



BICKLEY HARVEST FESTIVAL

GOURMET FOOD & DRINK TRAIL

6 & 7 May 2023



Participant
Information.

2023



Bickley Harvest Festival

Bickley Harvest Festival is a celebration of the produce of the region encompassing the community of boutique cellar doors restaurants and cafes in the stunning Bickley region - Celebrating its 24th year in 2023.

The Bickley Valley located in the heart of the Perth Hills Wine Region enjoys the backdrop of the Darling Ranges; creating a stunning destination only a 35 minute drive from the Perth CBD.



Considered a Hidden treasure by those who visit, the Bickley Valley surprises with the abundance of artisans specialising in fine wine, cider, gourmet produce and fine art.

Providing a premium destination experience, many of the visitors become repeat customers, demonstrating that the Bickley Harvest Festival is a vital tool in promoting tourism within the Perth Hills.





With a growing appetite amongst the Wine and Food enthusiasts of Perth, this is a wonderful opportunity to engage, and become a part of an established, highly anticipated event in the Perth Hills

An evolving approach in the promotion of the festival inclusive of the participating businesses and the sponsors, ensures that there is a capacity to reach an engaged audience of 20,000+ across multiple media platforms, including, but not limited to social media, newspaper, radio and TV.

The Bickley Harvest Festival Committee is now accepting applications to participate in the 2023 Bickley Harvest Festival.

Please see the following Membership Levels

| BRONZE | SILVER | GOLD |



BRONZE

\$250.00 Chamber member

\$300.00 Non-Chamber member

- 2 venue dedicated social media posts
- 50 words on Website
- BHF App listing
- 1 event sign & venue entrance signage
- 2 purple flags
- BHF map listing with relevant icons (50 words)
- Marketing Material - Maps, Posters and Flyers





SILVER

\$400.00 Chamber member

\$450.00 Non Chamber member

- 3 venue dedicated social media posts
- Website & BHF App listing (100 words)
- 1 event sign & venue entrance signs
- 2 purple flags with installation by KCC representative
- 1 feature in the BHF EDM (Electronic Direct Mail)
- Additional marketing feature (external EDM or website listing)
- BHF Map listing with relevant icons 100words
- Marketing material - Maps, Posters and Flyers



GOLD

\$650.00 - Chamber member

\$700.00 - Non Chamber member

- Website & BHF App listing
- Photo & mention in marketing collateral (external EDM's and features)
- Priority listing on our website
- 2 Features in EDM (Electronic Direct Mail)
- 4 venue dedicated social media posts
- BHF Map Listing with relevant icons + 100 words
- 1 Event Sign & 2 Directional Venue Signage
- Promotion of venue events external to BHF via Social media + EDM's (Electronic Direct Mail)
- 2 purple flags with installation by KCC representative
- Marketing material - Maps, Posters and Flyers
- Bus Stop route and signage (If sponsorship is attained)





Please note the following:

- Bickley Harvest Festival Maps, 2000 printed and distributed to all participating venues and Visitor Centres around Perth;
- Flyers/Posters, 2000 distributed to participating venues and notice boards around Perth;
- Bickley Harvest Festival App and website used by over 4000 patrons attending the event containing festival information;
- Social Media platforms Facebook/Instagram/Twitter- over 8,000 followers; and
- Other Media i.e. online press & radio. Social Media content will be created on behalf of the venues.
- The operating costs of the 2023 Bickley Harvest Festival will be funded by the participating venues. Additional sponsorship is being sought in the way of financial and in-kind donations to ensure the success of the event.

PARTICIPATING VENUES are responsible for the events and activities that occur at their venue. Please be mindful that the weather during early May is unpredictable and to ensure that the potential for rain is taken into consideration during event planning. Guided tours and tastings (ticketed and pre-sold) are great options to explore to ensure that patrons visit your venue during the festival weekend.

Event Co-ordinator: Nicole Airay
Email: info@bickleyharvestfestival.com
Contact: 0416 152 997 (NA)

Bickley Harvest Festival Organising Committee
Rachael Davenport | Lyn Sykes | Jon Elbery |

