

GROUNDED

**YP ART FESTIVAL
11-20 AUGUST 2023**

Sponsorship Invitation

Show your support for The Arts
on Guuranda, Yorke Peninsula

Have your branding visible within
our region's cultural environment

Build your brand awareness



Supported by Yorke Peninsula Council

**Yorke Peninsula Art
and Culture Working Group**

PO Box 57
Maitland SA 5573
08 8832 0000
sonya.rankine@yorke.sa.gov.au
ypart.com.au



It is with excitement that we write to you regarding Yorke Peninsula's inaugural Art Festival, Grounded.

Unearthing Grounded

Planning for this 10-day event began last year and the formal launch date has been approved for Friday 11 August 2023.

The Grounded Art Festival will take place in various forms across several YP towns until Sunday 20 August 2023. We'll be showcasing exhibitions, performances, live music, artisan products and activities.

Your generous sponsorship of the previous Easter weekend YP Art Exhibitions have been greatly appreciated by Council and the community.

Within Grounded, Ardrossan, Yorketown and Edithburgh will continue to hold the traditional exhibitions of visual art, photography and sculpture however the shift of date is due to the often-unmanageable surge of tourism at Easter and long weekends. August is a more favourable time as it

coincides with to the state-wide celebration of SALA Festival (South Australian Living Artists Festival) and we can partner with the respected Yorke Classic Surfing Competition.

Grounded replaces the Easter YP Art Exhibition and offers more: music, dance, performing arts, artisan foods, beverages, products etc. We're excited to incorporate more towns to create a comprehensive and immersive festival atmosphere.

Why Grounded?

What's in a name? Yorke Peninsula's ground is ancient, significant, and productive. Shack owners escape to Yorkes for its grounding and calming effect. Our community sets its roots deep down into the ground and works hard to produce excellent things for our people. Our ground is fertile in practical and figurative ways. Art is often healing, inclusive and ground-breaking; it keeps us grounded.

Through the Grounded festival, we seek to inspire and grow the celebration of the arts on Guuranda, Yorke Peninsula by nurturing our creatives: traditional owners the Narungga People, residents, property owners and visitors. By offering numerous platforms for important storytelling and expression, we can connect with each other in meaningful ways.

Maximise Your Exposure

A sponsorship relationship allows you to maximise your exposure in the Yorke Peninsula.

The sponsorship and exhibition opportunities featured in this document will enable your organisation to make significant contribution to the overall success of this event, while enjoying strong branding and exposure in a focused and professional environment.



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Contact Us

For further information or to discuss the sponsorship opportunities available in more detail, please contact the YP Arts & Culture Working Group Chair, Sonya Rankine on (08) 8832 0000 or email sonya@yorke.sa.gov.au



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Sponsor Opportunity

	Major \$3,000	Platinum \$2,500	Gold \$1,500	Silver \$500	Bronze \$250	Other Donation*
Listed as a sponsor	•	•	•	•	•	
Personal invites to the Opening Preview Night	•	•	•	•	•	
Mentioned in opening speech of Opening Preview Night	•	•	•	•	•	•
Full page advertisement in catalogue	•	•				
Half page advertisement in catalogue			•			
Quarter page advertisement in catalogue				•		
Listed as a sponsor in catalogue	•	•	•	•	•	
Listed as business donation in catalogue						•
Logo on website and Facebook page	•	•	•	•		
Logo on front cover of catalogue	•	•				
Logo used for promotional and advertising material		•	•			
Acknowledgement on promotional and advertising material	•					
Naming rights to an Award Category and opportunity for promotion of business		•				
Link to your website on Art Exhibition Website	•	•				
Sponsors own signage at venue	Large area on stage	Large area on stage	Medium area on stage			
Opportunity to present on opening night	•	•				
5% off purchases at Opening Preview Night	•	•				

* Please note, donations less than \$200 may be in the form of goods, services or funds. Donations of goods may assist to provide prizes for Art Exhibit winners and raffle prizes.



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In-Kind Supporters

Organisations or persons donating their time or other items such as raffle items, food or drinks, advertising, printing etc.

Major Supporters

The Yorke Peninsula Arts & Culture Working Group works in collaboration with local Progress Associations to coordinate exhibitions and artists in residence etc. in their local township throughout the Exhibition period.

Terms and Conditions

Grounded YP Art Festival agrees to grant the sponsor the above sponsorship rights for this event and associated benefits as outlined in this prospectus document.

The sponsorship will come into effect upon signing the sponsorship agreement and shall remain in force until seven days after the conclusion of this event.

Full payment is required within 14 days of issue of the tax invoice. The tax invoice will be issued in the 2022/23 financial year.

The sponsor agrees to provide all requirements under the agreement within the time frames advised by the YP Arts & Culture Working Group to ensure entitlements are delivered (logos/company information etc.)

The rights of either party under this agreement shall not be transferrable or assignable either in whole or in part.

Where speaking opportunities are included in the sponsorship package, sponsors agree to promote their product but not at the detriment to any other suppliers or competitors.



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2023 Sponsorship Application

To confirm your participation please complete your sponsorship application. Confirmation of sponsorship will be provided and a tax invoice issued in the 2022/2023 financial year.

Organisation Name: _____

Contact person: _____

ABN: _____

Email Address: _____

Phone Number: _____

Postal Address: _____

Is the business local, state-wide or national?

Sponsorship Category

Major Sponsor (\$3,000 and over)

Platinum Sponsor (\$2,500 and over)

Gold Sponsor (\$1,500 and over)

Silver Sponsor (\$500 and over)

Bronze Sponsor (\$250 and over)

Donation (less than \$200)

In-kind support (please provide a brief description of the in-kind support:

Sponsorship Amount

\$ _____ (amount inclusive of GST)

To be invoiced directly

By signing this application, you confirm that the details provided herein are true and correct and that you are duly authorised to lodge this application on behalf of the business. I understand that the YP Arts & Culture Working Group reserves the right to allocate sponsors / part sponsors to the various awards. (Invoices will outline methods for payment and will be inclusive of GST)

Signed _____

Position _____

Dated _____

Please return this paperwork to:

YP Arts & Culture Working Group, admin@yorke.sa.gov.au or Po Box 57, Maitland SA 5573



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