



# KIDFEST 2025 PARTNERSHIP GUIDE



[hello@kidfestwarrnambool.com.au](mailto:hello@kidfestwarrnambool.com.au)



0478 581 146



## FOUNDING PARTNER

Be part of something **BIG** from the very beginning!

**KidFEST launches in 2025** and this is your chance to be a founding partner of something truly special. By joining us in year one, you're not just sponsoring an event - you're shaping its future. As we grow, **your brand will grow with us**, securing a legacy that strengthens year after year.

This **premier partnership** offers unparalleled brand exposure, exclusive benefits and the opportunity to be recognised as a driving force behind a new and exciting event in our region.

### Benefits:

- Prominent branding as a Founding Partner across all marketing materials.
- Large logo placement on event signage and website.
- Prime location for branding in high-traffic areas at KidFEST.
- Custom content collaboration – one (1) reel on social media.
- Acknowledgment with three (3) dedicated social media posts.
- Founding Partner featured in three (3) pinned posts.
- Regular mentions in stories, featuring tailored content to maximise exposure.
- Founding Partner tagging in event-related posts to enable content sharing.
- Featured mentions in media releases.
- Opportunity to have a dedicated area at the event or host an activity/workshop.
- Ten (10) two day passes to attend KidFEST.
- Opportunity to run an exclusive contest for your customers to win ten (10) two day passes to KidFEST.
- Logo placement on staff uniforms at the event.
- Priority inclusion in future KidFEST events as the festival grows.

**Investment: \$30,000 cash or in-kind contribution.**



## MAJOR PARTNER

### Benefits:

- Recognition as a Major Partner on marketing materials.
- Medium logo placement on event signage and website.
- Two (2) dedicated social media posts featuring the Major Partner.
- One (1) pinned post on social media featuring the Major Partner.
- Regular mentions in stories with tailored content.
- Major Partners to be tagged in event-related posts.
- Inclusion in social media stories with tailored content.
- Inclusion in one (1) media release.
- Opportunity to host an activity/workshop including recognition in marketing.
- Six (6) two-day passes to attend KidFEST.
- Opportunity to run an exclusive contest for five (5) two day passes to KidFEST.

**Investment: \$15,000 cash or in-kind contribution.**

## SUPPORTING PARTNER

### Benefits:

- Recognition as a Supporting Partner on marketing materials.
- Small logo placement on event signage and website.
- One (1) dedicated social media post featuring the Supporting Partner.
- Supporting Partners to be tagged in event-related posts.
- Opportunity to host an activity/workshop including recognition in marketing.
- Two (2) single day passes to attend KidFEST.

**Investment: \$5,000 cash or in-kind contribution.**





## COMMUNITY PARTNER

### Benefits:

- Recognition as a Community Partner on the website and select event signage.
- Tagging in event-related posts.
- Inclusion in one shared appreciation post for all Community Partners.
- Opportunity to host an activity/workshop including recognition in marketing.
- One (1) single day pass to attend KidFEST.

**Investment: \$1,000 cash or in-kind contribution.**

## SIGNATURE PARTNERSHIPS

Are you after something specific?

Let us tailor a package that suits your business goals.



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