



BLOOM

FESTIVAL 2024

Presented by



21 September - 20 October 2024

Where the wildflowers are



What it's 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 8 Shires, the festival encompasses more than 50+ events and displays, making a trip to the Great Southern Treasures a must-do.

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

Interested in registering an event?

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.

Marketing.

Expected attendance is approx. 16,000 visitors.

The vibrant Bloom Festival events are centred around the amazing wildflowers in the Great Southern region - this excites and encourages visitors to the region each year.

Marketing and promotions will 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, and competitions.
- Event listed in the printed event program & on the GST website with photo, event description, and logo (if applicable).
- Target marketing to encourage people to spend multiple days in the region attending various events.
- Direct marketing emails sent out by GST and Australia's South West (ASW).
- Facebook event posts by GST & ASW (combined total following of 80k+).



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 Australia, Caravanning Western Australia, Community News, Sunday Times.

Radio: Mix94.5FM, MMM, GoldMX, ABC Great Southern

TV: WIN & GWN7

Online Media: Perth Now, WA News, ATDW, Eventfinda, Allevents, Weekend Notes, Albany Advertiser

Other Media: EDM's, Australia's South West, Poster Signage, Official Event Program Booklet, Partner websites, social media platforms, Tourism WA.

Website: www.greatsoutherntreasures.com.au/bloom + www.australiassouthwest.com

Humanitix: A central platform for information and ticketing for all events.

Facebook: www.facebook.com/greatsoutherntreasures + www.facebook.com/australiassouthwest

Instagram: www.instagram.com/greatsoutherntreasures + www.instagram.com/australias_southwest





How to participate.

Who can hold an event?

Venues, community groups, businesses, and organisations are invited to be part of the festival by hosting events in the South West region.

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

arts, crafts, displays, exhibitions, fauna & flora-themed activities, food events, guided tours and hikes, heritage trails, markets, Noongar culture events, open gardens, wine & dine events, creative workshops and more.

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Events can be held over:

An hour, a day, a weekend, week, or the full duration of the festival. Each event requires a completed [Expressions of Interest](#) outlining the even description, location, and dates for inclusion in all festival promotions. All terms & conditions of participation are included in the form. A participation fee applies. Organisations staging multiple events will be required to pay a one-off multiple event fee, rather than a fee per event. Events held outside of the GST region will incur a slightly higher fee.

Event Holder Fees:	In GST region	Outside GST region
Single Free Event:	\$50	\$100
Multiple Free Events:	\$100 (total fee)	\$175 (total fee)
Single Paid Event:	\$100	\$175
Multiple Paid Events:	\$150 (total fee)	\$225 (total fee)
Public Liability Insurance	\$125 (if required)	

Fees contribute to marketing, advertising campaigns and resources such as:

- Access to ticketing platform
- Event planning guideline document, including budget template to assist with your event
- Option of one-on-one meetings with the Event Contractor as mutually agreed
- Cooperative marketing options with further exposure and marketing
- Event support via phone/email
- Your event included in the extensive marketing and advertising campaigns & event program booklet (printed and digital)
- Promotional toolkit with resources to ensure effective marketing



Program Advertising.

The Festival program is a full-colour A5 booklet with approx. 44 pages, and will be distributed throughout state and regional outlets. Approximately 5,000 booklets will be produced and provided free of charge to entice and guide visitors through the festival and the region. Information in the program will include festival and event details, maps, external advertisements, sponsor information, useful region contacts, wildflower facts and info, activities and more.

As well as the printed copies, a digital version will be available, 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. The 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. If you would like to discuss opportunities and costs to advertise in the Bloom Festival program, please email marketing@greatsoutherntreasures.com.au

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

Become a Sponsor.

The Bloom Festival celebrates and highlights the natural beauty of the Great Southern Treasures (GST) region, and activates 8 Shires and communities in this region. This includes Katanning, Kojonup, Woodanilling, Broomehill-Tambellup, Jerramungup, Cranbrook, Kent, and Gnowangerup. It is marketed with particular focus on intrastate, and Perth regions. GST seeks collaboration and partnerships that will provide opportunities for these regional communities and assist in ensuring our goals of fostering new events and successfully delivering a vibrant festival, across the Great Southern, are achieved.

The signature event which is a familiar 'favourite' on the Great Southern calendar, encompasses 50+ events and activities from Kojonup, Woodanilling, Pingrup, down to Bremer Bay and across to Cranbrook and Frankland River. Running for one month, events during the Festival are led by community groups, businesses, and local residents, which gives regional communities the chance to showcase their town and celebrate 'everything that blooms' in the Great Southern Treasures region.

The core focus of the Bloom Festival is to encourage and support nature, heritage and culturally-based events and activities. 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.



The following are benefits available for various tiers of sponsorship, however, we are open to modifications to suit your goals and to align with your chosen tier.

- Naming rights for the opening or closing event with associated advertising on all marketing collateral
- Invitation to speak at the Official Launch Event on September 22 in Broomehill, Western Australia
- Display advert in the festival programme (4,000 copies distributed across WA and online)
- Display 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 & ASW Facebook pages and websites
- Mention in media releases, relevant radio advertisements, newspaper articles and PA announcements
- Logo placement (as per your requirements) on all appropriate marketing material (print and digital)

Sponsorship Tiers.

Platinum Sponsor: \$5,000

- Specific plug in a GST EDM sent to over 800 contacts
- Multiple GST Facebook posts specific for your business
- GST Facebook post mention as Platinum Sponsor
- Large logo on GST website as Platinum Sponsor
- Large logo in Official Festival Program
- Full page advert in Festival Program



Platinum Sponsor cont.

- Option to hold a stall at the Official Bloom Festival Launch Event, promoting your business and/or distributing merchandise.
- Display of pull-up banner at the Official Launch Event
- Opportunity to address audience of Official Launch Event
- A “thank you” from the Official Launch Event MC
- Logo on all marketing collateral as a Platinum Sponsor

Gold Sponsor: \$2,500

- A stall at the Official Launch Event promoting your business
- Opportunity to display a banner at the Official Launch Event
- A “thank you” from the Official Launch Event MC
- Medium logo on GST website as Gold sponsor
- Medium logo in Official Festival Program
- 2/3 page advert in Festival program
- Online platforms mention as Gold Sponsor
- Logo included in all relevant Festival print marketing

Silver Sponsor: \$1,000

- Small logo on GST website as a Silver Sponsor
- Small logo in Official Festival Program
- 1/3 page advert in the Official Festival Program
- Social media mention as a Silver Sponsor
- Logo included on all relevant Festival print marketing

**Please note, these tiers are open for negotiation to ensure maximum benefit from the partnership.*



Bloom Festival Contacts.

**For all media, marketing sponsorship,
and advertising enquiries, please
contact:**

Saara Khan, Great Southern Treasures
Marketing Officer

marketing@greatsoutherntreasures.com.au

**For all enquiries regarding hold an
event in the Festival, please contact:**

Kahlia Ericson, Bloom Festival Event
Coordinator

bloom@greatsoutherntreasures.com.au

Website:

greatsoutherntreasures.com.au



@GreatSouthernTreasures



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