



BLOOM
Festival

Presented by



September – October 2023

SEPTEMBER

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What its about...

The Bloom Festival celebrates the renewal of spring throughout the Great Southern Treasures (GST) region, focusing on the wildflower tapestries and town cultures that make up this amazingly diverse region.

With a whole month of activities spanning across 9 Shires, the festival encompasses more than 40+ events & displays making a trip to the Great Southern Treasures a must do this spring! So, let's encourage our visitors to enjoy what nature & our passionate communities have to offer!

Events of the festival are to include (but not limited to) arts, crafts, displays, exhibitions, fauna & flora-themed activities, food events, guided tours & hikes, heritage trails, markets, Noongar culture events, open gardens, wine & dine events, creative workshops and more.

If you would like your event to be a part of this year's Bloom Festival, please complete the [EOI Form](#) and our team will be in touch with next steps.

Great Southern Treasures 2023 Bloom Festival – the perfect way to discover your own Treasures in the Great Southern!



Marketing

Expected attendance is approx. 10,000 visitors. Discover the abundance and diversity of exotic flora and the communities within the Great Southern Treasures (GST). The South-west of WA has been named one of the world's global diversity hotspots with 8,000 species across the region (in contrast, the UK has only 1500 plant species), half of which are found nowhere else on earth!

The vibrant Bloom Festival events centered around the amazing wildflowers, excite, and encourage visitors to the region each year. Hold an event during the festival and be included in the extensive promotion and marketing campaigns – great exposure!

Marketing and promotions to include:

- Tourism promotion packaging options of accommodation, and event tickets.
- Advertising campaign includes messaging through radio, social media paid ads, magazines, printed & online press, event program booklet, posters & competitions.
- Your event with photo/logo in the printed event program & on the GST website.
- Target marketing encouraging people to spend multiple days visiting multiple events across the region.
- Direct marketing emails sent out by GST and Australia's South West (ASW).
- Facebook event posts by GST (4000+ followers) & ASW (74k followers)



Advertising Snapshot

Visitors aged 25 to 75 years old. Targeting Perth, South West, Intrastate, Interstate, Great Southern.

Press:	The West Australian STM, The Southerly, Have A Go News, Caravanning Western Australia, Community news, Albany Advertiser, Sunday Times
Radio:	Mix94.5FM, MMM, GoldMX, ABC Great Southern
Online Media:	Perth Now, WA News, ATDW, Eventfinda
Other Media:	EDM's, Australia's South West, Poster Signage, Event Program Booklet, Partner websites and social media platforms, Tourism WA
Website:	https://greatsoutherntreasures.com.au/bloom/ and https://www.australiassouthwest.com/ https://www.westernaustralia.com/au/home
Humanitix:	A central platform for information and ticketing for all events
Facebook:	https://www.facebook.com/greatsoutherntreasures/ and https://www.facebook.com/AustraliasSouthWest
Instagram:	https://www.instagram.com/greatsoutherntreasures/ https://www.instagram.com/australias_southwest/
Communications:	Australia's South West / Great Southern Treasures Marketing team

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How to participate & register your event...

Who can hold an event?

Venues, community groups, businesses and organizations are invited to be part of the festival by hosting events to be held within the Great Southern Treasures region. Register your event via the [online EOI](#). ****Assistance to complete the EOI is available – please just email us at bloom@greatsoutherntreasures.com.au**

Events can include (but aren't limited to):

Arts, crafts, displays, entertainment, music, dance, exhibitions, fauna & floral themed activities, food & wine events, guided tours, heritage, land care, markets, Noongar culture, open gardens, organics, trails, and workshops. If your event type is not listed here, please get in touch or complete the EOI with the details and we will be in touch – we aim to include everyone in the Festival.

Events can be held over an hour, a day, a weekend, week, or the full duration of the festival. Each event requires a completed [Expression of Interest](#) (EOI) outlining the event description, location & dates for inclusion in all festival promotions. All terms & conditions of participation are included in the form & a small participation fee applies. Organizations staging multiple events will be required to pay a one off standard multiple event fee, rather than a fee per event.

Event Holder Fees:

Single Free Event:	\$50
Multiple Free Events:	\$100 (total fee)
Single Paid Event:	\$100
Multiple Paid Events:	\$150 (total fee)
Public Liability Insurance	\$125 (if required)

Fee contributes to marketing & advertising campaigns and resources such as:

- Access to ticketing platform
- Simple event planning guideline document, including budget template if required.
- Option of one-on-one meetings with the Event Coordinator as mutually agreed.
- Cooperative marketing where applicable
- Event support via phone / email
- Your event included in the extensive marketing and advertising campaign & event booklet



Program Advertising

The Festival program is a full color A5 booklet with approx. 44 pages and will be distributed throughout state and regional outlets. Approximately 4,000 booklets will be produced and provided free of charge to entice & guide visitors through the festival and the region. Information in the program will include festival & event details, maps, external advertisements, sponsor information, useful region contacts, wildflower facts & info, activities and more.

As well as the printed copies, a digital version which can be accessed by the public via websites such as Great Southern Treasures, Australia's South West, and the Community Resource and Visitors Centers will be available. This digital version will be used online for the next 11 months, providing participating advertisers with extended promotion and to a much broader audience.

Advertising spaces are available for anyone! So, if you would like to gain some extra exposure, complete the booking form at the end of this document and email to marketing@greatsoutherntreasures.com.au ****Assistance is available for all areas – please email your details through ****

We need : All artwork to be provided in PDF Print format at 300dpi
(*please let me know if you have any issues with this – I can assist*)

Full Page	148.5mm wide x 210mm deep, 5mm bleed
2/3 Page	138.5mm wide x 98mm deep no bleed
1/3 Page	138.5mm wide x 64mm deep no bleed

Commercial Rates (Inc GST):

Full Page:	\$600
2/3 Page:	\$400
1/3 Page:	\$240

Community Group rates (inc GST):

Full Page:	\$500
2/3 Page:	\$300
1/3 Page:	\$175

Listing on back page with no image *if space is available*:
\$60

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Become a Sponsor...

The Bloom Festival is held across the entire Great Southern Treasures (GST) region and includes the 9 Shires of Broomehill-Tambellup, Cranbrook-Frankland River, Gnowangerup, Jerramungup-Bremer Bay, Katanning, Kent, Kojonup, Plantagenet-Porongurup, and Woodanilling. It is marketed across the southern half of WA including the Perth regions. GST seeks collaboration and partnerships that will provide opportunities for these regional communities. Any support from sponsors will assist in achieving our goals of fostering and maintaining vibrant Bloom Festival events are delivered across the Great Southern.

The Bloom Festival builds capacity, promotes the region, generates new events, and supports existing events. This successful annual festival is a positive addition to the regional events program and to rural communities, maximising tourism marketing opportunities and local promotion. The core focus of the Bloom Festival is to encourage and support nature, heritage and culturally based events and activities such as (but not limited to): wildflower displays, open gardens, relevant workshops and community events, historical building events, self-guided drives, and walks. It also promotes the potential development of sustainable and vibrant rural communities as well as providing them an opportunity to work together on this annual festival.

For your investment, We have suggested the following benefits however are open to modifications to suit what you want to achieve:

- naming rights for the opening or closing event with associated advertising on all marketing collateral
- invitation to speak at the event.
- display advert in the festival programme (4000 copies, distribution in Aug-Oct in WA and online)
- display of signage, distribution of sponsor merchandise at event
- targeted marketing to include advertising material (supplied by you) in newsletters and booklets and information sent to all relevant stakeholders
- promotion on GST Facebook page (4000+ followers) & website
- mention in media releases, relevant radio advertisements, newspaper articles and relevant PA announcements.
- logo placement (as per your requirements) on all appropriate marketing material print and digital.



Sponsorship Opportunities

Receive the below benefits for your investment in the Bloom Festival...

Silver sponsor - \$1000

- Small logo on GST website as a Silver sponsor
- Small logo in Festival program
- 1/3 page advert in Festival program
- Social media mention as Silver sponsor
- Logo included on all relevant Festival marketing

Gold sponsor - \$2000

- A stall at the Bloom Launch event promoting your business
- Display a banner at the Launch
- Thanked by MC during Launch
- Medium logo on GST website as Gold sponsor
- Medium logo in Festival program
- Half page advert in Festival program
- Online platforms mention as Gold sponsor
- Logo included on all relevant Festival marketing

Platinum sponsor - \$5000

- Specific plug in a GST EDM sent to over 700 contacts
- Multiple GST Facebook post for your business
- GST Facebook post mention as Platinum sponsor
- Large logo on GST website as a Platinum sponsor
- Large logo in Festival program
- Full page advert in Festival program
- Option to hold a stall at the Launch event, promoting your business.
- Display a pull up banner at the Launch event
- Opportunity to address the audience & thanked by MC
- Logo on all appropriate marketing collateral

**Please note: these are open for negotiation to ensure your goals are achieved.*

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Bloom Festival Contacts

Great Southern Treasures Marketing & Industry Liaison Coordinator (MILC)

Carly Watts | carly.watts@australiassouthwest.com | marketing@greatsoutherntreasures.com.au

Bloom Festival Event Coordinator (EC)

Kahlia Ericson | 0427 447 711 | bloom@greatsoutherntreasures.com.au

Website: <https://greatsoutherntreasures.com.au/bloom/>



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Program Advertising Booking Form

Business/Organisation: _____

Billing Address: _____

Contact Name: _____

Town/ Postcode: _____

Contact Phone: _____

Email: _____

Please tick which option you are booking and send completed form to the below email ASAP to ensure your spot is booked. (Ad content can be supplied later)

Commercial Rates (inc GST)	Community Group Rates (inc GST)	One line listing on back page
<input type="checkbox"/> Full Page – \$600 148.5mm wide x 210mm deep, 5mm bleed	<input type="checkbox"/> Full Page – \$500 148.5mm wide x 210mm deep, 5mm bleed	<input type="checkbox"/> \$60
<input type="checkbox"/> 2/3 Page - \$400 138.5mm wide x 98mm deep no bleed	<input type="checkbox"/> 2/3 Page - \$300 138.5mm wide x 98mm deep no bleed	<input type="checkbox"/> Please design my ad for me (<u>MUST supply text & copy of logo</u>) **Assistance with all aspects of the above is available**
<input type="checkbox"/> 1/3 Page - \$240 138.5mm wide x 64mm deep no bleed	<input type="checkbox"/> 1/3 Page - \$175 138.5mm wide x 64mm deep no bleed	

Please email your ad details to marketing@greatsoutherntreasures.com.au by **2 June 2023**.

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