



Growth & Community Spirit

The Bacchus Marsh Tourism Association Inc are the founders and hosts of the annual Strawberries & Cherries Weekend. Over the weekend of 20-21 November 2010, we will see the event return for its fourth consecutive year.

Our mission is to “Increase visitor numbers, income and economic benefit to businesses and tourism in Bacchus Marsh”

The success of the 2009 Strawberries & Cherries Weekend is set to continue in 2010 with all of the old activities that our community and tourists have come to love, as well as several new activities, along with the return of the infamous Cherry Pip Spitting Competition! This year we will again see continued event development, with a bigger and even more exciting weekend planned.

Our sponsorship packages offer you the opportunity to be part of the traditional Strawberries & Cherries trail and/or to simply support a growing and vibrant event right here in Bacchus Marsh.

The trail will showcase the strawberry and cherry season in Bacchus Marsh, complimented by fine wine, quality food experiences, local fruit and vegetable produce.

The Association is again set to promote the township of Bacchus Marsh to more than 150,000 households via radio, newspapers, online ads, visitor info centres, the association’s email database and our website.

To date editorial coverage has appeared in all local papers, the Friday and Sunday Herald Sun, and the Geelong Advertiser. Online advertising includes event listings on over 10 websites, including:
www.visitbacchusmarsh.com.au;
www.visitvictoria.com.au;
www.growingmoorabool.com.au;
www.visitmoorabool.com.au

Strawberries & Cherries Weekend Sponsorship

FIREWORKS SHOWCASE \$2000 SPONSOR

- ✓ Exclusive sponsorship of our first ever fireworks show
- ✓ PLUS all Platinum sponsor privileges

MEDIA LAUNCH \$1500 SPONSOR

- ✓ Exclusive sponsorship of our first invitation only media launch event at the strawberry farm
- ✓ PLUS all Platinum sponsor privileges

PLATINUM \$1000 Major Event Sponsor

- ✓ Two invites to the pre-event Media launch.
- ✓ Two invites to the evening event
- ✓ On all print advertising stating you as a major sponsor
- ✓ Appear in our sponsorship category on our website
- ✓ Your name/logo on all promotional flyers
- ✓ Your name on print advertising as a major sponsor to approx 150,000 homes
- ✓ Certificate of Appreciation

GOLD \$300 includes your name and logo

- ✓ Stamp on Trail Map & trail flag (where appropriate)
- ✓ On all print advertising as an event sponsor to approx 150,000 homes
- ✓ On our website within the sponsorships category
- ✓ Your name/logo in all media releases
- ✓ Inclusions of editorials for the event
- ✓ Certificate of Appreciation

SILVER \$200 includes your name

- ✓ On our website (internet sponsors section)
- ✓ On internet sponsors page
- ✓ Certificate of Appreciation

BRONZE \$100

- ✓ Certificate of Appreciation

Tax invoice provided for all levels of sponsorship
To ensure your inclusion in this exciting event contact Bacchus Marsh Tourism Association by: 30 July 2010
For enquires PH: Allan on 0409-211-290
or email: info@visitbacchusmarsh.com.au



"The results speak for themselves – I received a very strong return on investment, and found it was valuable to open up for Sunday trading.

My part in the weekend was as one of the Event Trial Stops – and I was offering 20% off all Xmas stock to encourage more traffic.

I was pleasantly surprised to find that the bulk of event traffic that came into the store mainly purchased full priced stock. Many were out-of-towners, and as such new clients for me. Yet many others that purchased products over the weekend were locals who had specifically come in to support local businesses who were taking the time to promote Bacchus Marsh as part of the event...count me in for next year ☺ "

Studio Crafts by Karen, Main St

Berry nice trail



Regi Holloway (of Jeff Jones Plants and Produce) already knows how scrumptious the cherries are along the Strawberries and Cherries trail, with the freshest of all only arm's-length away.

cherries and strawberry which, by all accounts, are sweet, ripe and ready for picking and eating.

Across the weekend there will be competitions at many of the participating businesses, including a pip-spitting competition at Jeff

By Anne van Alkemade

Are you ready to hit the



Sunday Herald Sun, November 22, 2009 ha...

