The Coolamon NYE Street Party will be held on Monday 31 December, 2012. Sponsorship opportunities are now available to allow your business to leverage off the events success.

ABOUT THE COOLAMON NYE STREET PARTY

In 2011, Coolamon was transformed into a hive of activity with over 1500 visitors from throughout the region and beyond enjoying the inaugural Coolamon NYE Street Party (CNYESP). The event featured live entertainment, market stalls, food, children’s activities and a stunning fireworks display.

With support from Coolamon Shire Council, North East Riverina Rural Counselling Service, Commin’s Hendricks, Coolamon Steel Works and Wagga Mutual Credit Union, the CNYESP provided plenty of festive activities for all ages to celebrate the New Year in style!

In 2012, the theme of the Street Party will be based around water and the year 2013 as the International Year of Water Cooperation.

The festival is a credit to the Coolamon community, who pulled together to make this inaugural event the success it was.
ABOUT COOLAMON

A place proudly described as The Heart of Rural Heritage, Coolamon and the Shire’s smaller towns of Ardlethan, Beckom, Ganmain, Marrar and Matong exude history, character and charm.

Investigate the Shire’s villages and check out what these communities have to offer - lazy afternoon lunches and coffees, antique & gift stores, museums, craft outlets and boutique shopping, all in country village settings.

Start with a visit to Coolamon’s Up-to-Date Store, a heritage centre, where you will also find information about our towns and region. The Store is open 7 days a week and staffed by volunteers who are waiting to welcome you.

Other highlights are Coolamon’s RSL Museum, Ganmain’s Historical Museum and Ardlethan’s Heritage Walk. Coolamon Heritage Tours are loads of fun and another way that visitors can learn about the culture and history of the Shire is by touring the Coolamon Shire Heritage Track.

The best in country hospitality is available at the number of eateries, hotels and accommodation facilities throughout the Shire, and beautifully presented parks that feature BBQ facilities, public amenities and children’s playgrounds, provide ideal picnic or rest stops. Our caravan parks are just a stone’s throw from clubs and shopping and a short drive to our neighbours at Temora, Junee, Narrandera and Wagga Wagga.
## MAIN PROGRAM

Wristband = $5 per child or $15 per family (3 or more children)

**Indicates that a wristband is required to take part in this activity**

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| 6.00pm − 9.00pm | Market Stalls                       | Footpaths         | Enjoy a wide array of cuisine stalls as you relax and enjoy the live and local entrainment...  
Cupcakes, fresh juices, cheese and antipasta platters, pizza, pancakes, and more |
|            | Busking and roving entertainment     | Roving            | Live performers, juggling and a Chinese new year dragon                                                                                     |
|            | Animal Farm & Pony Rides**           | Old Coolamon Nursery | Old Kentucky Farm is coming to Coolamon. Children will have the opportunity to feed and cuddle some gorgeous animals, and learn about some of the rare breeds they have.  
Pony and donkey rides will also be available. |
|            | Kids Korner**                        | A central location under tent | Plaster arms  
Spinning Wheels  
Flag painting  
Have some fun with party Kapers... |
|            | Face Painting & Balloon Art **       | Grassed area      |                                                                                                                                            |
|            | Mums Rooms & First Aid **            | CWA Building      | Great space to feed and change bubs, sit for some quiet time and enjoy a cuppa                                                            |
| 9.00pm     | Feature Act − Ardlethan's very own Blazing Saddles | Wagga Mutual Credit Union Main Stage | Blazing Saddles, Ardlethan’s newest band will be performing                                                                                  |
| 9.45pm     | Fireworks                            | Opposite Delta Ag | Celebrate the end of 2011 with a bang!!!!                                                                                                    |
| 10.00pm    | Enjoy the entertainment at the pubs  | Local pubs        | Live entertainment                                                                                                                          |

*Note: This program is subject to change in 2012*
GOLD SPONSOR PACKAGE

SOLD NERCCS

As the gold sponsor of the Coolamon NYE Street Party your business will receive the following benefits:

**Logo representation, acknowledgement and advertising**
- NERCCS logo included on all event signage at venues as “Gold Sponsor”
- MERCCS logo in all event marketing print material and possible newspaper advertising
- Company name in the event program
- Naming rights to the “Main State” if applicable
- “Major Sponsor” status on CNYESP page of Coolamon website and on event Facebook
- Opportunity for a representative to officially open the event
- 3m x 3m product display area or stall at the event
- Company brochure, flyer or product sample in event give-away’s if applicable
- Verbal acknowledgement at the event

**Your Investment: $3,000 (GST inc)**

*Note: this is a 1 year contract term*
SILVER SPONSOR PACKAGE

As a silver sponsor of the Coolamon NYE Street Party you will receive the following benefits:

Logo representation, acknowledgement and advertising
- Company name/logo included on all event signage at venues as “Silver Sponsor”
- Company name/logo in all event marketing print material and possible newspaper advertising
- Company name in the event program
- “Silver Sponsor” status on the CNYESP page of the Coolamon Tourism website and on the event Facebook
- Verbal acknowledgement at the event

Your Investment: $2,000 + GST

Note: this is a 1 year contract term

Photo credit: Harris Studios
‘LOCAL’ SPONSOR PACKAGE

Local Coolamon businesses only!

Logo representation, acknowledgement and advertising
- “Local Supporter” status on the CNYESP page of the Coolamon Tourism website and on the event Facebook
- Company name in the event program
- Company name on event posters
- Verbal acknowledgement at the event

Your Investment: $400 + GST

Note: this is a 1 year contract term

MEDIA SPONSOR PACKAGE

Coolamon NYE Street Party offers Media Sponsorship in one category: Newspaper. By becoming a Media Sponsor of the event, your company will be connecting with a large segment of its audience and reinforcing a local profile.

Logo representation, acknowledgement and advertising
- Opportunity to display signage at all event venues
- Company name/logo in all event marketing print material and possible newspaper advertising
- Company name/logo in the event program
- “Media Sponsor” status on the CNYESP page of the Coolamon Tourism website and on the event Facebook
- Verbal acknowledgement at the event

Your Investment: In kind advertising of the event from 31 October – 31 December 2012

Note: this is a 1 year contract term
EXCLUSIVE EVENT SPONSORSHIPS

CHILDRENS ACTIVITIES

- Naming rights to the “__________________ Children’s Activities”
- Exclusive signage opportunities at the activities (signage supplied by the sponsor)

Logo representation, acknowledgement and advertising

- Company name in event program
- Logo and link on the CNYESP page of the Coolamon website and on event Facebook
- Logo on event posters
- Opportunities for sponsor-provided signage at venues by negotiation
- Verbal acknowledgement at the event

Your Investment: $2,000 + GST (cash or in-kind through provisions of catering and marquee)
ART EXHIBITION (TBC)

- Naming rights to the "__________________Art Exhibition"
- Exclusive signage opportunities at the Art Exhibition (signage supplied by the sponsor)

**Logo representation, acknowledgement and advertising**

- Company name in event program
- Logo and link on CNYESP page of the Coolamon website and on event Facebook
- Logo on event posters
- Opportunities for sponsor-provided signage at venues by negotiation
- Verbal acknowledgement at the event

**Your Investment:** $1,000 + GST

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**VOLUNTEERS SPONSOR**

- Opportunity to supply branded shirts, hats and water bottles to volunteers to wear at the event
- Company logo on CNYESP page of the Coolamon Tourism website and on the event Facebook
- Verbal acknowledgement at the event
- Company logo in the event program

**Your Investment:** $500 cash + GST and 20 branded t-shirts and hats (if applicable)
There are many other sponsorship opportunities available at the 2012 Coolamon NYE Street Party.

We will work with you to tailor the right package!

- Essential festival services – power, amenities, security, printing, advertising, photography, sound and visual production
- Chairs & tables
- MC or performer
- Competition prizes
- Event show bags
- Accommodation & Transport services for VIP’s

CONTACT DETAILS

For more information on the Coolamon NYE Street Party or Sponsorship opportunities please contact:

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