



Harvest Festival 2010 - Invitation to Participate

Kalamunda Chamber of Commerce (Formally BCTVA) is currently planning the 13th annual Harvest Festival which will be held on the weekend of the 2nd and 3rd of May 2009. The Harvest Festival provides an exciting day out for all, celebrating and discovering the picturesque Perth Hills.

This community-based festival is a showcase of the picturesque rural Bickley & Carmel Valleys and is supported by the Shire of Kalamunda and the East Metropolitan Regional Council.

The Harvest Festival is held in autumn, presenting visitors with a myriad of autumn colours throughout the vineyards, orchards, the abundant deciduous trees and glorious gardens enjoying the cooler autumn sun. During the festival, artistic talent will be on show from the local arts & crafts groups to boutique owner operated wineries, offering tastings of their hand crafted wines. Meals will be available at many venues as well as locally grown organic fruit and vegetables, free range eggs, Devonshire teas, organic chocolates and other local produce. Some of the participating venues feature entertainment such as live music.

Last years event attracted a crowd of approximately 2,500 predominately from the surrounding areas covering both the Kalamunda and Mundaring Shires however we also had visitors from as far north as Hilarys and as far south as Mandurah.

Our promotional plans for 2009 include:

- Radio advertising on 6PR and 6IX
- Inclusion in 12,000 Autumn River Festival brochures
- Listing on perthtourism.com.au
- Listing on the Kalamunda Chamber of Commerce Web Site
- Printing and distribution of 10,000 Harvest Festival brochures
- Printing and distribution of 100 Harvest Festival Posters
- Promotional booth at the April Kalamunda and Mundaring markets
- Writing and distribution of media releases
- Street Banners in town centre of Kalamunda
- Additional signage at main entry points to the area
- Local Newspaper advertising

The fees to participate in the 2009 Harvest Festival are as follows:

- 1) Early Bird Price \$125 (Forms and payment must be received before 31st Jan 2010)
- 2) For payments after 31st January \$150,

As in previous year's for this fee you will receive approx. 70 words editorial plus contact information, your business will be marked on the festival brochure and you will included where possible in all other marketing and PR activities for the festival.

To confirm your place on the Bickley and Carmel Harvest Festival brochure, please send your cheque to:

Bickley Carmel Harvest Festival
C/O Kalamunda Chamber of Commerce
PO Box 417
Kalamunda WA 6926

Cheques are to be made payable to '**Kalamunda Chamber of Commerce**'. Payment can also be made by Direct Debit

Name: Kalamunda Chamber of Commerce BSB: 016 341 A/C: 3474 44911

Please email Lisa Harrap: lisa@kalamundachamber.com to advise of your transaction so that a receipt of your fee can be posted.

Payment and words must be returned to me no later than the 31st January **2009**.

Many thanks for your support in this event and in promoting the Perth Hills region.

Sascha Stone

Event Manager

Bickley Carmel Harvest Festival

PO Box 89 Bayswater WA 6933

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