

NSW PREMIER STEAM EVENT

THIRLMERE

FESTIVAL OF STEAM

2023 SPONSORSHIP
OPPORTUNITIES



18-19 MARCH 2023

THIRLMEREFESTIVALOFSTEAM.COM.AU

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TRANSPORT
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THIRLMERE

FESTIVAL OF STEAM

Wollondilly Shire Council, Transport Heritage NSW & NSW Rail Museum (NSWRM) are proud to present the 2023 Thirlmere Festival of Steam (TFoS), celebrating over 30 years of community engagement and steam train nostalgia.

The return of the festival in 2022, under the new partnership, saw record breaking crowds enjoying the much-loved festival, with some thrilling new additions and inclusions on offer.

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.

2023 will see the Thirlmere Festival of Steam everyone knows and loves once again come alive with beloved festival favourites, and the addition of some exciting, new event activities, which will attract visitors from far and wide! 2023 will be a year of growth for the Thirlmere Festival of Steam, with the aim to make tracks, as one of NSW premier regional destination events.

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 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 1 DECEMBER 2022

SPONSORSHIP APPLICATIONS CLOSE 30 JANUARY 2023

ENTERTAINMENT SPONSOR | \$8,000



With increased benefits available in 2023, the Entertainment Sponsor will offer prominent brand presence for **ONE EXCLUSIVE** business at the Thirlmere Festival of Steam's Entertainment Stage. The Festival is excited to have already secured a renowned headline act for 2023, which promises to once again WOW audiences with another show stopping performance and bring the beats to the streets. Alongside a fantastic line-up of local and visiting acts, this is the perfect opportunity to secure a sponsorship package that's under the spotlight and centre stage.

YOUR BUSINESS WILL RECEIVE

- Naming rights to the Entertainment Stage
- Exhibition Space at the festival
- Your company logo attached to the outside stage structure for prominent brand presence
- Logo placement in official festival program
- Social Media Promotion
- Your company logo and website promotion (Council & Festival Websites) in the lead up to the event.
- Radio Mentions
- Stage Speaking Opportunity





EAT STREET SPONSOR | \$4,500

The deliciously popular Eat Street will return to the Thirlmere Festival of Steam again for 2023. Following its sell-out introduction in 2022, Barbour Rd will again be transformed into a bustling food court at the heart of the festival, hosting food trucks and vendors, complemented by the fantastic local take away and restaurant options in the centre of Thirlmere. With a mouth-watering selection of food from across the globe, Eat Street is a 'must visit' at the festival.

The East Street Sponsor is an **EXCLUSIVE** package available to **ONE** business only. Boasting a central location for all to see, this is a promotional opportunity not to be missed.

YOUR BUSINESS WILL RECEIVE

- ☛ Naming rights of the Eat Street area
- ☛ Street wide branded signage at Eat Street main entrance
- ☛ Exhibition space at the festival
- ☛ Logo placement in official festival program
- ☛ Social Media Promotion
- ☛ Your company logo and website promotion (Council & Festival Websites) in the lead up to the event.

FESTIVAL PARADE SPONSOR | \$3,500

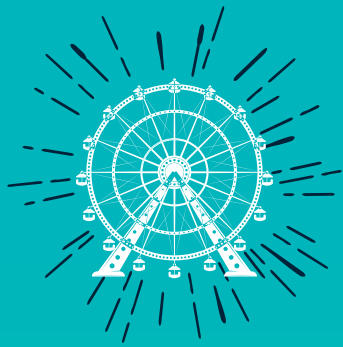
The Thirlmere Festival of Steam parade is a key feature and a much-loved element of this long-running event. Following the success of the 2022 Parade, Oaks Street will again become the backdrop for the spectacular float displays and Parade routines, performed by local community groups, schools, and performance 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 mobile promotional benefits, this is an opportunity to march and support the local community groups and put on a show not to be missed.

YOUR BUSINESS WILL RECEIVE

- ☛ Parade name association
- ☛ Company logo on leading parade banner
- ☛ Company Name mentioned during parade
- ☛ Logo placement in official festival program
- ☛ Social Media Promotion
- ☛ Your company logo and website promotion (Council & Festival Websites) in the lead up to the event.





FAMILY CARNIVAL SPONSOR | \$3,500

The Thirlmere Festival of Steam's Family Carnival is one of the most popular event attractions, and caters to all members of the family. In 2023 the Family Carnival will be even bigger and better, boasting amusement rides for all ages, carnival games and sideshow across both festival dates at the Thirlmere Sportsground.

The Family Carnival package is an **EXCLUSIVE** package available for **ONE** business only. This is an opportunity to support the local community and get involved in the fun.

YOUR BUSINESS WILL RECEIVE

- Family Carnival naming rights
- Branded Directional 'A' frame signage throughout the festival and on the printed festival program map.
- Logo placement in official festival program
- Social Media Promotion
- Your company logo and website promotion (Council & Festival Websites) in the lead up to the event.

HUFF N' PUFF SPONSOR | \$3,500

A brand new inclusion to the Thirlmere Festival of Steam in 2023. The historically iconic Huff 'N Puff Run will make it's return to Thirlmere following a long hiatus. Working in partnership with the Picton Running Club, the Huff 'N Puff Fun Run will offer two run options, a 5km run from Buxton Station to Thirlmere Station, and a 3km family fun run from Couridjah Station to Thirlmere Station. The Huff 'N Puff Run will take place on the morning of Saturday 18th March and kickstart the Thirlmere Festival of Steam activities to follow all weekend long.

The Huff 'N Puff Sponsor is an **EXCLUSIVE** package, available to **ONE** business only. This is an exciting opportunity to contribute to the significant return of this historic event with significant promotional opportunities on offer.

YOUR BUSINESS WILL RECEIVE

- Naming Association of the Huff 'N Puff Run
- Company logo incorporated into official Race Bibs
- Branded signage at Race Start & Finish Lines
- Logo placement in official festival program
- Social Media Promotion
- Your company logo and website promotion (Council & Festival Websites) in the lead up to the event.





THIRLMERE FESTIVAL OF STEAM 2022



GENERAL SPONSOR | \$1,000

A 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 official 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

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