Opportunity to support the Winter **Blues Festival**





The Winter Blues Festival was established in 1999 and continues to bring prosperity to Echuca and Moama every winter. The Festival Committee invites your business to join us in supporting this iconic, award-winning event.

The Festival Committee is excited to celebrate another wonderful festival with you, while we continue the tradition of bringing the best blues music from across Australia to our region.

As one of Australia's most affordable festival weekends, the Winter Blues offers a free-to-attend festival spanning over four consecutive days, with our region's broad range of accommodation and dining options catering to diverse budgets - a crucial advantage in a diminishing festival climate.

In addition to the cultural-richness it. brings to Echuca-Moama, the Winter Blues Festival generates substantial economic benefits for our community. Routinely, over 15,000 punters make the annual pilgrimage from across Australia to experience this festival, that (during our non-peak season) transforms the last weekend in July from a guiet period into a vibrant celebration, boosting tourism and supporting local businesses.

As a not-for-profit organisation run by a dedicated volunteer committee. the Winter Blues Festival relies on the support of local businesses, like yours, to thrive. Your sponsorship, funding or support, will play a vital role in ensuring the continued success of this beloved community event, allowing us to provide unforgettable experiences for attendees, while contributing to the vitality of our region, for many more years to come.

Please review our support opportunities on the next page, or feel welcome to email Maryanne Elkin from the Winter Blues Festival Committee for more information or to discuss the opportunities further: committee@winterblues.com.au.





SEE PAGE 2 FOR DETAILS

SPONSORSHIP FORM 2025

Sponsor Type	Festival Volunteer	Festival Supporter	Festival Supporter (Business)	Festival Street Trader Food & Beverage	Accommodation Business	Corporate Stage Sponsor	Family Space Sponsor	Major Partner	Naming Rights Partner	Participating Venue
Cost	FREE	Your choice	\$250	\$500	\$50 + \$10 per room	\$1,500	\$5,000	\$10,000	\$25,000	25% of Artist Fees + Production Costs
Marketing and Advertising		"Supporter of Winter Blues Festival" Poster	"Supporter of Winter Blues Festival" Poster	"Supporter of Winter Blues Festival" Poster	"Supporter of Winter Blues Festival" Poster	Logo on outdoor stage, promotional posters and app with hyperlink to your business	Logo on signage in the area (Hopwood Gardens), promotional material, WBF website and app with hyperlinks to your business	Logo on all printed posters, promotional material, WBF website and app with hyperlinks to your business	Logo on all printed posters, promotional material, WBF website and app with hyperlinks to your business	Inclusion in Program with venue location shown on map information on the grid
			Listed on WBF website as a supporter	Listed on WBF website as a street trader	Listed on WBF website as an accommodation partner	Listed on WBF website as a stage sponsor	Listed on WBF website as a stage sponsor Included in 2 social media posts	Listed on WBF website as a stage sponsor Included in 4 social media posts	Listed on WBF website as a stage sponsor Included in 6 social media posts, media release announcing support of the festival, MC announcements at all official events	Listed on WBF website as a stage sponsor Online promotion in WBF socials, and promotion within the app
Other	Crew T-Shirt Flexible Shifts		Guitar Competition exhibition	Letter of support for streetside trading application			Family Friendly Sponsor	Additional opportunities by mutual agreement	Additional opportunities by mutual agreement	Artist accommodation fee and agent booking fees covered
Tickets to Launch Party			1 Free	1 Free	1 Free	2 Free	2 Free	2 Free	4 Free	2 Free
Tickets to Wrap Party	1 Free					1 Free	2 Free	4 Free	8 Free	2 Free
Select sponsor type										