

SPONSORSHIP PROPOSAL

2022
ABBÉY
Medieval Festival



The Abbey Medieval Festival is BACK for 2022! GET INVOLVED!

After 2 years of restrictions, and now with generous support from the Moreton Bay Regional Council, and Tourism and Events Queensland, the 2022 Abbey Medieval Festival is on again!

Saturday 9th and Sunday 10th July.

Once again, visitors will be able to step back in time and witness the thrill of a joust as knights on their mighty steeds charge down the list for honour and glory. There will be fighting displays, archery, and music played on strange instruments such as the hurdy-gurdy, medieval bagpipe, and shawm. As you explore the grounds at Abbeystowe you may come across fierce Vikings, Turkish oil wrestling, great war machines and powerful cannons. There will be opportunities to learn about medieval farming, participate in dance workshops, see ancient crafts brought to life and smell the rich aroma of medieval cooking as it wafts through the air from the encampments of our many medieval reenactors.



AUDIENCE:

Families and visitors of all ages
from South East Queensland
and beyond

30,000+
Visitors
in 2019*



2022 Goal:
20,000
Visitors

Why Sponsor?

2022 brings with it a wealth of opportunity.

Queensland has seen an influx of migration from families and individuals from NSW and VIC, boosting local populations. This, coupled with generous funding and support from Tourism and Events Queensland, and Moreton Bay Regional Council, allows for marketing budget to promote our event outside of the Moreton Bay area, offering increased exposure for our sponsorship partners to a new audience of residents who have moved here since the borders reopened.

This benefit, in addition to the relief and excitement of bringing back activities for families to enjoy, sets a strong position for the Abbey Medieval Festival in 2022.

Although we anticipate some hesitation from visitors concerned about possible future event cancellations, we are setting our sights on re-establishing the event and with confidence, build a strong foundation in 2022 for future years.



Email Database: 16,000+



Social Media Audience:

Facebook Festival Page: 35,000

Instagram: 5000+

New opportunities to utilise new media options (reels, TikTok)



Partnership & Support from Moreton Bay Regional Council



Partnership & Support from Tourism & Events Queensland for intrastate promotion



Long-standing Supporters & Business partnerships



Abbey Medieval Festival

Published by Edith Cuffe · February 16 at 1:26 PM · 🌐

The Abbey Medieval Festival is back!!! Thanks to the generous support of the Moreton Bay Regional Council we can now announce that the Festival will be held this year on Saturday 9th and Sunday 10th July.

So save the date tell your friends stay tuned and we will keep you up-to-date with all the excitement and planning as we move towards Abbey 2022.



79,496

People reached

9,168

Engagements

-

Distribution score

Boost post

Social Media Announcement

The official announcement on the Abbey Medieval Festival Facebook page saw engagement of almost 10,000 users, with reach to an audience of almost 80,000.

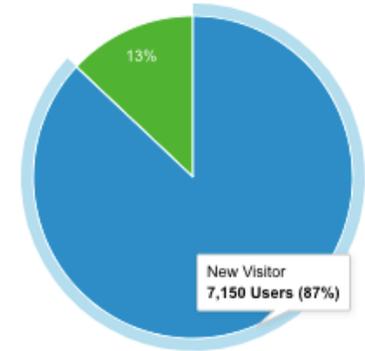
This was posted organically and shows strong opportunity for additional promotion to leverage existing performance success.

We expect to see greater engagement following the announcement of ticket prices and sales in Mid April.

Website Traffic: abbeymedievalfestival.com

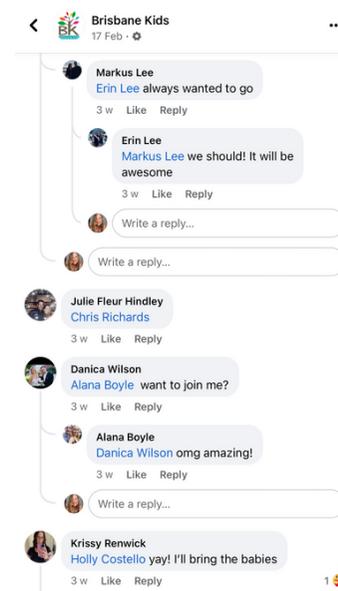
Past 30 Days Traffic - 16 Feb - 16 Mar Saw an influx of traffic to the festival page off the back of 2 announcements shared on the Abbey Facebook pages and MBRC & TEQ announcements. This demonstrates strong public interest.

■ New Visitor ■ Returning Visitor



Social Media Shoutouts

Free shout-outs announcing the Festival dates were kindly provided by supporting businesses which saw a lot of engagement and excitement for the event. We will seek to leverage this excitement & support.



MAJOR SPONSORS

The Abbey Medieval Festival has already secured funding from Tourism & Events Queensland and Moreton Bay Regional Council to support the success and promotion of this years event, and they will feature as major sponsors with co-branding across all marketing material.

This establishes the Festival as a local and state government supported event.



Local MP Chris Whiting



Moreton Bay Regional Council's Medieval Council

SPONSORSHIP OPTIONS

Sponsorship unlocks exclusive, limited and a customised unique experience according to the level of support. In order to provide the best experience and nurture the relationship with our sponsors we offer limited sponsorship opportunities. We tailor our sponsorship benefits to suit mutual success outcomes for all. Our sponsors embrace the mission of delivering an authentic medieval experience so as not to affect the authenticity of the medieval recreation.

Our Sponsorships can offer opportunities such as*

- Dedicated Galleries Access
- VIP Seating & Parking
- Co-branding across marketing materials (print & digital)
- Website Sponsors highlight
- MC Announcements
- Social Media Promotions
- Ticket Allocations
- Additional Ticket discounts
- Dedicated advertising space in the event program
- Branded signage at entrance to Abbeystowe.

*subject to availability and sponsorship agreement





Your Investment

Your investment will be used across marketing, promotion and infrastructure to promote the event for sustainable future opportunities and growth. Furthermore we value your support in spreading the news of the festival to your own audience.

Some projects your investment may assist:

- Construction and erection of a permanent Castle facade
- Upgrading facilities including toilets, venue seating and special access areas
- Funding new and professional demonstrations and performances
- Operations, Staffing and services to deliver and enable the hosting of other events throughout the year.

You will receive a sponsorship package, which will include digital resources such as a signature banner 'Proud sponsor of the Abbey Medieval Festival 2022', social media tiles, ticket allocations, website links to your business on the Abbey Medieval Festival website, and advertisement in the festival program.

Sponsorship Packages

Tiers & Inclusions

Print & Media	Premium Partners value \$15,000- \$25,000	Valued Partners value \$10 000- \$14,999	Recognised Partners value \$5000 - \$9,999	Supporters value \$2000-\$4999
Print + Media Advertising				
Logo Placement on Official Abbey Medieval Festival Flyer				
Logo Placement on Official Abbey Medieval Festival Program				
Logo Placement on Official Abbey Medieval Festival Posters				
Logo Placement on Official Abbey Medieval Festival Website - base plate				
Logo Placement on Abbey Website Page -Sponsors Page				
Full page ad in program				
1/2 page ad in program				
1/4 page ad in program				
Social Media Cross Promotion on all posts				
Social Media Promo Story on Partnership				
Social Media Group shout out to all involved				
Signage Acknowledging Sponsorship at front gate Entry Ticket Location. 2x A0 Corflute Signage				
Signage Acknowledging Sponsorship at front gate Mid-Entry Location. 2x A1 Corflute Signage				
Signage Acknowledging Sponsorship at front gate Arrival Entry Location. 2x A2 Corflute Signage				
Logo recognition inclusion in all event print ads				
Logo recognition in all EDM campaigns				
Recognition on all press releases				

Special Acknowledgements	Premium Partners value \$15,000- \$25,000	Valued Partners value \$10 000- \$14,999	Recognised Partners value \$5000 - \$9,999	Supporters value >\$4999
Special Acknowledgements				
MC Acknowledgement at Joust Arena, Castle Arena and Stag Inn				
Certificate of Appreciation				

Ticket Allocation	Premium Partners value \$15,000- \$25,000	Valued Partners value \$10 000- \$14,999	Recognised Partners value \$5000 - \$9,999	Supporters value \$2000-\$4999
Ticket Allocation				
Exclusive VIP Corporate Box (8 persons). One Day pass. (VIP Parking passes 4)				
VIP passes - 4 (VIP Parking passes 2) - Single Day Entry				
VIP Passes - 2 (VIP Parking passes 1) - Single Day Entry				
Family passes - 4 + 16 Joust Tickets - Single Day Entry				
Family passes - 2 + 8 Joust Tickets - Single Day Entry				
Family passes -1 + 4 Joust Tickets - Single Day Entry				
General admission passes - 20 + 20 Joust Tickets - Single Day Entry				
General admission passes - 10 + 10 Joust Tickets - Single Day Entry				
General admission passes - 5 + 5 Joust Tickets - Single Day Entry				
General admission passes - 2 + 2 Joust Tickets - Single Day Entry				
Special Event Tickets post-festival Banquet Event - 2 Tickets				
Special Event Tickets post-festival ie. Banquets, Picnic at Pemberley - 50% Discount up to 4 tickets				
Special Event Tickets post-festival ie. Banquets, Picnic at Pemberley - 50% Discount on 2 tickets				
<small>*nb. Special Event tickets available in line with current participation restrictions</small>				

Your Package

These packages serve as a guide to the value and inclusions, however, due to the nature of specific business needs, valued established relationships and future opportunities we welcome discussion around the inclusions to suit your sponsorship goals.

Marketing Strategy

Utilising \$35,000 Advertising budget through funding provided by TEQ to reach an audience outside of Moreton Bay region, plus a further \$20,000 marketing budget, bringing a total marketing budget of \$55,000.

This will be distributed amongst the following marketing areas:

\$11,000 via Digital Marketing, including

- Direct EDM's to our mailchimp audience of 16,000
- Facebook / Instagram marketing budget to local area
- Facebook / Instagram marketing budget of \$4,000 to intrastate, Sunshine Coast, Brisbane and Gold Coast

\$12,000 via Radio and Rail promotion

- Brisbane Radio and QLD Rail

\$14,000 via Media + Print, including

- Advertising with prominent publications ie. Must Do Brisbane, Brisbane Kids
- DL Flyer print and distribution among areas in Sunshine Coast, and Brisbane South homes.

\$7,000 via exposure media

- ie. Billboards.

\$11,000 General Marketing Overheads including

graphic design, street activations, digital account management, content creation & support tools.

Marketing Strategy

Additional activities are being considered to leverage revenue opportunities and exposure, engaging new media and audiences such as TikTok and Instagram Stories for organic engagement and influencer opportunities.

We are also researching opportunities to build upon long time supporters and event attendees through unique merchandise opportunities such as annual collectable pins and leverage pre-event sales as ticket add-ons.



Testimonial

ermsgroup
erm-services.com

The ERMS group is proud to have been a sponsor of the Abbey Museum of Art and Archaeology for the better part of two decades. We believe that the Museum provides a wonderful opportunity to showcase and celebrate the collection and educate patrons on the importance of history and the role it plays in society.

Our dedicated team work closely with the Board and management team to provide specialist public safety, governance, risk and emergency management advice on an ongoing basis.

The ERMS group understands the importance of being a good corporate citizen, and we believe in building relationships through supporting events that are important to all individuals within South East Queensland, and especially the Moreton Bay Region where our head office is established.

We are proud to continue our support of the Abbey Museum and the amazing events, programs and services that are delivered, but specifically the annual Abbey Medieval Festival.

Andrew Murray | Executive Director – Public Safety



WANT TO CHAT?

To discuss sponsorship opportunities
for your business please direct all
enquiries to

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