

# MindBodySpirit

FESTIVAL

## FESTIVAL SPONSORSHIP OPPORTUNITIES



# MindBodySpirit

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### Showbag Sponsorship

Exclusive naming rights to one side of the MindBodySpirit Festival show bag, with the reverse side carrying the MBS logo.

Showbags are made available to all visitors as they enter the Festival. Showbag dimensions are 300mm x 380mm and are a one colour process.

#### Quantities

Sydney May: 15,000

Melbourne June: 15,000

Brisbane: 6,000

Adelaide: 5,000

Sydney November: 11,000

Melbourne November: 8,000

#### Price

Naming rights to one side of show bag for all Festivals: \$22,727.27 ex GST.

#### Booking Deadline

15 February 2012.

### Admit One Free Ticket Sponsorship

Advertise on the reverse side of the MindBodySpirit Festival Admit One Ticket. Tickets are distributed prior to the Festival to exhibitors, speakers, performers, associated publications, preferred suppliers and key media associations.

#### Quantities

4,000 tickets are printed for each Festival.

#### Price

Sponsorship is \$909.09 per Festival ex GST.

<u>Festival Dates</u>	<u>Booking Deadline</u>
Sydney: 3 – 6 May 2012	15 February 2012
Melbourne: 8 – 11 June 2012	15 February 2012
Brisbane: 29 June – 1 July 2012	15 February 2012
Adelaide: 29 Sept – 1 Oct 2012	20 July 2012
Sydney: 8 – 11 November 2012	20 July 2012
Melbourne: 23 – 25 November 2012	20 July 2012

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### Door Prize Sponsorship

Align your brand with the MindBodySpirit Festival by sponsoring the door prize. The door prize is available to all visitors to enter upon admission to the Festival.

In exchange for the door prize, MBS would agree to the following:

- Link to your website on the MBS website's homepage for 4 weeks during the peak CPM period
- Article featured on MBS website's homepage for 4 weeks with company image / logo and 50 word blurb promoting your company / brand
- Onsite signage for door prize entries with your name and logo
- MBS to produce all paraphernalia- ie, competition entry iPads, promotional staff etc

<u>Festival Dates</u>	<u>2011 Visitor Attendance Figures</u>
Sydney: 3 – 6 May 2012	18,630
Melbourne: 8 – 11 June 2012	19,194
Brisbane: 29 June – 1 July 2012	9,387
Adelaide: 29 Sept – 1 Oct 2012	Launched last year
Sydney: 8 – 11 November 2012	13,185
Melbourne: 23 – 25 November 2012	11,886

Value of the door prize must fall between \$3,000 - \$5,000. Please contact Claire for more details.

### Contact Details

Claire McGillivray – Festival Co-ordinator

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