

NSW PREMIER STEAM EVENT

THIRLMERE FESTIVAL OF STEAM

2024 SPONSORSHIP
OPPORTUNITIES



NOW HELD OVER TWO WEEKENDS
18-19 MAY & 25-26 MAY 2024
[THIRLMEREFESTIVALOFSTEAM.COM.AU](https://thirlmerfestivalofsteam.com.au)

Proudly presented by



TRANSPORT
HERITAGE
NSW

THIRLMERE FESTIVAL OF STEAM

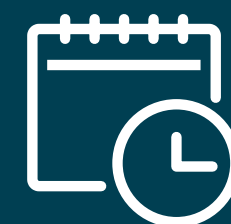
Wollondilly Shire Council, Transport Heritage NSW & NSW Rail Museum are proud to present the 2024 Thirlmere Festival of Steam, celebrating over 30 years of community engagement and steam train nostalgia.

The return of the festival in May 2024 will once again delight crowds from near and far who come to Thirlmere to be immersed in the amazing festival atmosphere and the steam train heritage. Fan favourites will return bigger and better with some new additions adding to the family fun and entertainment.

2024 will continue the growth of the Thirlmere Festival of Steam, with the aim to make tracks, as one of NSW premier regional destination events.

Wollondilly Shire Council welcomes you to be a part of this exciting festival, which attracts thousands of visitors, locals, friends and families to the beautiful Wollondilly Shire.

Sponsorship Packages have been created with the aim to establish a market presence for the festival, with varying levels of sponsorship available, that showcase competitive, amazing benefits for local businesses and organisations. Should your business be looking for a more tailored package, please know that all options can be customised to reflect your marketing goals.



SPONSORSHIP TIMELINE

SPONSORSHIP APPLICATIONS OPEN 23 FEBRUARY 2024
SPONSORSHIP APPLICATIONS CLOSE 1 APRIL 2024



FAMILY ENTERTAINMENT ZONE SPONSOR - SAT 18 MAY

\$12,000

The Saturday Festival entertainment will be expanded at Thirlmere Sportsground, with even more inclusions to launch this year's Festival. Including a full day of entertainment with a live music stage, food trucks and the popular family carnival. This year the festivities will end with an amazing family firework display over the sports ground at 9pm.

YOUR BUSINESS WILL RECEIVE

- Naming rights as Major Event Partner and sponsor of the Saturday Family Fun Event on signage and advertising (where possible)
- Radio mentions as major partner
- Prominent Signage at the festival
- Directional signage throughout festival footprint
- Exhibition space (6m x 3m stall) at the festival
- Branded sign at entrance to event
- Company colours incorporated into the firework display to officially launch the 2024 Festival
- PLUS all of the General Sponsorship inclusions
- Sponsorship covers Saturday 18th May 2024.



FESTIVAL FOOD & ENTERTAINMENT ZONE SPONSOR - SUN 19 MAY

\$12,000

One of the most popular and busiest areas at the Sunday festival, Barbour Road is right alongside the railway museum and station entry point. The deliciously popular Eat Street and amazing entertainment stage will return to Barbour Road which will be transformed into a bustling food & entertainment zone, hosting a range of food trucks and street vendors. The entertainment stage will host a line-up of local and visiting music and community performance acts to create an amazing atmosphere across the festival.

YOUR BUSINESS WILL RECEIVE

- Naming rights as Major Event Partner and sponsor of the Barbour Road Food & Entertainment Zone at the main festival on signage and advertising (where possible)
- Radio mentions as major partner
- Prominent Signage at the festival
- Directional signage throughout festival footprint
- Exhibition space (6m x 3m stall) at the festival
- PLUS all of the General Sponsorship inclusions
- Sponsorship covers Sunday 19th May 2024.



HUFF N’ PUFF SPONSOR

\$6,000

Returning in 2024, the iconic Huff ‘N Puff Run will be back again to challenge competitors racing against an historic steam engine. The Huff ‘N Puff Run will offer two run options with a 6km run from Buxton Station to Thirlmere Station, and a 5km family fun run from Couridjah Station to Thirlmere Station. The Huff ‘N Puff Run will take place on the morning of Sunday 26 May and will be the conclusion to the 2024 Festival of Steam.

The Huff ‘N Puff Sponsor is an exclusive package, available to ONE business only. This is an exciting opportunity to contribute to this extremely popular addition to the Festival with significant promotional opportunities on offer.

YOUR BUSINESS WILL RECEIVE

- Naming Rights of the Huff ‘N Puff Run
- Radio Mentions
- Company logo incorporated into official Race Bibs, Medal Lanyards & Participation Certificates
- Branded signage at Race Start & Finish Lines
- 6m x 3m Exhibition space at the festival
- Logo on prizes for race finishers
- Formal recognition via the public address system during the trophy presentation ceremony
- PLUS all of the General Sponsorship inclusions.



HUFF N’ PUFF SUPPORTER

\$1000

Want to be a part of the iconic Huff n Puff event on a smaller scale? The Supporter sponsorship allows businesses the opportunity to be part of the event and have your business name exposed to the races, spectators and train passengers across the day.

In – Kind supporter sponsors are also available for businesses who have a relevant product which would be well suited to support the Huff n Puff, please speak to the team if that would be of interest

COMPANY LOGO & BUSINESS MENTIONS ON

- Race signage
- Promotional material
- Race Bibs, Medal Lanyards & Participation Certificates
- Council and Festival websites in the lead up to the event
- Formal recognition via the public address system during the trophy presentation ceremony.



FESTIVAL PARADE SPONSOR

- SUN 19 MAY

\$5,000

The Thirlmere Festival of Steam parade is a key feature and a much-loved element of this long-running event. Continuing the popular Festival tradition, Oaks Street will again become the backdrop for the spectacular float displays, marching bands and parade routines, performed by local community groups, schools, and performance groups to create a colourful, vibrant and mobile entertainment display with fantastic prizes to be won.

The Parade Sponsor is an exclusive package for ONE business only. With prominent promotional benefits, this is an opportunity to have your business front and centre in one of the main festival attractions.

YOUR BUSINESS WILL RECEIVE

- Parade name association
- Company logo on leading parade banner
- Formal recognition via the public address system during the parade ceremony
- 6m x 3m Exhibition space at the festival
- Logo branding on prize & partnership certificates
- PLUS all of the General Sponsorship inclusions
- Sponsorship covers Sunday 19th May 2024.



GENERAL SPONSOR

\$1,000

General sponsorship is a great opportunity to become a part of the Thirlmere Festival of Steam legacy, whilst offering promotional benefits which will reach to the thousands of event attendees.

YOUR BUSINESS WILL RECEIVE

- Logo placement in festival program
- Social media mentions
- Your company logo and website promotion (Council & Festival websites) in the lead up to the event.

FRIEND OF THE FESTIVAL

\$250

YOUR BUSINESS WILL RECEIVE

- Named as sponsor in festival program
- Your company logo and website promotion (Council & Festival websites) in the lead up to the event.