

# PORT DOUGLAS Carnivale

22-24 MAY 2020

TROPIC  
&  
EXOTIC

Part ner ship pr ospect us



# PORT DOUGLAS Carnivale

## TROPIC AND EXOTIC

Be a part of the biggest party in town this year as we celebrate the 26th annual Port Douglas Carnivale. Following on from a hugely successful 25th Anniversary event that saw record crowds and rave reviews, the 2020 Carnivale looks to take it up another level with more ARIA award winning entertainment and a program that will engage locals and visitors alike.

Attracting large numbers of diverse demographics, Carnivale is seen as a quintessential Port Douglas experience and offers locals and visitors a chance to celebrate their unique lifestyle and stunning tropical region.

The 2020 Carnivale features all the regular experiences people have come to enjoy as well as new initiatives following on from successes of the last few years. With a continued focus on providing world class ticketed events as well as a diverse free program for locals and visitors, Carnivale seeks to foster imagination and be influential in promoting the Douglas Shire as a vibrant and dynamic region where locals love living and tourists love to visit.

Through our Carnivale partnership program we seek to build momentum and take all our partners along for the ride. We aim to connect with businesses, collaborate for growth and work for the common good of the region. The clear benefits of a strong and successful Carnivale are providing the community an opportunity to connect, raising the profile of the event and creating an atmosphere where we inspire and create a desire to participate within the public and business community.



## THE BENEFITS OF PARTNERSHIP

To provide these free and low cost events the Douglas Shire Council actively seeks corporate partnerships from the local business community. As a Carnivale partner you can achieve tremendous business exposure and create a desirable brand image among Far North Queensland, Interstate, National and International visitors and locals alike, so get on board for Carnivale 2020!

- Benefit from over \$1.2 million worth of targeted local, regional and national media exposure over a 5 month period.
- Reach up to 296,075\* social media followers from a wide range of demographics and regions.
- 20,000 programs dropped to the FNQ region, from Townsville to Cooktown.
- Align your business with a much loved local event that reinforces your own brand values and positioning.
- Support the Douglas community, encourage tourism growth and economic development.
- Be a part of destination marketing activities that extend beyond the event time line.
- Enhance your corporate image and credibility as a committed supporter of the Douglas Community.
- Be influential and enhance public engagement with your brand in a collaborative way.

Different levels of partnerships are available for each event, so you can choose the package and event that best suits your business.

\*Figures from February to May 2019



## PARTNER PACKAGES

### NAMING RIGHTS PARTNERS

Street Parade \$10,000 / Tropic Rock \$7,500

- Naming partner recognition in TV / Radio / Print advertising valuing over \$525,000 in publicity
- Naming partner recognition on radio advertising.
- Naming partner logo representation on all printed promotional material including posters, flyers and press advertising.
- Access to the Carnivale logo and branding for your own marketing purposes.
- Regular promotional opportunities throughout supported event (content to be supplied).
- Naming rights partner recognition on Carnivale website.
- Naming partner acknowledgment during mayor speeches well as recognition across all Carnivale run events.
- Principal logo positioning on banners at main event stage.
- Promotional site for display / retail at the Family Beach Day.
- Signage at supported event venue (your own).
- Lets Talk - Tickets to Tropic Rock, Spiegel tent & Cabaret
- Certificate of partnership acknowledgment.
- Full or Half page space in the Carnivale Program. (your design )
- Opportunity to donate prizes.
- Social media links and access to Website promotion.
- Official Merchandise packages.

Get creative and talk to us about your needs and the scope for customising your engagement during the Carnivale .

Proud & Punch gave away over 12,000 samples of their Ice treats over 3 days of the event, a terrific result for the new brand.



## PARTNER PACKAGES

### MAJOR PARTNER

5 Available \$5,000

- Major partner recognition in all TV advertising.
- Major partner recognition in radio advertising.
- Major partner logo representation on all printed promotional material including posters, flyers and press advertising.
- Major partner recognition on Carnivale website.
- Major partner acknowledgment during mayor speeches as well as recognition across all Carnivale run events.
- Quarter page space in the Carnivale program (your design)
- Promotional site for display / retail at the Family Beach Day
- Major partner Logo positioning on banners at events.
- Access to use the Carnivale logo
- 10 Tickets to Tropic Rock, Spiegletent
- Merchandise packages.
- Opportunity to donate prizes.
- Certificate of sponsorship acknowledgment.

### SUPPORTING PARTNER

5 Available \$2,500

- Supporting partner logo representation on all printed promotional material including posters, flyers and press advertising
- Supporting partner recognition on Carnivale website
- Supporting partner acknowledgment across all Carnivale run events
- Eighth page space in Carnivale program (your design)
- Supporting partner positioning on banners at main stage
- Access to use the Carnivale logo.
- Signage at event venues (your own)
- 5 Tickets to Tropic Rock
- Merchandise packages.
- Opportunity to donate prizes
- Certificate of sponsorship acknowledgment



## EVENT PARTNER

Unlimited \$1,500

An Event Partnership offers an opportunity to partner with a specific event as part of the Carnivale. For example, if you were looking to support the Tropic Rock concert and wanted to expose your brand to that specific demographic and have a presence at the event, then this singular level of partnership is for you. Event partnerships are available for various Carnivale events, like the fireworks so contact us for more information.

- Event partner logo representation on all printed promotional material / alignment in Carnivale program
- Event partner recognition on the Carnivale website
- Event partner recognition on all social media platforms
- Event Partner acknowledgment during street parade.
- Signage at event venue (your own)
- Merchandise package
- Opportunity to donate prizes
- Certificate of sponsorship acknowledgment

## COMMUNITY PARTNERS

Unlimited In Kind up to \$1,000

A Community partnership is a great way to show your support and chip in to help make the Carnivale successful and memorable. As a community partner you can offer a service, voucher for prizes or even volunteer time as part of a community group or sporting club. Cash contributions up to \$1000 can also go a long way to ensuring the little things are done well and the whole experience is as good as it can be

- Community partner logo representation on all printed promotional material
- Community partner recognition on the Carnivale website.
- Community acknowledgment during Street Parade.
- Signage at event venue (your own)
- Opportunity to donate prizes
- Certificate of sponsorship acknowledgment



## TERMS AND CONDITIONS

- The Douglas Shire Council (DSC) reserves the right to acknowledge the contribution of any organisation that may assist with operational, entertainment or marketing costs.
- All partnership money received will be used to directly support the Port Douglas Carnivale.
- A partner agreement will only be entered into with organisations whose image supports the values and strategic objectives of the event.
- The DSC reserves the right to cancel any of the events included in this partner proposal. Under such circumstances all partner agreements will be rendered void and any partnership money received will be refunded.
- The DSC reserves the right to alter the partner benefits contained in this partner prospectus. Under such circumstances all confirmed sponsors will be advised in writing.
- If an eligible partner elects to take a promotional site at an event, all materials for the partner site are to be provided by the partner – only the site space will be provided by the event organiser.
- If an eligible partner elects to take a promotional site at an event, the partner will, in addition to the terms & conditions of the partnership, be bound by the terms & conditions applied to event market stallholders. A copy of these terms & conditions will be provided by the Events Officer.
- The DSC takes no responsibility for the erection and dismantling of partner promotional sites or the distribution of any promotional items at any DSC event.
- The partner shall not erect any sign, stand, wall or obstruction, which, in the opinion of the DSC event organisers, interferes with an adjoining partner site or other event activity. If in doubt, the partner should check with event organisers prior to the commencement of the event.
- The DSC will request partner signage to be delivered to the DSC administration offices at least one week prior to the event. Any signage not received by this time will not be displayed at the event.
- The DSC will request partner signage to be collected from the Douglas Shire administration offices within one week after the event. Any signage not collected within this time-frame cannot be stored and will therefore be destroyed.
- The DSC will not be held responsible for the loss or damage of any partner signage or promotional site materials at the event.
- Full payment of partnership money must be received by the DSC no later than 30 days from the date of the tax invoice for the total amount of partnership. Should full payment of the partnership amount not be received by this date, the partnership agreement will be considered null and void.



PORT DOUGLAS  
**Carnivale**  
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## FOR MORE INFORMATION

If you'd like to be a part of this wonderful event and show your support by becoming a recognised partner and contributor please contact the Events Officer at Douglas Shire Council. Lets talk about a partnership that works for you.

Paul Smyth | P: 07 4099 9474 | E: paul.smyth@douglas.qld.gov.au

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[WWW.CARNIVALE.COM.AU](http://WWW.CARNIVALE.COM.AU)

**DOUGLAS** SHIRE  
COUNCIL