



Welcome Dinner 2019



Maleny & District

September 18th 2019

Celebrating our 14th Anniversary



Proudly sponsored by



Expand Your Business!

**Direct your marketing to where it attracts new customers – to Newcomers
and remind the Community what you offer**

On September 18th 2019 the annual Welcome Dinner will be held at the Show Pavilion in the Maleny Showgrounds. It will be hosted again by the Lions Club of Maleny Blackall Range.

Over the past twelve years over 1000 newcomers have been welcomed to our region through our Welcome Dinners. Last year was a sell out again.

This year the expectation is for at least 200 people to attend. More than half of these will be newcomers to the Maleny and District area, which is a healthy sign for all local businesses.

The opportunity now exists for your business to become part of the commercial lives of these newcomers to the region by sponsoring this year's event.

Newcomers and their families will all need the help of professionals and tradespeople in the area as well as basic services from the retail sector.

What better way to put your business's name firmly into the minds of new clients than sponsoring such an enjoyable event as the Welcome Dinner?

To get in on the ground floor and be recognised as someone new families (and the locals) should do business with, a number of sponsoring opportunities are available for you now.

MAJOR SPONSORS

❖ *Platinum Sponsors \$1500 - Maximum Recognition*

- You will be given maximum recognition during and prior to the event, with unlimited signage displayed at the venue and logos displayed on all stationery and advertising.
- Your logo will appear on approximately 500 invitations, all tickets, letterheads and banners of the Welcome Dinner;
- We are providing you with a target market of Newcomers at the Dinner. On the night, you will have the opportunity to talk with around 200 guests both local and new to town if you arrive early before being seated and during the night if you wish to circulate.
- Unlimited signage displayed on the night;

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- We can do a link from our Website to yours and do Facebook posts acknowledging you as a sponsor and give you the opportunity to provide us with a 2-minute video that would be put on the Website and Facebook page;
- We would personally introduce and thank you on the night so people know who you are;
- Allow you to have an exclusive offer to the attendees that can be placed at each table setting;
- **A complimentary Trade display area will be available to you;**
- **A photo of your shop front or business setting can be included in the 'rolling slideshow' during the evening;**
- Have a dedicated LION on the night that can introduce you to key members of our community at the beginning of the night;
- There will also be multiple mentions of your sponsorship prior to the event as we promote the event as well as during the event;
- Advertising can be provided by you and inserted in a Welcome Pack given to each newcomer;
- **Four complimentary tickets** are included in the package, valued at \$160.

❖ **Gold Sponsors \$1000 - Special Recognition**

- Your logo will appear on approximately 500 invitations and letterheads of the Welcome Dinner;
- You will receive special attention during the night through large signage and multiple mentions during the evening and prominent site for a Trade display area;
- We are providing you with a target market of Newcomers at the Dinner. On the night, you will have the opportunity to talk with around 200 guests both local and new to town;
- **A complimentary Trade display area will be available to you;**
- **A photo of your shop front or business setting can be included in the 'rolling slideshow' during the evening;**
- Advertising can be provided by you and inserted in a Welcome Pack given to each newcomer;
- You will receive recognition during, and prior to, the event on our Website and Facebook page. We give you a chance to provide us with a two-minute video that we could put up on our website and Facebook page.
- We would personally introduce and thank you on the night so people know who you are.
- **Four complimentary tickets** are included, valued at \$160.

❖ **Silver Sponsors \$500 – Significant Recognition**

- You will be given significant recognition during the evening and through signage;
- We are providing you with a target market of Newcomers at the Dinner. On the night, you will have the opportunity to talk with around 200 guests both local and new to town;
- **A complimentary Trade display area will be available to you;**

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- ❖ A photo of your shop front or business setting can be included in the 'rolling slideshow' during the evening;
- Advertising can be provided by you and inserted in a Welcome Pack given to each newcomer;
- Mentions to people attending the dinner of your sponsorship and a larger size mention on our "Thank you to Sponsors" placemats;
- **Two complimentary tickets** included, valued at \$80.

❖ ***Bronze Sponsors - \$250***

- We are providing you with a target market of Newcomers at the Dinner. On the night, you will have the opportunity to talk with around 200 guests both local and new to town;
- Given recognition by advertising in the Pavilion;
- A complimentary Trade display area will be available to you;
- A photo of your shop front or business setting can be included in the 'rolling slideshow' during the evening;
- Advertising can be provided by you and inserted in a Welcome Pack given to each newcomer;
- Given recognition on the "Thank you to Sponsors" on the placemats;
- **One complimentary ticket**, valued at \$40.

MINOR SPONSORS

Sponsor \$150

- We are providing you with a target market of Newcomers at the Dinner. On the night, you will have the opportunity to talk with around 200 guests both local and new to town;
- Given recognition on the "Thank you to Sponsors" on the placemats
- Business card/brochure in Welcome Pack given to each newcomer;

Major Sponsors have the benefit of placing their brochure or business card in the Welcome Pack given to all attending/and/or displaying their brochures on display tables on the night.

The first four categories of sponsors above are encouraged to host a display in the Trade Display area, at no extra cost, which will be operating immediately prior to, and during the dinner.

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WELCOME DINNER 2019

MALENY and DISTRICT

Application for sponsorship

Yes, I wish to become a sponsor of the 2019 Welcome Dinner.

Your namePhone:

Business Name

Business Location

Level of Sponsorship (Circle the sponsorship level below)

Minor Sponsorship \$150 (please provide 130 brochures or cards)

Bronze Sponsorship \$250 (please provide 130 brochures or cards)

Silver Sponsorship \$500 (please provide 130 brochures or cards)

Gold Sponsorship \$1000 (please provide 130 brochures or cards)

Platinum Sponsorship \$1500 (please provide 130 brochures or cards) (Booked out)

Other _____

Payment can be made by cheque made payable to the Lions Club of Maleny Blackall Range or direct transfer to;

Account name: Lions Club of Maleny Blackall Range
BSB 124-081 Account No 22902057
Reference: WD Sponsor

For further information please contact;
Glenn Toppin: Mob: 0439 824 924
Garry Astill Mob: 0422 939 282

Lions Club of Maleny Blackall Range
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