



Leura Village Fair

FASHION • JEWELLERY • ART
HOMEWARES • FOOD & WINE
LIVE MUSIC • HANDICRAFTS • PLANTS
VINTAGE WARES • PRESERVES
FRESH PRODUCE • FAMILY FUN

**HELD ON LEURA MALL &
MEGALONG STREET CARPARK**

SAT 8 – SUN 9 OCTOBER 2022

WWW.LEURAVILLAGE.COM.AU



Leura Village Fair 2022

Sponsorship Proposal

Introduction

The Leura Village Fair, now in its 40th year provides the perfect opportunity for visitors of all ages to celebrate spring in the Blue Mountains. Set over two days, this vibrant event sees market stalls lining Leura Mall and extending into the Megalong Street Carpark.

Visitors can expect a diverse range of stalls selling everything from fashion and jewellery to art, ceramics, homewares, beauty products, sweet treats, garden sculptures and cool-climate plants, to local wines and ciders. The Fair also caters for community and local businesses wishing to provide information to visitors. Each



year the Leura Village Association (LVA) offers subsidised stalls to local artisans, adding a truly unique touch to the offerings. The Fair has a very strong local flavour, with talented locals showcasing their products alongside a well-curated mix of stallholders from across New South Wales.

Megalong Street Carpark is transformed into an Gourmet Canteen for the duration of the Fair, with stallholders offering international and local cuisine. Regional providers and newcomers to the Fair are also located in the carpark – it's a great opportunity to get a true taste of the Blue Mountains.

Sponsorship Proposal

Sponsorship of the Leura Village Fair provides an opportunity for your business to become associated with this long standing and iconic Blue Mountains event.

Your brand will be visible to our expected 8000 visitors throughout the two-day event and during the lead-up period via our print and social media presence.

The Fair is listed on the Visit NSW and Destination NSW website; advertised in the Blue Mountains Gazette and other regional newspapers; banners are placed locally to promote the event; posters are placed in local shops and notice boards; regular posts appear on the Leura Village facebook/instagram page with cross postings to the Leura Village Association. During the two days of the Fair regular announcements will be made publicising the Sponsors, and promotional information will be displayed at the LVA stall.

Sponsorship Levels

GOLD LEVEL: \$5000 Investment

- Festival Partner - your banner displayed during the Fair.
- Inclusion of your logo on Leura Village Fair advertising in print and digital media, and at Blue Mountains tourism information centers.
- Inclusion on the Leura Village Fair website & Leura Village Association Facebook/Instagram pages with links to the Festival Partner's website leading up to, during and for a 6 month period after the Fair.
- Your logo on the street banner hung on Yeaman Bridge Katoomba & the banners hung at the entrance to Scott Avenue and Railway Parade, Leura, and Glenbrook, the gateway to the Blue Mountains.
- Free stall space at the Fair - opportunities for sales of products or services, distribution of information or advertising/promotional pieces.
- Your logo on Sponsor's board as displayed in the Leura Mall prior to and on the day of the Fair.
- During the two days of the fair regular announcements will be made publicising the Sponsors and promotional information will be displayed at the LVA stall.

SILVER LEVEL: \$2500 Investment

- Inclusion of your logo on Leura Village Fair advertising in print and digital media, and at Blue Mountains tourism information centers.
- Inclusion on the Leura Village Fair website & Leura Village Association Facebook/Instagram pages with links to the Festival Partner's website leading up to, during and for a 3 month period after the Fair.
- Free stall space at the Fair - opportunities for sales of products or services, distribution of information or advertising/promotional pieces.
- Your logo on Sponsor's board as displayed in the Leura Mall prior to and on the day of the Fair.
- During the two days of the fair regular announcements will be made publicising the Sponsors and promotional information will be displayed at the LVA stall.

BRONZE LEVEL: \$1000 Investment

- Inclusion on the Leura Village Fair website & Leura Village Association Facebook/Instagram pages with links to the Festival Partner's website leading up to, during and for a 3 month period after the Fair.
- Your logo included on selected advertising.
- Your logo on Sponsor's board as displayed in the Mall prior to and on the day of Fair.

- During the two days regular announcements will be made publicising the Sponsors and promotional information will be displayed at the LVA stall.

FRIENDS OF THE FAIR: \$100 Investment

- Inclusion on the Leura Village Fair website & Leura Village Association Facebook/Instagram pages with links to the Festival Partner’s website leading up to, during and for a 3 month period after the Fair.
- During the two days regular announcements will be made publicising the Sponsors.
- Friends of the Fair Certificate for display on windows of sponsors.

SUMMARY

Level	Amount	Festival Partner – Your banner displayed at the Fair and Logo on Fair banners at multiple locations.	Website, social, LVF & LVA with links for up to 9 mths	Website, social, LVF & LVA with links for up to 6mths	Logo on Fair print, digital Advertising	Logo on Sponsor’s Board in the Mall	Complimentary stall space	Public Address at the Fair
Gold	A\$5,000	✓	✓	X	✓	✓	✓	✓
Silver	A\$2,500	X	X	✓	✓	✓	✓	✓
Bronze	A\$1,000	X	X	✓	✓	✓	X	✓
Friends of the Fair	\$100	X	X	X	X	X	X	✓

Your Next Step

For further information about becoming a 2022 Leura Village Fair Sponsor please contact:

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Ray Wiles

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