

**HERVEY BAY**  
*Carols by Candlelight*

**SPONSORSHIP PACKAGES 2024**



PROUDLY  
HOSTED BY







## ABOUT THE EVENT

The Hervey Bay Carols by Candlelight is a much-loved annual event held in Hervey Bay to celebrate Christmas. The Christmas tradition attracts a 8000+ strong crowd and is a free event put on by the Hervey Bay Christian Ministers Association to give back to the community. The Event is managed by Luke Strochnetter from 360 Degrees Marketing and as the majority of the organising team are volunteers, this event relies on sponsorship to put the event on. We require further sponsorship to help cover additional costs like organising costs, permits, production costs, hire equipment, additional toilets, insurance, lighting, electrician etc. The Carols has become the Fraser Coast's biggest annual Christmas Event.



**We would love to have your business support and sponsor the 2024 Hervey Bay Carols by Candlelight.**

The Hervey Bay Carols is one of the last independently run events held in Hervey bay and attracts the largest event crowd each and every year. Due to the growth of the event, we are needing more sponsorship to cover rising costs. By sponsoring the event, it is a great opportunity to have your business recognised and advertised in front of around 8000 people.

**For sponsorship enquiries and/or more information, please email Luke Strochnetter (Event Coordinator) at [hello@herveybayrslcarols.com.au](mailto:hello@herveybayrslcarols.com.au)**

**We are so grateful for your support - Thankyou in advance as you Help us spread Hope, Joy & Peace this Christmas!**



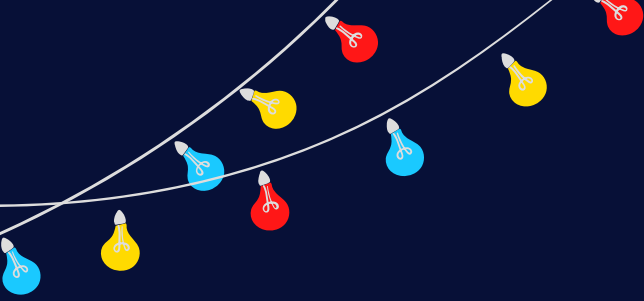
# Naming Rights Sponsor

First time this opportunity has become available in over 10 years

## PLATINUM PARTNER- \$20,000 + GST

- Naming Rights - Referral to your business as the naming rights partner in all Carols Team Controlled Media, Advertising, Press Releases and Mentions.
- Logo is displayed prominently on all Carols by Candlelight advertising including the Website and Social Media Platforms.
- Opportunity to host a 3x3m Marquee at the Event promoting your business
- Multiple posts on the Carol's Social Media Channels leading up to the event highlighting that your business is the Platinum Partner
- Opportunity for a representative of your Business to speak alongside the Mayor and Elected Members in the Official Welcome.
- Opportunity to display a teardrop banner or signage on each side of the stage at the Event.
- Your logo displayed prominently on the Hervey Bay Carols by Candlelight electronic songbooks
- Your logo is displayed on the pre-roll while people arrive at the event
- An onstage mention every time "Carols by Candlelight" is mentioned
- Access for up to 10 people to the Sponsors Area (catered space with tables & chairs) to watch and enjoy the Carols from.
- 2x Reserved Parking Spots backstage at the Carols

**3 year partnership - \$18,000 p/y + GST**



## GOLD SPONSOR - \$10,000 + GST

- Your logo displayed prominently on the Carols by Candlelight website as Gold Partner
- Your logo featured prominently on the Carols by the Candlelight Social Media channels as Gold Partner.
- 3x Featured posts highlighting that your business is a sponsor and what you offer on all our Carols Social Media channels leading up to the event
- Opportunity to display a teardrop banner or sign on each side of the stage at the Event.
- Your logo displayed on the Hervey Bay Carols by Candlelight electronic songbooks as Gold Partner
- Opportunity for a representative of your business to speak in a short video that will be shown prior to the Carols event about why you support carols and what you offer.
- Your logo is displayed on the pre-roll while people arrive at the event
- An onstage mention at least twice by the MC of your sponsorship and support
- Your business logo displayed on majority of Hervey Bay Carols by Candlelight Event Advertising
- Access for up to 10 people to the Sponsors Area (catered space with tables & chairs) to watch and enjoy the Carols from.



# Sponsorship Packages

## SILVER PARTNER - \$5500 + GST

- Your logo displayed in the Sponsor section on the Carols by Candlelight website as well as on the Carols by the Candlelight Social Media channels as Silver Partner
- 2x Featured post highlighting that your business is a sponsor and what you offer on all our Carols Social Media channels leading up to the event as Silver Partner
- Opportunity to display a plaque or corflute sign with your logo on it at the event (to go on stage or side of stage)
- Your logo displayed on the Hervey Bay Carols by Candlelight electronic songbooks
- Your logo is displayed on the pre-roll while people arrive at the event
- An onstage mention at least once by the MC of your sponsorship and support
- Access for up to 4 people to the Sponsors Area (catered space with tables & chairs) to watch and enjoy the Carols from.

## BRONZE PARTNER- \$2000 + GST Unlimited Spots

- Your logo displayed in the Sponsor section on the Carols by Candlelight website as well as on the Carols by the Candlelight Social Media channels including a featured post
- 1x Featured post highlighting that your business is a sponsor and what you offer on all our Carols Social Media channels leading up to the event
- Your logo displayed on the Hervey Bay Carols by Candlelight electronic songbooks & on the pre-roll while people arrive at the event
- An onstage mention once by the MC
- Access for up to 2 people to the Sponsors Area (catered space with tables & chairs) to watch and enjoy the Carols from.



# Sponsorship Packages



## **FIREWORKS SPONSOR - \$4500 + GST** **ALREADY SECURED FOR 2024**

- Naming rights to the Fireworks for the 2024 Carols. The Fireworks will be promoted as the "Your Business Fireworks Finale".
- Your logo displayed prominently on the Carols by Candlelight website as Fireworks Sponsor
- Your logo featured prominently on the Carols by the Candlelight Social Media channels as fireworks sponsor.
- 2x Featured posts highlighting that your business is the Fireworks sponsor for 2023
- Your logo displayed prominently on the Hervey Bay Carols by Candlelight electronic songbooks.
- Opportunity for a representative of your business to speak in a short video that will be shown prior to the Carols event about why you support carols and what you offer.
- Your logo is displayed on the pre-roll while people arrive at the event
- An onstage mention by the MC every time the fireworks are mentioned.
- Access for up to 4 people to the Sponsors Area (catered space with tables & chairs) to watch and enjoy the Carols from.

## **COMMUNITY SPONSOR - \$500 + GST** **Unlimited Spots**

- Your logo displayed in the Sponsor section on the Carols by Candlelight website as well as on the Carols by the Candlelight Social Media channels including a featured post
- Your logo displayed on the Hervey Bay RSL Carols by Candlelight electronic songbooks & on the pre-roll while people arrive at the event
- An onstage mention once by the MC

# Feedback from Carols

**Stephanie Murdoch** (Top fan)  
Was an amazing night.

**Claire Short**  
We had such a great time! The kids loved dancing along with their candles

**Jenny Russell**  
Had a great time was really well organised, with beautiful atmosphere

**Robert Garland**  
What a ripper, 🌟🌟🌟🌟 effort Luke and the Carols crew 🙌🙌

**Kendra Brand**  
👍👍👍👍👍👍👍👍👍👍

**Lets Taco Bout It**  
It was a great night, so happy to be a part of it 😊 thank you so much Luke...awesome job! 🌮🌮🌮🌮🌮🌮

**Thora Nolan**  
The carols were wonderful last night, thank you to everyone who made it so special.

**Julie Deakin**  
**Thora Nolan** 100 it was a beautiful community event.

Hey Luke

I wanted to reach out and congratulate you and the entire team involved with the Carols.

It was an awesome event and I have never seen that many people on Seafont. Must have been close to 7 or 8 thousand.

You should be very proud of what was achieved and we are super happy to be aligned with such a wonderful community event and a such a great bunch of people.

Count us in for next year, to sponsor the [redacted] in.

It's a wonderful event and we would love to keep support it.

**George Seymour - Fraser Coast** is in Hervey Bay.  
December 10, 2022 · 🌐

Thank you and well done to the organisers of tonight's [Hervey Bay RSL Carols by Candlelight](#) for a wonderful event that was enjoyed by the community. 🌲 🎶

You, Alicia Ann Wade, Kim Parnell and 563 others

17 comments 7 shares

**Wayne Newport**  
Biggest crowd I've ever seen at the carols. Well done Luke.

**Jenny Russell**  
Was great time enjoyed seeing so many people

**Talei Bentley**  
Was an absolutely amazing evening

**Ann Andre**  
What a wonderful afternoon x



