



# Awakenings Festival Sponsorship Proposal



*20-22 October 2011  
Horsham Victoria Australia*

*Life Governor: Geoff Handbury  
Patron: David Helfgott*



# Awakenings Festival

*'Australia's ONLY disability arts festival'*

*Sharing the joy as individuals, families and communities realise their abilities or experience something they thought impossible.*

## What is the Awakenings Festival?

Awakenings Festival, an initiative of Wimmera UnitingCare since 1996, is Australia's only disability arts festival. This dynamic, inclusive event draws performers and participants from around Australia to the welcoming community of Horsham and the Wimmera in Western Victoria every October.

Awakenings is much more than Australia's only disability arts festival. The festival welcomes and encompasses all levels of performance experience from grass roots to professional, featuring performing and visual arts that showcase the work of artists with disabilities.

A world leader in inclusion, the Awakenings Festival challenges perceptions about people with a disability and embraces the true spirit of the Arts with an emphasis on creativity and independent thought. It allows them to be frank, to express themselves, to connect and joyously experience social acceptability. Building a greater sense of confidence, a better quality of life and a means of self-expression. It is a powerful vehicle for engendering social change.



## How has it grown?

This diverse festival attracting national and international participants of all abilities, has grown from a three hour performance by 40 people with and without disabilities, to a notable feat with over 850 participants, 400 volunteers and an audience in the thousands in 2010. Awakenings has become a disability arts hub attracting performers, artistic directors and carers from every Australian state and territory and audience from as far afield as the Denmark, United Kingdom, USA and New Zealand.

With its atmosphere of acceptance and encouragement, Awakenings attracts all levels of performers from grass roots to professional disability arts performers, from mainstream performers to fledgling professionals. There is live performance, music, drama, multimedia, interactive arts, new technologies, outdoor adventures, schools and workshop programmes plus the magical Awakenings Ball.



## Who supports it?

The patron is internationally renowned pianist David Helfgott. Awakenings is an initiative of Wimmera UnitingCare and over 400 volunteers lead the broad community support that encompasses individuals, business, organisations, government and philanthropic bodies. Sponsors are listed on our website.

# Awakenings Festival



## How does it build capacity?

Each year in October, Horsham's tourist accommodation swells to bursting point – welcome income in a region ravaged by drought for more than 14 years, one of the targets of Victoria's Black Saturday devastating bushfires and floods of 2010-2011.

Awakenings builds community capacity in arts, tourism, event management, health and welfare. It builds capacity in individuals, families and communities by exploring everyday issues that affect our physical and mental health. It also builds the capacity of its participants with the gifts of a greater self-confidence, a better quality of life and a means of self-expression.



## Where is there more information?

Read, see and hear all there is to know about Awakenings via our website, [www.awakeningsfestival.com.au](http://www.awakeningsfestival.com.au), including our mission, values, awards and sponsors.

## Fast Facts

- The largest and longest standing disability arts festival in Australia.
- Recognised nationally and internationally in the disability arts sector.
- Committed to improving access to the arts for people of all abilities.
- Winner of:
  - 2010 Horsham Rural City Council Young Citizen, Australia Day Award – Awakenings Volunteer Sarah McLean.
  - 2008 Regional Arts Australia Youth Volunteer of the Year Award – Awakenings Volunteer Sarah McLean.
  - 2008 Kleenheat Gas Community of the Year Award
- Supported by over 400 volunteers, 150 business and support sponsors.
- Over 400 participants each year and an audience in the thousands from all over Australia.
- Delivering substantial annual economic benefit to Horsham.



'We all experience moments in our lives knowing we will never forget that moment. For me, one of these was definitely be the Awakenings Festival. The festival is something that I know everyone in our magnificent country should experience at least once in their lifetime.'

*Scott Kenney*  
*World Latin and Ballroom Wheelchair Dance Champion*

# Awakenings Festival Sponsorship Proposal

- The Awakenings Festival receives extensive media exposure throughout Victoria and Australia through television, radio, press and the Awakenings Festival website.
- Festival Programs and Posters are printed and distributed nation-wide every year.
- Thousands of people attend the Awakenings Festival from all over Australia and overseas.

## Sponsorship Levels

- **Awakenings Ball Naming Rights (\$25,000)**
- **Platinum Sponsor (\$20,000)**
- **Gold Sponsor (\$10,000)**
- **Silver Sponsor (\$5,000)**
- **Bronze Sponsor (\$1,000)**



### Awakenings Ball Naming Rights

**For your investment of \$25,000 you will receive the following benefits:**

- Exclusive naming rights to the 2011 Awakenings Ball.
- Prominent recognition of your branding as the Awakenings Ball Sponsor on all Awakenings publications and extensive state-wide press, radio and television media. Acknowledged on the festival program and at the launch and at events during the Festival.
- Prominently recognised on the Awakenings Festival's website as the Awakenings Ball Sponsor.
- Your corporate banner will be prominently displayed at the Festival Ball, your logo will run on a PowerPoint presentation in the foyer of Wesley Performing Arts Centre, the main venue for performances.
- Invitation to speak at one of the Festival performances or at the Festival Ball.
- Invitation to the official launch and sponsors reception.
- Receive eight (8) complimentary tickets for the Gala Awakenings Ball.
- Your corporate brochures/marketing material to be distributed in welcome packs that go out to more than 750 people.
- Receive a framed Awakenings Ball Sponsor certificate acknowledging your support.



### Platinum Sponsor

**For your investment of \$20,000 you will receive the following benefits:**

- Prominent recognition of your branding as a Platinum sponsor on all Awakenings publications and extensive state-wide press, radio and television media. Acknowledged on the festival program and at the launch and at events during the Festival.
- Prominently recognised on the Awakenings Festival's website as a Platinum Sponsor.
- Your corporate banner will be prominently displayed at the Festival Ball, your logo will run on a PowerPoint presentation in the foyer of Wesley Performing Arts Centre, the main venue for performances.
- Invitation to speak at one of the Festival performances or at the Festival Ball.
- Invitation to the official launch and sponsors reception.
- Receive eight (8) complimentary tickets for the Gala Awakenings Ball.
- Your corporate brochures/marketing material to be distributed in welcome packs that go out to more than 750 people.
- Receive a framed Platinum Sponsor certificate acknowledging your support.



## Gold Sponsor

**For your investment of \$10,000 you will receive the following benefits:**

- Recognition as a Gold sponsor on all Awakenings publications and extensive state-wide press, radio and television media. Acknowledged on the festival program and at the launch and at events during the Festival.
- Recognised on the Awakenings Festival's website as a Gold Sponsor.
- Your corporate banner will be displayed at the Festival Ball, your logo will run on a PowerPoint presentation in the foyer of Wesley Performing Arts Centre, the main venue for performances.
- Invitation to the official launch and sponsors reception.
- Receive six (6) complimentary tickets for the Gala Awakenings Ball.
- Your corporate brochures/marketing material to be distributed in welcome packs that go out to more than 750 people.
- Receive a framed Gold Sponsor certificate acknowledging your support.



## Silver Sponsor

**For your investment of \$5,000 you will receive the following benefits:**

- Acknowledged on the festival program and at events during the Awakenings Festival.
- Recognised on the Awakenings Festival's website as a Silver Sponsor.
- Invitation to the official Launch and sponsors reception.
- Receive four (4) complimentary tickets for the Gala Awakenings Ball.
- Your corporate brochures/marketing material to be distributed in welcome packs that go out to more than 750 people.
- Receive a Silver Sponsor certificate acknowledging your support.



## Bronze Sponsor

**For your investment of \$1,000 you will receive the following benefits:**

- Acknowledged on the festival program and at events during the Awakenings Festival.
- Recognised on the Awakenings Festival's website as a Bronze Sponsor.
- Invitation to the official launch and sponsors reception.
- Receive two (2) complimentary tickets for the Gala Awakenings Ball.
- Your corporate brochures/marketing material to be distributed in welcome packs that go out to more than 750 people.
- Receive a Bronze Sponsor certificate acknowledging your support.



## Testimonials from participants of the Awakenings Festival



'Thank you so much for another exciting Festival. All 22 of our performers had a fantastic time, and our 14 support workers were wowed by it all. Please thank all the regular Festival supporters for us, from the fantastic cookie bakers at the Red Cross (a treat to which everyone looks forward) to the Manager of Domino's Pizza - those coupons make a world of difference to our budget. Thanks also to the fantastic tech staff who work wonders in a matter of minutes. And to the volunteers in the INFO garage who were always gracious.'

**PJ Rose, Artistic Director**

**NO Strings Attached Theatre of Disability, South Australia**



'Thank you so much for your amazing hard work in putting together the Awakenings Festival this year. It was my first visit and I had a great time and was inspired by lots of the things I saw. The five members of our drama group loved it and are keen to come back next year. It really strengthened the group attending the festival together.'

**Felicity Johnson**

**Creatability Network, Bendigo**

'Thanks so much to yourself, all your wonderful volunteers and Wimmera UnitingCare for providing us with the opportunity to attend your community's marvelous Awakenings Festival. It was a feast for the senses, an outrageous celebration of difference, an affirmation that 'anything is possible' in the arts. Beyond the opportunity that is offered to present their work to a public audience, we hope the artists involved realise they are a part of a worldwide cultural movement. We were truly inspired by the local and visiting artists and performers. Maintain the Art Rage.'

**James Newton and Kim Schnieders**

**Visual Artist, Tasmania**



'The whole time in Horsham was a great experience.'

'I was blown away.'

'I've had the best time of my life.'

'A brilliant show at Horsham Town Hall, one of the best I have ever attended.'

'I've told everybody how friendly and helpful Horsharians are.'

'Be proud of your festival, co-workers and volunteers.'

'Our worlds suddenly got a whole lot bigger.'

'I danced so much I was totally soaked.'

'The only problem was it had to end.'

# Sponsorship Application Form

All sponsorships of the Awakenings Festival are a tax deductible donation.

## Contact Details

Organisation Name

Phone

Contact Name

Mobile

Address

  


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Postcode

Fax

Email

## Sponsorship Level

Please choose your level of sponsorship.

- Awakenings Ball Naming Rights (\$25,000)
- Platinum Sponsor (\$20,000)
- Gold Sponsor (\$10,000)
- Silver Sponsor (\$5,000)
- Bronze Sponsor (\$1,000)

## Payment Details

Cheques to be made payable to Wimmera UnitingCare or charge your Visa or Mastercard.

Type of card  Visa  Mastercard

Name on card \_\_\_\_\_

Card number

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Last 3 digits on back of card \_\_\_\_\_

Expiry Date \_\_\_\_ / \_\_\_\_

Total for credit card payment \$ \_\_\_\_\_

Signature \_\_\_\_\_

Please return this form along with payment details to:

**Alison Butler**

*Awakenings Festival Sponsorship Officer*

Mobile: 0428 355 902

Email: [alisonb@wuc.org.au](mailto:alisonb@wuc.org.au)

**Awakenings Festival Office**

(Wimmera UnitingCare)

Awakenings office: 28 Urquhart Street, Horsham

Mailing address: PO Box 442, Horsham 3402

Phone: (03) 5382 1919 or (03) 5382 1905

Fax: (03) 5382 0174

Email: [awake@wuc.org.au](mailto:awake@wuc.org.au)

[www.awakeningsfestival.com.au](http://www.awakeningsfestival.com.au)