



Your sponsorship opportunity

Melbourne's premier urban & street art festival invites you to get involved. Sweet Streets is a 16 day festival of exhibitions and events across Melbourne's world famous street art precincts.

We are looking for sponsorship partners interested in engaging with contemporary urban and street art and a range of sponsorship opportunities are available.

Sweet Street is a not-for-profit community arts association and partnership building is crucial to the festival. We are committed to providing all of our sponsors with significant benefits including broad exposure to our increasing audiences.

SPONSORSHIP

SWEET STREETS – What you can expect

- A major Award Exhibition showcasing the best of urban & street art at our festival hub – 1,000 £ Bend in Melbourne’s CBD.
- An innovative exhibition of street sculpture and emerging urban art styles – Yarra Sculpture Gallery.
- Youth Workshops – Signal City of Melbourne’s new youth art space.
- Workshops and festival artist’s studio – Collingwood Underground.
- Street Art Tours – around Melbourne’s word famous street art precincts.
- Forums, Artist Talks, Film Nights – festival hub.
- Charity Auction including unique collaborative works by participating artists – festival hub.
- Live Spraying & Spontaneous Events – on the streets.
- Urban Art Exhibitions – various participating galleries.
- Books, DVDs, Prints & other merchandise for sale – festival hub.



SPONSORSHIP



SWEET STREETS - Benefits for SPONSORS

AUDIENCE REACH:

5000+ with over 500 on the opening night

TARGET MARKET: 18- 35 years

Young professionals

Urban dwellers

Professional artists

Families

Students

Professional art collectors

MEDIA COVERAGE

Newspapers (The Age, Herald Sun)

Radio (3RRR, 3CR)

Magazines

SPECIFIC PACKAGE BENEFITS

See package section



SPONSORSHIP



OVERVIEW

Sweet Streets, formerly known as the Melbourne Stencil Festival, is Australia's premier international urban and street art festival. Inaugurated in 2004, the Festival has become an annual fixture on Melbourne's events calendar, offering local, interstate and overseas visitors the opportunity to celebrate various forms of street and urban art.

Sweet Streets is organised by the Melbourne Stencil Festival Inc. (MSF), a not-for-profit organisation that relies solely on government grants, membership and sponsorship donations for its continued success.

The Festival itself is coordinated by a dedicated group of volunteers drawn from the artistic and professional sectors. These volunteers contribute time and diverse skills to the Festival each year, ensuring the Festival's ongoing growth and success.



SPONSORSHIP

SWEET STREETS 2010

Sweet Streets will be held from October 8 to 24, 2010. This year, you can expect to see not only the best and most diverse examples of street art and urban creative culture but a plethora of activities which will engage artists, art enthusiasts, school groups and members of the public alike. The Festival will present a more diverse range of art, including stencil art, street art, traditional graffiti, illustration, mixed media works and installations.

The 2010 program will include events such as the Awards Exhibition, Charity Auction, Silent Auction, 3D Installation Emerging Styles Show, Master Classes, Workshops, Film Nights, Live Spraying Street Sites, Street Art Tours, Participating Gallery Shows, Opening Events and spontaneous happenings.

Our Festival Hub and Awards Exhibition will be located at £1000 Bend, an exciting new venue in the heart of the CBD. Other Festival activities will take place at additional venues in the City of Melbourne and City of Yarra.



SPONSORSHIP

TARGET AUDIENCE & DEMOGRAPHIC REACH

Since 2004, the Festival has been extending its reach and reputation. In 2007, the Festival traveled interstate to Sydney, Brisbane and Perth and regionally, to Ballarat, Sale and Shepparton (with the assistance of Arts Victoria).

The main Melbourne leg attracts more than 5000 visitors each year, with 500 plus attendees on opening night itself. The Festival website attracts over 90,000 hits during the Festival period.

The Festival's main demographic is between 18 and 35 years. Attendees come from all walks of life- young professionals, urban dwellers, professional art collectors, families and students. The Festival promotes an inclusive and accessible atmosphere and because of this receives many curious first timers eager to discover and learn about street and urban art.



SPONSORSHIP

PRESS COVERAGE

The Festival has attracted daily media coverage in newspapers, community radio, street press and blogs including but not limited to The Age, Herald Sun, SBS, ABC, Tourism Victoria, Illigal Frame Magazine, 3RRR, 3CR, Red Magazine, Laneways Magazine, Beat Magazine, InTrouble, Netscape, Melbourne Magazine, Neiche, Desktop, Cleo Online and the Streets of Melbourne Blog.

This year, with a dedicated marketing and PR team, more extensive media coverage is expected with beneficial flow on effects for all sponsors.



SPONSORSHIP



SPONSORSHIP OPPORTUNITIES

Sweet Streets is excited to offer a range of sponsorship opportunities this year.

Sponsorship of Sweet Streets provides:

- High market visibility to a broad community;
- Acknowledgement in an extensive marketing campaign and broad media coverage;
- Creative promotions, product placements and sampling benefits;
- An opportunity for direct consumer promotion with product samples, product sales and promotional giveaways; and
- Positive brand alignment.

We are committed to helping you achieve tangible promotional outcomes in return for your investment in sponsoring Sweet Streets.

Sweet Streets is able to offer you a broad and flexible range of sponsorship opportunities:

- Sweet Streets Naming Rights Sponsor
- Sweet Streets Gold Sponsor
- Sweet Streets Silver Sponsor
- Sweet Streets Bronze Sponsor
- Patron
- Supporter

SPONSORSHIP



MAJOR SPONSOR

\$10,000 +

An opportunity exists for one sponsor to closely align itself with this prestigious Festival.

As the principal sponsor, you will own the naming rights to this Festival, e.g. 'XYZ presents Sweet Streets'. Marketing exposure will be second to none, with the year long association allowing you sustained marketing exposure.

- Naming rights to the Festival and to the Best Overall Work Award e.g. 'XYZ Best Overall Work Award'
- Invitation to announce the winning artists during the Opening Night Gala
- Sponsors name and logo acknowledged on the front of the Festival program
- Sponsors name and logo acknowledged on the Festival's Homepage and in all media coverage

- Sponsors name and logo on all Festival volunteer t-shirts
- Logo used in paid advertising and on Festival poster
- Sponsors name incorporated into a public aerosol piece
- Banners displayed at £1000 Bend and other Festival sites as nominated throughout the Festival period
- Product/ promotional material displayed or distributed at £1000 Bend
- Honorary Life Membership of Melbourne Stencil Festival Inc.
- Other benefits by negotiation

SPONSORSHIP



GOLD SPONSOR(S)

\$5,000 +

As the Sweet Streets Gold Sponsor you will have the naming rights to the Emerging Artist Award, e.g. 'XYZ Emerging Artist Award'. Marketing exposure will be significant, continuing well after the 2010 Festival concludes.

- Naming rights to the Emerging Artists Award
- Sponsors name and logo acknowledged on the front of the Festival program
- Sponsors name and logo acknowledged on the Festival homepage
- Logo used in paid advertising and on Festival poster
- Product/ promotional material displayed or distributed at £1000 Bend
- Naming rights to a Feature Event in the Festival program
- Honorary Life Membership of Melbourne Stencil Festival Inc.

SILVER SPONSOR(S)

\$1,000 +

- Sponsors name and logo acknowledged inside the Festival program
- Sponsors name and logo acknowledged on the Festivals homepage
- Logo used in paid advertising and on Festival poster
- Product/ promotional material displayed or distributed at £1000 Bend
- Honorary Life Membership of Melbourne Stencil Festival Inc.

IN KIND SPONSORSHIP (Charity Auction, media, supplier)

- Sponsors name and logo acknowledged in Festival program
- Sponsors name and logo acknowledged on the Festivals homepage
- Logo used in paid advertising and on Festival poster
- Honorary Life Membership of Melbourne Stencil Festival Inc.

SPONSORSHIP



For further information or to discuss any of the sponsorship opportunities outlined in this document, please contact Phil Hall, Melbourne Stencil Festival President, on **0438 661 413** or email phil.hall9@bigpond.com

SPONSORSHIP