists.

- **Festival visitors:** 4,500 approx.
- **Local visitors:** 40% v **Tourists:** 60%
- **Wide Bay Visitors:** 70% v **Tourists** 30%
- **Artists involved in exhibition:** 44
- **Artwork sales:** \$14,000
- **Artworks sold:** 33%

Audience Breakdown



■ Families 31% ■ Couples 28% ■ Singles 25% ■ Kids (0-14) 16%

WHY SUPPORT THE 2024 FESTIVAL?

By supporting the festival, you'll have the chance to connect with an engaged, diverse audience, enhance your brand visibility, and show your company's commitment to the vibrant world of arts and culture!

Your valuable contribution will enable us to attract talented performers & exhibitors, creating an unforgettable festival experience. Plus create opportunities for local artists and career pathways for youth. With four partnership levels available, there's an option for everyone, & all contributions are tax-deductible. Don't miss this chance to make a lasting impression on the community - become a festival partner today!



WOODGATE ARTS IN SPRING FESTIVAL KEY EVENTS

Below are the main Festival events. Sponsors of the Woodgate Arts in Spring Festival will benefit from exposure at all these key events as well as online and through the many clubs and organisations that display and distribute festival promotional material.

WOODGATE ARTS IN SPRING GALA OPENING

6pm – 9pm Fri 4 October | Woodgate Community Hall
Cost: \$75 pp

“Enjoy an exclusive first look at the grand unveiling of the annual Arts in Spring Exhibition Gala!

Prepare yourself for a night of fine art, and mouthwatering morsels by the renowned Trevor Green, whilst listening to the smooth sounds of Spanish and Classical guitarist, Al Davies.

Be dazzled by fire performer, and an art auction by the award-winning artist, Kelly Hazzard, with proceeds going to a wonderful community project. *Inc food & drinks.*”



WOODGATE ARTS IN SPRING EXHIBITION

9am – 8pm Sat 5 Oct, 9am – 7pm Sun 6 Oct & 7am – 2pm Mon 7 Oct | Woodgate Community Hall
Free admission, gold coin donation welcome

“Woodgate Beach will be bursting with vibrant art, at the Woodgate Community Hall during the October long weekend with a curated art exhibition filled with delightful fine art, all of which is available for sale throughout the long weekend.

If you have a blank wall or space, we have something for everyone with works between \$100 & \$10,000!”



INAUGURAL WOODGATE ARTS IN SPRING YOUTH EXHIBITION

Daily, Sat 5-Mon 7 October | Woodgate Community Hall
Free admission

“We're excited to announce that 8 July marks the exciting launch of the new, inaugural Woodgate Arts in Spring Youth Exhibition! For the first time, Woodgate Arts in Spring is welcoming our younger artists to the professional art world!

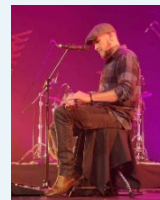
This is an exciting opportunity for Wide Bay artists aged 5-18 to showcase their artwork professionally, develop their portfolio, and win fantastic prizes!”



SEASIDE SOUNDS

12.00 – 9.00pm Sat 5 Oct, 12.00 – 8pm Sun 6 Oct | Woodgate Oval
Free, bookings not required.

“Featuring free live music all day and into the evening by incredible local musicians. Enjoy the night under the stars, bring along the family, chairs and picnic rug and support local by enjoying a delicious steak burger from the Community BBQ & selected food trucks.”



ART IN THE PARK

10am – 4.00pm Sat 5 & Sun 6 Oct | Woodgate Oval
Free – \$50, most are drop-in & some booked.

“There will be a range of fabulous art demonstrations and a variety of free and some paid workshops on offer such as weaving, watercolors, anime drawing, plein air, ceramics, and poetry.

Including a community mural led by the amazing Childers Visual Artists. There will also be free facepainting and sandcastle sculpting in the park.”



GUIDED TOUR OF THE BANKSIA BOARDWALK

8.00-8.50am & 10.00 – 10.50am, Sat 5 & Sun 6 Oct | 36 Acacia Street, Woodgate Beach, 4660
Gold Coin Donation to Woodgate Community Events.



“Join in on a lovely, guided tour of the Banksia Track Trail Head with avid plant enthusiasts and foragers, Ray & Maureen from Gin Gin Landcare as they guide you through this beautiful track pointing out the wonderful diversity of local plants, from bush food to soap leaves. *Nb. The 400m Track is accessible and flat.*”

STUDIO ART TRAIL

10am – 2pm Sat 5 Oct, 10am – 2pm Sun 6 Oct, 10am – 2pm Mon 7 Oct | Various Studios in Woodgate
Free admission.

“Have you ever wanted a closer look inside an artist’s studio? The Woodgate Arts in Spring Art Trail gives you the chance to explore the inspiring creative spaces inside artist’s studios.

The Art Trail celebrates our incredible local artists and gives you a rare occasion to see and connect with artists in their studios. Artists’ studios will be open from 10am-2pm on Saturday, Sunday, and Monday. Entry is free but bring \$\$ to purchase some handmade treasures direct from the artists!”



ARTISAN MARKETS

8.00am – 2pm, Mon 7 Oct | Woodgate Oval
Free admission.

“The crowd-favourite artisan market is back, stroll through the numerous, wonderful beachside markets filled with artisanal offerings, live music, and special guest appearances by the Bundaberg Vintage Vehicle Club!

There will be plenty of tasty treats and treasures galore to be found, so come along see what Woodgate has to offer and immerse yourself in the magic this October long weekend.”



HOW CAN YOU BENEFIT?

- Enhancement of corporate image through partnership to community event
- Generate community goodwill by way of community event association
- Direct access to both target audience as well as emerging markets
- Increase brand awareness to a wide audience
- Show your investment in the local community
- Benefit from promotion prior to and after event



Sponsorship Packages

Woodgate Community Events wants to meet the sponsorship goals of your organisation. Choose from the tax-deductible options below or contact the team for a tailor-made package.



Visit our project on the ACF [here](#). Or scan the QR code here.

Benefit	Bronze \$250 - \$500 4 available	Silver \$600 - \$1000 4 available	Gold \$1500 - \$2000 3 available	Platinum \$2500+ 2 available
Advertising your business logo on websites, brochures and through media partners (high-res logo to be provided)	✓	✓	✓	✓
Recognition of your business as a level Sponsor	✓	✓	✓	✓
Opportunity for signage at events (banners to be provided)	✓	✓	✓	✓
Verbal acknowledgement by MC	✓	✓	✓	✓
Right to use Arts in Spring event logo	✓	✓	✓	✓
Acknowledgement certificate	✓	✓	✓	✓
Company name or logo include in TV ad			✓	✓
Naming rights on one of the following events in the Woodgate Arts in Spring Calendar: <i>Arts in the Park</i> , <i>Seaside Sounds</i> or <i>Artisan Markets</i>			✓	✓
Option to display 3 banners throughout event (banners to be provided)			✓	✓
Corporate logo on main stage of relevant event (signage to be provided)			✓	✓
Naming rights of our premier event <i>Woodgate Arts in Spring Gala Opening</i> or the inaugural <i>Youth Art Exhibition</i>				✓
Speaking opportunity for company representative at event				✓
One (1) site at the Artisan Markets for display/sales purposes				✓
Media release detailing your sponsorship of event (Woodgate Community Events reserve the right of final content for publication)				✓

