



Bedford BIG DAY OUT

10.11.23



Sponsorship opportunities

Bedford Big Day Out

There are a range of opportunities across different aspects of the event, to suit all budgets and levels of involvement.

	Major Event Partner \$10,000 (SOLD)	Gold Sponsor \$7,500	Silver Sponsor \$5,000	Bronze Sponsor \$2,500	Corporate Corner \$9,000 (1 available)	Activation Sponsor \$3,500 (3 Available)
Tickets to the event	●	●	●	●	●	●
Logo on advertising and collateral	●	●	●	●	●	●
Company recognition by the MC at event	●	●	●	●	●	●
Sponsorship logo recognition at event	●	●	●	●	●	●
Logo on relevant web pages	●	●	●	●	●	●
Inclusion in an edition of 'Changing Lives' magazine – print and digital (4,000+)	●	●	●	●	●	●
Recognition in promotional social media activity	●	●	●	●	●	●
Advertising addition in digital event program	●	●	●	●	●	●
Banner inclusion in Bedford's events EDM (2,300+)	●	●	●	●	●	●
Editorial mention in Changing Lives wrap-up feature	●	●	●	●	●	●
Recognition as event sponsor in media releases	●	●	●	●	●	●
Opportunity to display promotional material at event	●	●	●	●	●	●
Ability to present on stage, or share a video at event	●	●	●	●	●	●
Invitation for a personalised tour and morning tea at Bedford Panorama	●	●	●	●	●	●
Activation at the event	●	●	●	●	●	●
Specialized signage on sponsored area	●	●	●	●	●	●

By partnering with Bedford for the Big Day Out, you will be supporting jobs and opportunities for people living with disability in South Australia. Thank you!



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Major Event Partner

\$10,000 (1 available)

Sold Out!

- Alignment with one of Bedford's best-known Not-for-Profits
- 'Major event partner' acknowledgement in all suitable promotional materials
- 20 tickets to the Bedford Big Day Out
- An opportunity to deliver a two-minute address to guests at the event
- An opportunity to 'activate' at the event to showcase your products, eg. an interactive display
- Your logo to appear on all online and printed event materials, including event reminders, and social media promotion
- Full-page advertorial placed in digital day program
- Your logo to appear on physical event sponsorship displays at the event
- Your logo to appear on Bedford event media wall
- Acknowledgment by Master of Ceremonies during the event
- Display of your company banner at the event
- Selection of your corporate promotional material on display during the event
- Specific one-off promotion on Bedford's social media channels profiling the relationship between the company
- Banner inclusion in Bedford Events newsletter (2,500 reach)
- Editorial mention in the Big Day Out wrap up feature in Changing Lives magazine (circulation 10,000 copies)
- Opportunity to visit Bedford Panorama for a tour and morning tea, for up to 10 people



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Gold Sponsor

\$7,500

- Alignment with one of the state's best-known Not-for-Profits
- 12 tickets to the Bedford Big Day Out
- Your logo to appear on event poster and applicable printed materials, social media promotion.
- Logo placement on large, printed programs for the day
- Sponsor acknowledgement in digital day program
- Your logo to appear on physical event sponsorship displays at the event
- Acknowledgment by Master of Ceremonies during the event
- Specific one-off promotion on Bedford's social media channels profiling the relationship between the company
- Banner inclusion in Bedford Events newsletter (2,500 reach)
- Editorial mention in the Big Day out wrap up feature in Changing Lives magazine (circulation 10,000 copies)



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Silver Sponsor

\$5,000

- Alignment with one of the state's best-known Not-for-Profits
- 8 tickets to the Bedford Big Day Out
- Logo placement on large, printed programs for the day
- Sponsor acknowledgement in digital day program
- Your logo to appear on physical event sponsorship displays at the event
- Acknowledgment by Master of Ceremonies during the event
- Acknowledgement in a sponsorship post on Bedford's social media channels
- Acknowledgement of sponsorship in Bedford Events newsletter (2,500 reach)
- Acknowledgement mention in the Big Day Out wrap up feature in Changing Lives magazine (circulation 10,000 copies).



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Bronze Sponsor

\$2,500

- Alignment with one of the state's best-known Not-for-Profits
- 4 tickets to the Bedford Big Day Out
- Sponsor acknowledgement in digital day program
- Your logo to appear on physical event sponsorship displays at the event
- Acknowledgment by Master of Ceremonies during the event



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Corporate Corner Sponsor

\$9,000 (1 Available)

This package sponsors a section of the event called the 'Corporate Corner'. Although this area will be for all to enjoy, our corporate guests will be encouraged to visit throughout the day. There will be a separate bar and elevated tables and fencing.

Inclusions:

- Alignment with one of the state's best-known Not-for-Profits
- 12 tickets to the Bedford Big Day Out
- Logo to appear on area and bar signage as 'Corporate Corner' sponsor
- Your logo to appear on event poster and applicable printed materials, social media promotion
- Sponsor acknowledgement in digital day program
- Logo placement on large, printed programs for the day
- Your logo to appear on physical event sponsorship displays at the event
- Acknowledgment by Master of Ceremonies during the event
- Specific one-off promotion on Bedford's social media channels profiling the relationship between the company
- Editorial mention in the Big Day out wrap up feature in Changing Lives magazine (circulation 10,000 copies)



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Activation Sponsor

\$3,500 (3 Available)

We have 3 opportunities for companies to hold interactive activations at the event.

The activation sponsors will need to provide all staffing and activities. Branded marquees are also encouraged for the event. Bedford can supply tables and coverage if needed.

Inclusions:

- Alignment with one of the state's best-known Not-for-Profits
- 4 tickets to the Bedford Big Day Out
- Your logo to appear on physical event sponsorship displays at the event
- Sponsor acknowledgment in digital day program
- Acknowledgment by Master of Ceremonies during the event



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