



How your Business can Benefit.

Every year the Minerama Fossicking & Gem Show is held on the second weekend of March and attracts many visitors to Glen Innes. Visitor numbers were up in 2011 and can easily grow much more –the 2012 Minerama promises to be bigger and better.

In business, we all understand the importance of focused and targeted advertising. Minerama is a prime opportunity for your business to target a large number of motivated customers with diverse interests and needs. The Glen Innes Severn Tourist Association has rated the Minerama as the biggest festival for the area after the Australian Celtic Festival.

- ✓ Minerama is considered by visitors and traders as one of Australia’s best gem shows.
- ✓ Minerama attracts outside visitors to Glen Innes - many stay for extended periods, not just a weekend and become regular and loyal visitors to our district.
- ✓ Minerama will help LOCAL BUSINESS by attracting outside money to Glen Innes.
- ✓ Minerama is run by a voluntary community committee that works all year round to support this event- their current 2012 projection includes a budget for promotion of Minerama thru radio and print media advertising. They are confident that this will contribute to further increases in visitor numbers.
- ✓ Minerama is the second biggest festival for the Glen Innes Severn Region.

The Minerama Committee would like to offer you the opportunity to participate in our extensive publicity campaign through the following sponsorship/advertising offer:

They are offering **GREAT VALUE subsidised advertising** for your business.

DIAMOND \$1,000 +	SAPPHIRE \$500	TOPAZ \$250	DONATION Under \$250
Your details/logo on all promotional material	-	-	-
Name/logo/message on Home page and Sponsors page of website + stating your sponsorship level. Link to your website.	Name/logo/message on Sponsors page of website + stating your sponsorship level. Link to your website	Name/logo/message on Sponsors page of Website + stating your sponsorship level	Name on Sponsors page stating you have made a donation (cash or in kind) to Minerama
Name/logo and phone number on brochure * Large text & border.	Name/logo and phone number on brochure * {Normal Print}	Name & phone number on brochure (smaller print)	-

* Brochure print run is 10,000 copies distributed throughout the year.

Thank you in advance for your support and hope to see you at Minerama on the 9th, 10th & 11th of March 2012.

To secure your sponsorship, please complete the application form over page and return to the Minerama committee as soon as possible.



Sponsorship/Advertising Form

I would like to support Minerama by becoming a Sponsor (tick relevant box below):

DIAMOND

\$1,000+

SAPPHIRE

\$500

TOPAZ

\$250

DONATION

\$ _____

Other forms of Sponsorship are welcome – please contact Minerama
e-mail: enquiries@minerama.com.au for options.

Business Name: _____ ABN: _____
Contact Person: _____ Website: _____
Postal Address: _____ Phone Work : _____
Town: _____ Fax Number: _____
Post Code: _____ Mobile: _____
State: _____ E-mail: _____

Confirmed sponsors will be promoted as outlined in the above sponsorship offer. To maximise advertising exposure for your Business, please ensure that the following details are submitted by the publishing deadline of 30-09-2011:

- Submit a copy of your business logo (an electronic picture format is preferred).
- Provide a website address for your business (for a link on the event sponsors web page).
- Submit a brief message for your business and/or its products or services to be included on the Minerama Sponsors web page.
- Enclose a cheque/money order for the sponsorship amount detailed above \$ _____ .

Please email your details to enquiries@minerama.com.au, or post with your payment to:

Minerama
PO Box 309
GLEN INNES NSW 2370

Please make **cheques payable** to **Minerama** - you will receive a letter confirming your sponsorship payment and a tax invoice.