



# BRIGHTER DAYS FESTIVAL

Labour Day Weekend  
10-11-12 March 2017  
BRIGHT, VICTORIA



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[www.brighterdays.org.au](http://www.brighterdays.org.au)

## Sponsorship Proposal



# BRIGHTER DAYS FESTIVAL

What is the Brighter Days Festival?

- *A group of like minded friends whose interest include bikes, cars and music formed a foundation to organise the inaugural “Brighter Days” event in 2013. In our first year we raised in excess of \$32,000.00 for two chosen children’s charities SUDC and the DEBRA foundation.*
- *The subsequent success of the 2014, 2015 and 2016 Brighter Days Festivals far exceeded our expectations and means we have donated over half a million dollars to our charities in 4 years.*
- *The name obviously is two fold. The first, that the event is held in Bright the second is in the hope that we can make a “brighter day” for some kids.*

<http://bigdogbites.com/p38056595>



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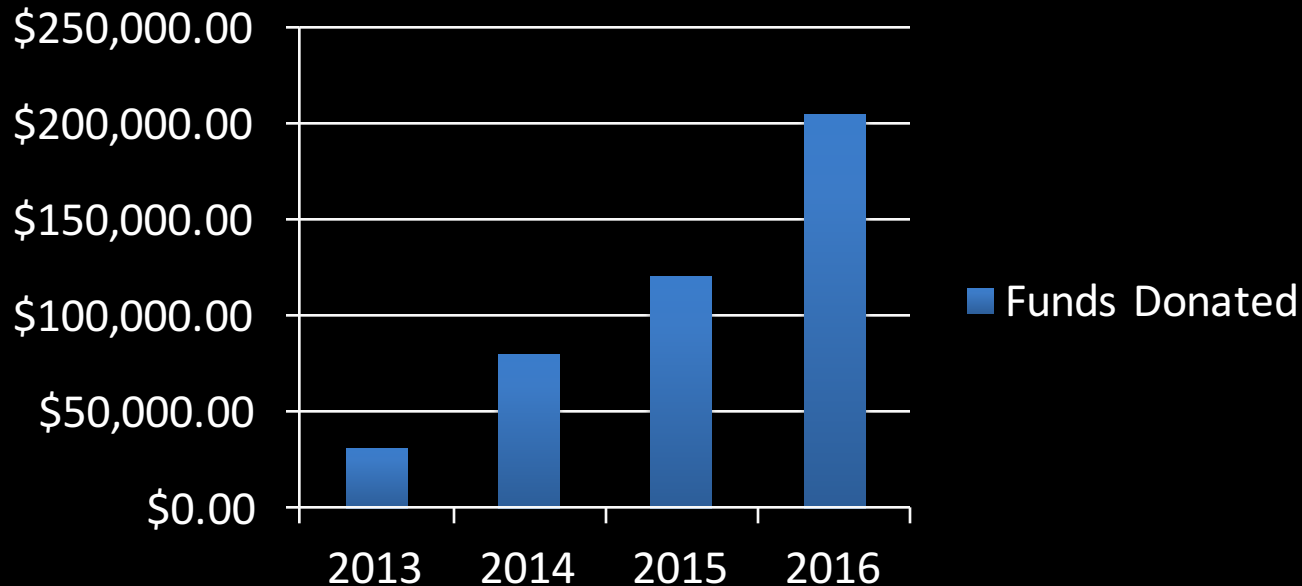
## Sponsorship Proposal



# BRIGHTER DAYS FESTIVAL

Growth of the Brighter Days Festival

## Funds Donated to Charity



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# BRIGHTER DAYS FESTIVAL



*Since its inception in 2012, the Brighter Days Foundation has now raised over \$950,000 through events, raffles and auctions.*



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Our Charities: DeBRA AUSTRALIA



*Epidermolysis Bullosa (EB) is a rare disease whereby the skin blisters and peels at the slightest touch. Living with EB has been likened to living with third degree burns. It is very painful, and sufferers must be bandaged every day with dressings to protect and medicate their wounds. Debra Australia is a not for profit organisation and does not receive any direct government funding. [debra.org.au](http://debra.org.au)*

[You tube DEBRA](#)

Our Charities: THE COOPER TREWIN MEMORIAL SUDC RESEARCH FUND

*The Cooper Trewin Memorial SUDC Research Fund was established after the tragic passing of Cooper Trewin on 6 February 2010 aged 16 months and is supporting SIDS and Kids to fund advocacy and Australian research into the cause for sudden and unexplained death in children. Brighter Days has assisted in the development of the Cooper Trewin **Brighter Days** Neuroimaging Study which is being conducted over the next two years at the Boston Children's Hospital by Dr Hannah Kinney. [sudc.org.au](http://sudc.org.au)*

[You tube SUDC](#)



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# BRIGHTER DAYS FESTIVAL

## Facebook Testimonials



**Simone Baird** Congratulations guys! We can't thank you enough for all the hard work, time & energy you put into making a difference to DEBRA and the families living with EB. On behalf of the 1000 sufferers from around Australia who live with this cruel & devastating disease, thank you to the Brighter Days committee, your families, volunteers & sponsors - we truly appreciate your generosity. 🙌👏

Unlike · Reply · Message · 👍 20 · April 4 at 11:54pm



**Wendy Belli** How awesome for you all Simone! The fact that we all have an amazing weekend means nothing when you think of this result xx

Like · Reply · Message · 👍 1 · April 5 at 10:42am



Write a reply...



**Kylie Trewin** A huge thank you to the amazing committee, all the incredible sponsors and to all who attend this unbelievable weekend!! This is absolutely mind blowing, we are so thankful, we could never express how grateful we are for the donations provided from Brighter Days!! It is allowing us to make huge headway in research and makes me believe that we are truly working towards "brighter days" where SUDC will be a thing of the past!! Thank you thank you thank you.....we are so lucky to have you all in our lives xxxxxx

Unlike · Reply · Message · 👍 29 · April 5 at 6:11am



**Julie Nicholes** Thats so awesome Kylie. Xx

Like · Reply · Message · 👍 1 · April 5 at 7:53am



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# BRIGHTER DAYS FESTIVAL

Our Reach:

Brighter Days had over 25000 hits to our web-site last year and we are about to launch a new all devices responsive web-site by Dec 2017.

[www.brighterdays.org.au](http://www.brighterdays.org.au)



**BRIGHTER DAYS FESTIVAL**  
**VIC LABOUR DAY WEEKEND**  
**10 - 12 MARCH 2017**



PROUDLY PRESENTED BY  
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ACCOMMODATION STALLS GALLERIES CONTACT



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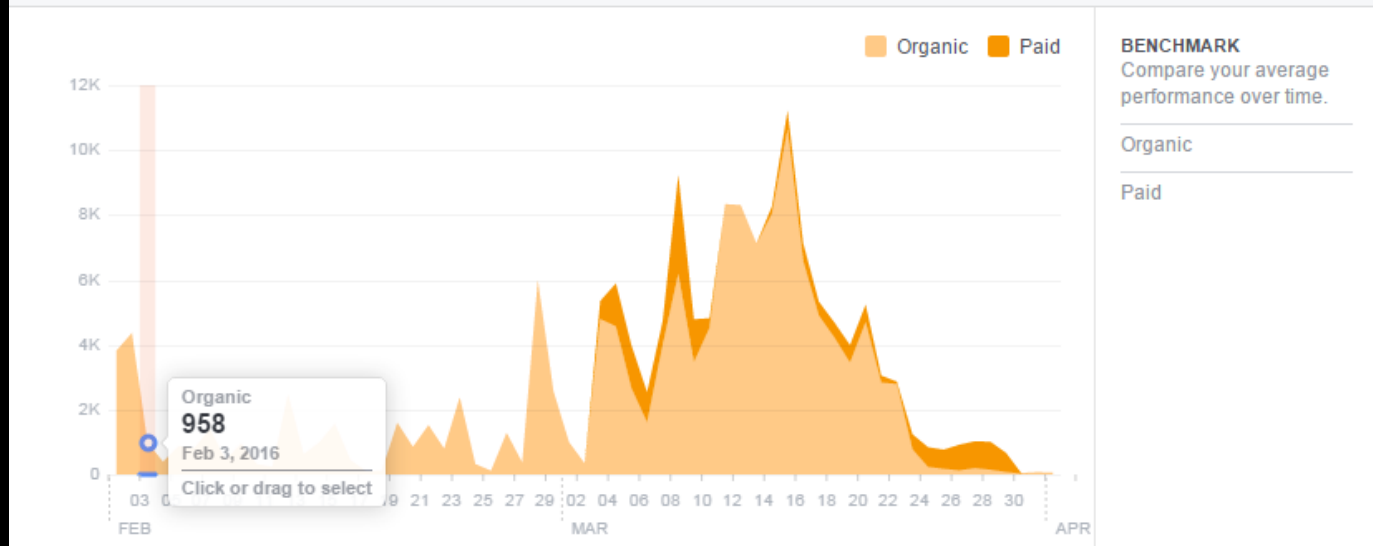
Our Reach:

Brighter Days currently has approx 4920 FB likes @brighterdays



## Post Reach

The number of people your posts were served to.



Brighter Days has over 450 Instagram followers



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# BRIGHTER DAYS FESTIVAL

# 2017

# LINE-UP



**10 - 12 MARCH 2017**  
**LABOUR DAY WEEKEND**  
**BRIGHT - VICTORIA**

**LIVE MUSIC**  
**ALL WEEKEND**

**MENTAL AS ANYTHING**  
**JOE CAMILLERI** (& THE BLACK SORROWS)  
**CHOCOLATE STARFISH**  
**THE SCREAMIN' EAGLES**  
**MICK PEALING BAND** (THE STARS)  
**COOL CHANGE** (LRB SHOW)  
**WINGSPAN** (WINGS & BEATLES SHOW)  
**RAW BRIT** (BRITISH ROCK)  
**JACUZZI MASTERPIECE, CATTLETRUCK,**  
**TURK TRESIZE, MR BLUEZ and more...**

**BIKES CARS MUSIC**  
**ANNUAL FESTIVAL**  
**LABOUR DAY WEEKEND**  
**BRIGHT - VICTORIA**

[www.brighterdays.org.au](http://www.brighterdays.org.au)

@brighterdaysfestival    brighterdays  
 @BrighterDays17    #bikescarsmusic17

The Brighter Days Foundation is dedicated to raising funds for children's charities

[www.brighterdays.org.au](http://www.brighterdays.org.au)

BABES BRUNCH · MARKET STALLS  
 FREE KIDS ENTERTAINMENT  
 THE AMAZIN' CHASE  
 POKER RUN · SHOW 'N SHINE





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# Sponsorship Proposal



# BRIGHTER DAYS FESTIVAL

## 2017 Brighter Days Festival Sponsorship Opportunities:

- 3 Level Donations – Gold, Silver, Bronze
- Entertainment Sponsorships
- Festival Events Sponsorships
- Product for prizes/auctions



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## Sponsorship Proposal



# BRIGHTER DAYS FESTIVAL

## 3 Level Donations – Gold, Silver, Bronze

GOLD \$50000	SILVER \$10000	BRONZE \$2000
<ul style="list-style-type: none"> <li>• Naming rights</li> <li>• Logo on web-site</li> <li>• Logo on program</li> <li>• Logo on social media</li> <li>• Logo on side screen</li> <li>• Name above stage 5 times across the weekend</li> <li>• HD-TV promotion mentioned by MC</li> </ul> <p style="font-size: 2em; color: red; text-align: center;"><b>SOLD</b></p> <p style="color: red;"><b>Harley-Davidson Financial Services</b></p>	<ul style="list-style-type: none"> <li>• Logo on web-site</li> <li>• Logo on program</li> <li>• Logo on social media</li> <li>• Logo on side screen</li> <li>• Name above stage 5 times across the weekend</li> <li>• HD-TV interview mentioned by MC</li> </ul>	<ul style="list-style-type: none"> <li>• Logo on web-site</li> <li>• Logo on program</li> <li>• Logo on side screen</li> </ul>



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# BRIGHTER DAYS FESTIVAL

## Entertainment Sponsorships

<b>HEADLINE ACTS \$10000</b> Mental As Anything Joe Camilleri & the Black Sorrows <b>SOLD</b> Chocolate Starfish Screamin' Eagles <b>SOLD</b>	<b>SUPPORT ACTS \$5000</b> Mick Peeling Band Cool Change <b>SOLD</b> RIVERDECK CAFE Wingspan Raw Brit <b>SOLD</b> ALL POINTS GLASS	<b>SUPPORT ACTS \$2000</b> Jacuzzi Masterpiece Cattletruck Turk Tresize Mr Bluez <b>SOLD</b> VW
<ul style="list-style-type: none"> <li>Name on the banner above the stage while your artist performs</li> <li>Meet and greet pass x10</li> <li>VIP viewing area while your artist performs</li> <li>Guitar signed by artist you've sponsored</li> <li>Professional photo with artist you've sponsored</li> <li>Logo on website &amp; in program</li> </ul>	<ul style="list-style-type: none"> <li>Name on the banner above the stage while your artist performs</li> <li>Meet and greet pass x5</li> <li>VIP viewing area while your artist performs</li> <li>Guitar signed by artist you've sponsored</li> <li>Professional photo with artist you've sponsored</li> <li>Logo on website &amp; in program</li> </ul>	<ul style="list-style-type: none"> <li>Name on the banner above the stage while your artist performs</li> <li>Meet and greet pass x2</li> <li>VIP viewing area while your artist performs</li> <li>Guitar signed by artist you've sponsored</li> <li>Professional photo with artist you've sponsored</li> <li>Logo on website &amp; in program</li> </ul>



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# Sponsorship Proposal



# BRIGHTER DAYS FESTIVAL

## Festival Events Sponsorships – Naming Rights

COOPER CARD RUN \$2000	COTTON BALL RUN \$2000	BABES BRUNCH \$2000
<ul style="list-style-type: none"><li>• Advertising of the <u>Cooper Card Run</u> on Facebook and Instagram using your company name</li><li>• Named event in the schedule</li><li>• Your company name used verbally when referring to this event</li><li>• Company logo included on Sponsors page in program</li><li>• Company logo included on sponsorship page on our website</li></ul>	<ul style="list-style-type: none"><li>• Advertising of the <u>Cottonball Run</u> on Facebook and Instagram using your company name</li><li>• Your company name used verbally when referring to this event</li><li>• Company logo included on Sponsors page in program</li><li>• Company logo included on sponsorship page on our website</li></ul>	<ul style="list-style-type: none"><li>• Advertising of the <u>Babes Brunch</u> on Facebook and Instagram using your company name</li><li>• Your company name used verbally when referring to this event</li><li>• Company logo included on Sponsors page in program</li><li>• Company logo included on sponsorship page on our website</li></ul>
<b>SOLD</b>	<b>SOLD</b>	<b>SOLD</b>
<b>Robert Trewin Mortgage Broking</b>	<b>Jay-Dee Autocables Pty Ltd</b>	<b>eSelect Home Loans</b>



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## Festival Events Sponsorships – Naming Rights

AMAZING CHASE \$2000	CAR SHOW 'n SHINE \$2000	BIKES SHOW 'n SHINE \$2000
<ul style="list-style-type: none"><li>• Advertising of the <u>Amazing Chase</u> on Facebook and Instagram using your company name</li><li>• Advertising of the Amazing Chase in Local School Newsletters leading up to the event</li><li>• Your company name used verbally when referring to this event</li><li>• Company logo included on Sponsors page in program</li><li>• Company logo included on sponsorship page on our website</li></ul>	<ul style="list-style-type: none"><li>• Advertising of the <u>Show N Shine</u> on Facebook and Instagram using your company name</li><li>• Your company name used verbally when referring to this event</li><li>• Company logo included on Sponsors page in program</li><li>• Company logo included on sponsorship page on our website</li></ul> <p style="text-align: center;"><b>SOLD</b></p> <p style="text-align: center;"><b>Arrow Wood Products</b></p>	<ul style="list-style-type: none"><li>• Advertising of the <u>Show N Shine</u> on Facebook and Instagram using your company name</li><li>• Your company name used verbally when referring to this event</li><li>• Company logo included on Sponsors page in program</li><li>• Company logo included on sponsorship page on our website</li></ul> <p style="text-align: center;"><b>SOLD</b></p> <p style="text-align: center;"><b>Heavy Duty Magazine</b></p>



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## PRODUCT for Prizes: Auctions/Trophies/Prizes

AUCTION ITEMS	SHOW 'n SHINE Trophies	PRIZES
<p>Donate items to be auctioned at Brighter Days Festival before the end of January 2017 to receive:</p> <ul style="list-style-type: none"> <li>• Company logo included on Sponsors page in program</li> <li>• Company logo included on sponsorship page on our website</li> <li>• Your company name used verbally when referring to this item</li> </ul>	<p>Donations wanted to cover costs of trophies for the Car and Bike Show 'n Shines.</p> <p>Donor Receives:</p> <ul style="list-style-type: none"> <li>• Company logo included on Sponsors page in program</li> <li>• Company logo included on sponsorship page on our website</li> <li>• Your company name used verbally when referring to this event</li> </ul>	<p>Donate items suitable for prizes for our Cooper Card Run, Babes Brunch and Amazing Chase before the end of January 2017 to receive:</p> <ul style="list-style-type: none"> <li>• Company logo included on Sponsors page in program</li> <li>• Company logo included on sponsorship page on our website</li> <li>• Your company name used verbally when referring to this item</li> </ul>



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# BRIGHTER DAYS FESTIVAL

For more information regarding sponsoring a part of the  
2017 Brighter Days Festival please contact:

Jim Henwood 0423020437

Steve Dundon 0411867343

Paul Terrill 0418540077

Email: [info@brighterdays.org.au](mailto:info@brighterdays.org.au)



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