



The Kalamunda Chamber of Commerce will be presenting the 13th annual Harvest Festival on Saturday 1st & Sunday 2nd May 2010 is hoping you will consider sponsoring this event again. This community-based festival is a showcase of the picturesque rural Bickley Valleys and is supported by the Shire of Kalamunda and the Eastern 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 from their hand crafted wines that employ the same methods of cool climate production as the Margaret River region. 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 for south as Mandurah.

Our promotional plans include:

Advertising:

- Radio advertising on 6PR and 6IX
- Two ads in the Echo Newspaper
- An ad in the Hills Gazette
- An ad in the Roleystone Courier
- 2 page feature in Spice Magazine

Printed Materials:

- Printing and distribution of 7,000 Harvest Festival brochures
- Printing and distribution of 100 Harvest Festival Posters
- Inclusion in 12,000 Autumn River Festival brochures

Public Relations:

- The running of the Harvest 100 event during the Rotary Markets in April
- Listing on perthtourism.com.au
- Listing on the Kalamunda Chamber of Commerce web site
- Listing on Kalamunda Shire web site
- Writing and distribution of media releases
- Radio announcements on ABC radio drive time
- Radio announcement on 6PR during the Todd Johnson program

Street Signage:

- Street Banners in town centre of Kalamunda
- Additional signage at main entry points to the area

To ensure the success of the 2009 Harvest Festival, sponsorship is needed and we would like to invite you to support this community festival. The details of the levels of sponsorship are listed below, one of which may suit you.

Gold Sponsor-\$1000

- Company logo on 7,000 festival programs and all posters.
- 4 free tickets for a meal at any participating venues for either Saturday or Sunday.
- Recognition in event media releases
- Logo on the official festival page on the Kalamunda Chamber of Commerce Web Site
- Promotional opportunity at the Harvest 100.

Silver Sponsor - \$500

- Company logo on 7,000 festival program
- 4 free tickets for a meal at any participating venues on either Saturday or Sunday
- Logo on the official festival page on the Kalamunda Chamber of Commerce Web Site

Bronze Sponsor - \$250

- Company name on 7,000 festival program
- 2 free tickets for a meal at any participating venues either Saturday or Sunday.
- Logo on the official festival page on the Kalamunda Chamber of Commerce Web Site

For further information please phone me on 9473 0546, mobile 0417 174 072 or email me at pmswa@ozemail.com.au. Thank you for your time and we hope you can join us in making this year's Harvest Festival another successful event.

Yours Sincerely

Sascha Stone

Harvest Festival Coordinator

Proudly brought
to you by



KALAMUNDA CHAMBER
OF COMMERCE