



"Bringing back that Old-Fashioned Christmas Spirit"

**WINNER: BEST COMMUNITY EVENT
(MBRC 2010 AUSTRALIA DAY AWARDS)**

ABOUT US:

Scarborough Lights is a not-for-profit Group of volunteers who formed in 2006 with the aim of *"Bringing Back that Old-fashioned Christmas Spirit."* Everything we do revolves around this theme.

WHAT WE DO:

CHRISTMAS TREES

Scarborough Lights is responsible for providing those ten HUGE decorated and lit-up 3-metre tall Christmas Trees you see placed along Landsborough Avenue throughout December each year. This year, a local professional lighting company has pledged their Sponsorship and will provide additional Christmas lighting along the Scarborough Village Shopping Precinct right throughout December!

CHRISTMAS BY THE SEA

Scarborough Lights is also responsible, both financially and organisationally, for the Christmas Street Parade, the Markets and the Fireworks components of the Moreton Bay Regional Council's 'Christmas by the Sea' Event which is held on the first Saturday in December each year.

Scarborough Lights also provides the opportunity for Community Groups and Charities to attend our Events free of charge so that they can fundraise through providing food and market stalls.

PROGRAM FOR CHRISTMAS BY THE SEA

SATURDAY 3RD DECEMBER 2011 :: 12 NOON TO 8PM

Scarborough Beach Waterfront Park - Landsborough Ave, SCARBOROUGH QLD

- | | |
|-------------|------------------------------------|
| 12PM TO 8PM | - MARKETS |
| | - KIDDIE'S RIDES/JUMPING CASTLES |
| | - VIV & MAURIE'S FARM YARD ANIMALS |
| 4:30PM | - CHRISTMAS STREET PARADE |
| 6:00PM | - CAROLS BY CANDLELIGHT |
| 8PM | - FIREWORKS SPECTACULAR |

SPONSORSHIP PACKAGE

Scarborough Lights up Redcliffe Inc. ABN: 85 806 450 652
Postal Address: Shop 1/89 Landsborough Ave, Scarborough Qld 4020
Email: info@scarboroughlights.org.au
Website: www.scarboroughlights.org.au
Phone: Mobile: 0438 661 904
Contact: Sue White

Do you want to be involved in the excitement of the Redcliffe Peninsula's Premier Christmas Event??

BACKGROUND:

Since 2006, the Scarborough Lights Christmas Events have attracted an estimated 100,000 people to the Redcliffe Peninsula during the Christmas School Holiday periods. Many visitors to the Redcliffe Peninsula over this time use the Scarborough Lights Events as a base to explore the area and to take advantage of the wonderful tourist, accommodation, retail and dining opportunities available right across the whole Peninsula.

OUR WEBSITE:

The addition of the Scarborough Lights website in 2008 has helped to provide locals and visitors to the Peninsula with information on our Events and also on where to stay and what to do around the area during their visit. This website is also advertised by the Moreton Bay Regional Council during this period. It receives heavy traffic right throughout the Christmas holiday season. It is also used to promote all our wonderful sponsors who help to provide such a rich and exciting program. If you become a Sponsor, a link to your website can be placed in strategic places throughout this website.

MEDIA OPPORTUNITIES:

The media exposure for previous year's events included coverage in the Courier Mail, the Sunday Mail, Radio 4BC, The Redcliffe and Bayside Herald and Brisbane Extra TV Show. Local radio station 99.7FM also covers the entire month with interviews and live broadcasts.

PARTNERING WITH MORETON BAY REGIONAL COUNCIL:

The Scarborough Lights Group is once again partnering with the Moreton Bay Regional Council to bring you the **BIGGEST AND BEST** Christmas Event yet! This partnership also provides eligible Sponsors with even higher levels of media exposure and promotional opportunities by incorporating Sponsors into Council flyers and newspaper advertisements for the Event, which are spread throughout the entire Moreton Bay Regional Council area.

THE EVENT: SATURDAY 3RD DECEMBER

This 'Christmas by the Sea' Event will be run jointly by the Moreton Bay Regional Council and the Scarborough Lights up Redcliffe Group. It will incorporate the Christmas Street Parade, Markets, Carols by Candlelight and Fireworks to give young and old a truly festive experience.

CHRISTMAS LIGHTS THROUGHOUT DECEMBER

AND COUNCIL'S CHRISTMAS LIGHTS COMPETITION ENTRANT:

To compliment this exciting Event, for the whole month of December the Scarborough precinct will be lit up every night with a spectacular festive light display. Scarborough Lights will supply and install TEN decorated 3-metre tall Christmas Trees along Landsborough Avenue that will be on display right throughout December. Scarborough Lights plans to enter Landsborough Avenue into the Christmas Lights Competition each December. This will make Scarborough a must-see destination for those looking at Christmas Lights and will bring people to Scarborough right throughout December and beyond.

SPONSORSHIP BOARD:

A Sponsorship Board will be set up by Saturday 3rd December and will be on display on site right throughout December to give Sponsors the recognition they deserve during this busy holiday season. We expect the event to again attract over 10,000 visitors from all over South East Queensland, complimenting the existing Moreton Bay Regional Council's Christmas activities.

OPPORTUNITY TO OFFER YOUR COMPANY A UNIQUE ADVERTISING CAMPAIGN:

If you have any ideas or suggestions on how we can provide your business with other promotional benefits, we would be interested in hearing them. Different businesses have different needs and we look forward to working with you so that you get the best possible outcomes for your Sponsorship dollar. Check out our website for details and photos of past years.

COMMUNITY FOCUS

Scarborough Lights welcomes community and non-profit organisations and offers the whole community a program guaranteed to bring out that old-fashioned Christmas Spirit in us all.

Sponsorship Opportunities - What's in it for you!

\$250 SPONSORS RECEIVE:

- ✓ A loan of a set of high-quality LED Christmas Lights to light up your shop-front
- ✓ Free float entry in the Christmas Street Parade
- ✓ Your company NAME listed as a Sponsor on the Website
- ✓ Your company NAME listed as a Sponsor on the Sponsor's Board
- ✓ Your company NAME listed on all Scarborough Lights and Council advertising, flyers and posters promoting the Event

BRONZE SPONSOR - \$500

As a Bronze Sponsor, your business will receive

ALL OF THE ABOVE PLUS...

- ✓ Your company NAME listed as a Sponsor on the website, including links to your website
- ✓ Your company NAME broadcast on radio station 99.7FM interviews and advertising
- ✓ Your company NAME promoted on stage at the Carols noting your Sponsorship
- ✓ [INSERT YOUR SUGGESTION HERE and we can discuss if it's possible]

SILVER SPONSOR - \$750 CHRISTMAS TREE SPONSORSHIP

From Saturday 3rd December right through to New Years Eve, Landsborough Avenue will be lined with ten 3-metre tall fully decorated and lit up Christmas Trees. There is ample space at the base of each tree to display signage. This signage can include your business name and/or logo.

As a Silver Sponsor, your business will receive

ALL OF THE ABOVE PLUS...

- ✓ Exclusive Naming Rights to one of the Street Christmas Trees including signage displayed on the base of the tree for the whole month of December (cost of signage included in Sponsorship)
- ✓ Your company LOGO displayed as a Sponsor on the website, including links to your website
- ✓ Your company LOGO displayed on the Sponsor's board
- ✓ Your company LOGO displayed on all Scarborough Lights and Council advertising, flyers and posters promoting the Event

GOLD SPONSOR - \$2000

As a Gold Sponsor your business will receive

ALL OF THE ABOVE PLUS...

- ✓ Your banner (supplied by you) displayed on site in a prominent place at the Christmas by the Sea Event all day and night
- ✓ Exclusive naming rights to components of the Event- see following page for details

PLATINUM SPONSOR - \$3000

As a Platinum Sponsor your business will receive

ALL OF THE ABOVE PLUS...

- ✓ Accommodation at the Scarborough Beach Resort for one night (maximum 6 people) on Saturday 4th December in a waterfront unit
- ✓ Fully catered cocktail party for 10 on the balcony of your waterfront unit
- ✓ Front row seats to watch the Event from your balcony or from the Resort's rooftop
- ✓ Exclusive naming rights to components of the Event- see following page for details

Gold and Platinum Sponsors: TAKE YOUR PICK

**GOLD AND PLATINUM SPONSORS CAN ALSO RECEIVE
EXCLUSIVE NAMING RIGHTS
TO THE FOLLOWING EVENTS
ON A “FIRST IN BEST DRESSED” BASIS:**

CHRISTMAS STREET PARADE

The Christmas Street Parade kicks off the Moreton Bay Region's Christmas season. As a sponsor of the first event in the Christmas program, you have the opportunity to set the scene for a truly wonderful Christmas. The Street Parade runs the full length of the Scarborough Village Shopping Precinct along Landsborough Avenue and is watched by thousands.

Extra benefits include:

- ✓ Exclusive Naming Rights to the Christmas Street Parade
- ✓ Your signage displayed on first and/or last vehicle of Parade
- ✓ Your company being promoted on stage throughout the Carols noting your sponsorship of this component of the Event

CAROLS BY CANDLELIGHT

Extra benefits include:

- ✓ Exclusive Naming Rights to the Christmas Carols by Candlelight
- ✓ Your banner (supplied by you) displayed on the stage throughout the night
- ✓ Your company being promoted on stage throughout the Carols noting your sponsorship of this component of the Event

8PM FIREWORKS

Following on from the Christmas Carols is the Scarborough Lights infamous Fireworks Spectacular. This event is a real crowd-pleaser and tops off a fantastic night of family fun!

Extra benefits include:

- ✓ Exclusive Naming Rights to the 8pm Fireworks Spectacular
- ✓ Your company being promoted on stage throughout the Carols noting your sponsorship of this component of the Event

IN-KIND CONTRIBUTIONS

If you or your business has a skill or service to offer and you would like to make an in-kind contribution, please contact Sue White on 0438 661 904.

Sponsorship Benefits can also apply to in-kind contributions.



Yes, we would like to Sponsor Scarborough Lights activities in 2011

Business Name (as you would like it to appear on advertising material)

Address.....

Contact Name.....

Phone..... Mobile.....

Email.....

'Spiel' (25 words or less) about your business that can be used to promote your business on stage and during radio interviews (e.g. where is it? What does it do? Any 'special offers'?) (Please use over page if more space is required).....

OPTIONS: PLEASE TICK ONE

- Street Parade Naming Rights \$2,000 Gold Sponsor \$3,000 Platinum Sponsor
- Carols By Candlelight Naming Rights \$2,000 Gold Sponsor \$3,000 Platinum Sponsor
- 8pm Fireworks Naming Rights \$2,000 Gold Sponsor \$3,000 Platinum Sponsor
- \$750 Silver Sponsor – Christmas Tree
- \$500 Bronze Sponsor
- \$250 Sponsor
- Other \$ _____

YES / NO I would like to enter a Float in the Christmas Street Parade. Please send details.

PAYMENT: PLEASE TICK ONE

- Provide the full amount now with your reply
- Provide a 10% deposit now, and make full payment by 30th September 2011
- Pay 10% deposit now, and then pay _____ instalments of \$ _____ each (month / week) by direct debit

Sponsorship funds will not be refunded due to any cancellations due to weather conditions.

Signature Date.....

By signing this document I agree to abide by the terms and conditions as outlined

Scarborough Lights up Redcliffe Inc. is fully incorporated, allowing tax deductibility of any sponsorship or donation. Tax receipts will be issued for all monies received.

Cheque: Payable to "Scarborough Lights" and mailed to:
Shop 1/89 Landsborough Ave, Scarborough QLD 4020

EFT Transfer: Acc Name: Scarborough Lights BSB: 124001 Acc No: 20360331

To ensure your sponsorship contribution is allocated to you, please fax your remittance to (07)32834192 or Email remittance details to info@scarboroughlights.org.au

Cash: We are also happy to collect your cash payment. Please call Sue White 0438661904 to arrange.

Thank you! Your wonderful support is greatly appreciated and will help make this Christmas
magic!