



# 2018 FESTIVAL PRESENTING PATRONS PROPOSAL



# PRESENTING PATRONS PROPOSAL

The NOOSA **alive!** Festival is a high quality intimate arts and cultural experience and for 10 days each July, Noosa comes alive to music, theatre, food, thought and fun! And it is fun, friendly, thought provoking, entertaining and memorable.



Since 2002, the Festival has showcased an astonishing array of local, national and international talent to the Noosa stage. The Noosa Long Weekend Festival was renamed to NOOSA **alive!** in 2017 to better reflect the vibrancy and energy of our remarkable festival.

Opera Australia, The Queensland Ballet, The Queensland Symphony Orchestra, international cabaret stars and many more, have thrilled and entertained our audiences each year.

We are the pre-eminent multi-genre arts festival in regional Australia.

On the 20<sup>th</sup> to 29<sup>th</sup> of July 2018 we will present our Festival with some wonderful “cutting edge” performances across a range of venues – not just in our intimate theatre spaces, beautiful restaurants and resorts but also on the park along the river, on the beach, and in other unique settings. There will be pop up performances in the most unexpected places and lots of life and laughter. Expect to see some international stars among our wonderful national and local talent.

Apart from our headline events, we are mindful of our community responsibilities and continue each year to offer various free events to enable local families to participate in Festival performances.

Although 16 years continuous operation for any festival is a commendable achievement, we need to ensure that we remain sustainable into the future. While Noosa has a number of sporting events, we are the only major arts and cultural festival in the region. The success of our local Festival is thus essential

in providing a continuing, cultural element to our lives and enhancing the appeal of the Noosa region as a centre for the arts.

NOOSA **alive!** operates under the umbrella of Noosa Long Weekend Inc which is a not-for-profit organisation and registered with the ATO as a charitable institution enabling Patrons to claim a tax deduction. We are reliant on grants, corporate sponsors and patrons; box office provides less than 50% of revenues. NOOSA **alive!** is a tightly run and a financially disciplined prudential operation with substantial financial, marketing, legal, artistic and general management expertise.



You may be aware that festivals, including our own, are finding it more and more difficult to obtain grants and corporate sponsorship. Thus our Festival's continuing success is now increasingly dependent on the generosity of our patrons.

In 2016, we reviewed our Patron's Circle programme and in 2017 we made extensive changes to provide additional benefits, choices and generally the opportunity for a more inclusive participation. Now going into 2018, we have Carolyn Winkler as Patron Coordinator who will be in touch with you shortly.

I invite you to join our Patron's Circle for 2018 and enjoy the benefits and esteem of being a Festival Presenting Patron.

It is not overstating the situation by saying that the future of the NOOSA **alive!** Festival is substantially in your hands.

Please help us to ensure that our wonderful Festival continues to thrive.

Johanne Wright,

President NOOSA **alive!**

# PRESENTING PATRONS PROPOSAL 2018

## PRESENTING PATRON

### Presenting Patron - \$10,000+

This category is open to philanthropists who wish to make a major contribution to the running of our Festival. A Presenting Patron is offered the opportunity to fund and be identified with a specific Festival event.



### Benefits for Presenting Patrons:

- Recognition
  - Presenting Patrons receive wide recognition. This includes acknowledgment in our Festival Programme, Website and associated media, and at the performance or workshops. Anonymity is respected if required.
- Inclusion in NOOSA **alive!** Advisory Board
  - The newly created Advisory Board will consist of a select group of independent people who will provide strategic advice and support to the Festival President and the Management Committee of NOOSA **alive!**
- Patron's own sponsored event
  - Two Presenting Patrons tickets plus four guest tickets for the sponsored event.
- Exclusive preview of Festival programme
  - Personal meeting with the Festival Director prior to the Festival.
- Advance information
  - Personal invitation for you and four guests to the Festival launch event together with a "snapshot" of the Festival programme.
  - Advance copy of the Festival Programme sent by mail.

- Early Bird Bookings:
  - Early bird notice and bookings before all other patrons, friends and the public
  - Personalised VIP assistance to the guaranteed “best seats in the house” at our theatre venues.
- Ticketing benefits will also apply to any events run by NOOSA **alive!** outside of the Festival period.
  - Premium seats will be reserved for all events through the Festival Office
  - First option on tickets to “exclusive events” ahead of all other patrons
- Hospitality and VIP service support
  - Two lanyards for admission to the NOOSA **alive!** VIP Lounge throughout the Festival plus access for your guests.
  - After-show meeting with the cast and Festival Director of your sponsored event.
  - Exclusive Patrons only invitation for you and your partner to attend the closing night after-show supper party for “*Sorting Out Rachel*” with playwright David Williamson and cast - Friday night 23<sup>rd</sup> March.
  - Invitation to attend the Festival opening night after-show soiree. This invitation is also extended to your guests who have accompanied you to the play.
  - Invitation to Festival functions.
- Tax Deductibility of Donation
  - Option of full tax deduction (100%) or to convert up to 10% of the donation into free/discounted tickets if desired (N.B. as this is viewed by the ATO as a benefit, this segment is not tax deductible).

## **Benefits at a glance**

Acknowledgement in Programme and Website	Wide recognition in associated media
Invitation to launch event and advance Festival programme	Two Patron lanyards plus up to four guests
NOOSA <b>a</b> live! Advisory Board	Up to two representatives to be invited to participate in Advisory Board
Sponsored event	Two patron tickets plus four guest tickets to your sponsored event and after-show meeting with Festival Director and cast
NOOSA <b>a</b> live! VIP Lounge	Two Patron lanyards plus guest passes to the sponsored event
Early Bird Bookings	Early bird advance notice before all other patrons
Ticketing	Personalised VIP assistance for first option to obtain best Festival tickets during the Festival
VIP opening night after show soiree	Two Patrons plus your guests
Invitation to Festival functions	YES
“Sorting Out Rachel” closing night party	YES
Personalised Access Assistance	YES
Recognition for 5 and 10 year Patrons	YES
Tax Deductibility of Donation	100% with up to 10% converted



# WHY I AM A PATRON

**Dr. David Nimmo, BEM,**

**Mrs. Eleanor Nimmo, OAM**

"Eleanor & I have been proud supporters and volunteers of the Noosa Long Weekend Festival and now NOOSA **alive!** since shortly after its inception some 17 years ago.

NOOSA **alive!** is one of those things which make Noosa so very 'Noosa' and a place where we all love to live & play. It is run by a few dedicated and highly qualified professionals and an enormous band of equally dedicated volunteers who enjoy giving up their time to make NOOSA **alive!** such an important 10-day annual event in the Noosa calendar.

But a Festival of this calibre requires a lot of financial support as well as personal effort and being a Patron in one of the categories offered, is just one of the important ways to secure the future of NOOSA **alive!**

Being a Patron of the Festival offers many benefits as well as having the satisfaction and enjoyment of helping to secure this valuable event for Noosa for the years to come. Eleanor and I will continue as Patrons of NOOSA **alive!** and we recommend becoming a NOOSA **alive!** Patron to anyone who enjoys all that the Festival offers".

**Mr. John Deshon, AM**

"I support a wide range of charities, causes and enterprises. NOOSA **alive!** is near the top of the list. Diverse program, extraordinarily lean and efficient management, enthusiastic volunteer community, local flavour, national fame- what more would you want?"

**Mr. Darryl Dent**

**Mrs. Colleen Dent**

"Having been strong supporters of community activities in Noosa for a long time we find ourselves being drawn to NOOSA **alive!** as a very complimentary activity to Noosa's lifestyle.

The management, the direction and the dedication of the staff makes it very gratifying to be involved as a Patron. We believe we are very fortunate to have a wonderful comprehensive program organised by such professional people for the benefit of the Noosa community.

The commitment NOOSA **alive!** has to the Noosa community is exemplary and is deserving of any support you can offer, and we are sure that the program that is organised for this year will be one not to be missed and makes us proud to be a Patron. Congratulations to the NOOSA **alive!** team".

# CONTACT

For further information, please contact the Patron Coordinator:

**Carolyn Winkler**

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OR

**Dennis Pitman**

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Email: [admin@noosalongweekend.com](mailto:admin@noosalongweekend.com)

Visit our website - [www.noosaalive.com.au](http://www.noosaalive.com.au)

**Thank You**

