



RAINBOW CITY
FESTIVAL





ABOUT THE RAINBOW CITY FESTIVAL

The inaugural Rainbow City Festival will be held in Orange NSW from 22nd - 24th May 2020. Located just 250km from Sydney, and with direct flights connecting Sydney, Brisbane and Melbourne, Orange is a modern, vibrant regional city, long known as Australia's Colour City.

The festival is a three day community celebration bringing together the LGBTQI+ community, their friends, families and allies. We welcome all to join us to celebrate and showcase diversity and inclusion in Orange in this family friendly festival.

Opportunities exist for businesses and organisations to partner with us, not only to build this festival and its events, but to foster an atmosphere of acceptance, diversity and inclusion. Sponsoring this festival will give you the opportunity to connect with the LGBTQI+ community and demonstrate your support for diversity and inclusion.

The Rainbow Flag was popularised as a symbol of the gay community, originating in San Francisco in 1978. Today the rainbow colours are associated with the 'diversity' of the the LGBTQI+ community and is a recognised icon of pride around the world.





ORANGE
CITY COUNCIL
MAYOR
REG KIDD

A MESSAGE FROM THE MAYOR

The Rainbow City Festival showcases Orange as a wonderful, multicultural, and LGBTQI+ inclusive city to the rest of Australia.

It is a festival that shows our city is accepting of diversity and welcoming to all. This event will attract visitors to our local shops, cafes, restaurants and will give them a taste of this beautiful city, which will encourage them to keep coming back.

This inaugural festival, to be held in 2020 as a three-day event, will include multi-venue food and wine events, a community picnic day and a golf event showcasing historic Duntryleague. There will be events specifically for youth, as well as all-age events.

This is a festival put on by the community, for the community. I'm proud to see Orange City Council supporting this event, and I encourage businesses and individuals to sponsor the festival, and to support individual events.

A handwritten signature in white ink that reads "Reg Kidd". The signature is written in a cursive, flowing style.

Cr Reg Kidd
Mayor



A MESSAGE FROM THE COMMITTEE

Fresh, fun, and FABULOUS!

The inaugural Rainbow City Festival in May 2020 will provide a unique opportunity for sponsors to be part of a new and significant event in the Orange social calendar. The Rainbow City Festival aims to showcase LGBTQ+ diversity, inclusiveness, and resilience, and has been driven by local LGBTQ+ people as a celebration for all to experience!

While the Orange region has historically enjoyed a large LGBTQ+ community, it has not, to date, held a specific large-scale event that reflects this. A number of regional centres and rural towns across NSW (e.g. Broken Hill, Dubbo, Hay, Lismore, Wagga Wagga, and Leeton) have held successful LGBTQ+ events in recent years, which have had enormous benefits for those communities, their businesses, local industries, and social cohesion.

The Rainbow City Festival will demonstrate that Orange, too, can put its own unique spin on an LGBTQ+ event: one that seeks to highlight Orange and all it has to offer, as a diverse, interesting, and fun place to enjoy. In partnership with Orange360, and our friends at Orange City Council, the Festival will be promoted in Sydney, Canberra, and across NSW, capitalising on the strong networks between the central west LGBTQ+ community, and our peers in other locations.

On behalf of the Rainbow City Festival Committee, we invite you to support this exciting and innovative venture, which is sure to be the first of many.

SPONSORSHIP BENEFITS

Our sponsorship packages can be tailored to suit your business and your interests. We would love to discuss your involvement in the Rainbow City Festival and to secure your place in the inaugural festival program.

Sponsorship may include these benefits:

Acknowledgement as a supporter at all official functions

Opportunity to speak at the official 'signature' event

Social media coverage

Logo in official program

Website home page promotion

Full page advertisement in program

Half page advertisement in program

¼ page advertisement in program

Recognition of contribution to festival

Display of your banners at events

Free tickets to signature events

Promotional space available at events (no cost)

Prominent place of location at events

Street banners

Supporter sticker/decal provided for you to display (window, door, vehicle...)

Sponsorship Value

BUSINESS PROMOTION OPTIONS

As an alternative to the above packages, businesses can show their support through the following options:

Business stall at Fair Day: \$350 and includes 1 social media post

Business event host: \$250 and includes website listing, 2 social media posts, program event list and ¼ page ad

Program advertisement: ¼ page ad \$250

RAINBOW
major festival
sponsor

RED
signature
event sponsor

ORANGE
fair day
event sponsor

YELLOW
major event
sponsorship

GREEN
major
supporter

BLUE
festival
supporter

VIOLET
event
host

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| \$25000 | \$15000 | \$10000 | \$7500 | \$5000 | \$1000 | \$250 |





WHY SUPPORT THE RAINBOW CITY FESTIVAL

What's not to love about a festival celebrating the diversity of our local rainbow communities? We are looking to start long term relationships that work and grow with us to develop the festival into the future.

If you want hard data, according to the Australian Bureau of Statistics, people in same-sex couple relationships were more likely to have higher personal incomes than those in opposite-sex couple relationships, higher levels of education, and professional occupations. This market is not necessarily well served by many mainstream services. Quite often couples are double income with no dependents.

Often used to describe the purchasing power of the LGBTQI+ community, the term 'pink dollar' has been part of the Australian vernacular for many years. To attract the pink dollar, businesses need to establish their credentials and build relationships through supporting the LGBTQI+ community. The LGBTQI+ market values inclusion, recognition and personal relationships. The Rainbow City Festival provides a unique opportunity to demonstrate your genuine commitment, and position your business to this affluent, professional and well-educated market. You never know what you might find at the end of the rainbow!





FIND OUT MORE

Business name

ABN

Contact person

Contact email address

Contact phone number

Business information

Sponsorship category

Please email this completed PDF back to info@rainbowcityfestival.com.au or visit rainbowcityfestival.com.au/contact/



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