



**Yea Arts Inc**  
PO Box 115  
Yea Vic 3717  
ABN 66223441230

**Dear Artist, Community Group, Business Operator, Art Enthusiast and anyone interested in Yea:**

Now celebrating its 3rd year, the Yea Arts Carnivale is fast becoming a major drawcard in Murrindindi's Events Calendar. Celebrating the arts is a wonderful way to embrace our many talents.

The 2016 Yea Arts Carnivale will be held from Friday January 22 to Australia Day, January 26, in conjunction with the Rotary Art Show that starts on Thursday, January 21.

To continue the trend and make this Yea Arts Carnivale an even bigger success, we need all in the community as active partners. Everyone is invited to join in the celebrations where imagination is your only limitation! All art forms are welcome. As in previous years, the Carnivale will be a spectacular celebration of Yea, the surrounding district, community, family and, of course, artistic endeavours.

This letter is firstly to express the Arts Carnivale committee's appreciation for your past participation and/or sponsorship. Your support has contributed significantly to the success of the first two Carnivales, encouraging our small volunteer committee and making it possible to plan and promote a program that attracts people to a thoroughly enjoyable and rewarding celebration of our region.

This year our organisation has been incorporated, enabling it to obtain an ABN and open its own bank account. We also became recognised by Regional Arts Victoria. Yea Arts Inc. will now be available to support other local arts based events at any time of the year, enabling continual celebration of the arts to the wonderful Yea and District community while extending opportunities for the incredible arts talents of the residents.

The plan for January is to have events that appeal to the full range of our community over the four days and five evenings of the Carnivale. We are keen to add more music to the program with buskers giving High Street a real Carnivale atmosphere and we have plans to bring opera to the public in a most unusual way (stay tuned).

However, time is against us and we must apply strict deadlines this year as all promotional and marketing material needs to be finalised well before Christmas – enabling everyone to prepare for the Carnivale.

There is still a lot of planning work for the committee to do, but none of it can happen without your support. We invite your business, community group or organisation to join us and be part of this wonderful Carnivale.

For any inquiry, please contact Libby Webster, Sonja Herges, Russell Wealands, or myself at any time. If you are a business or professional artist you can pay online when you submit your application form to participate. If you need assistance please contact Bob 0411 844 192 or Libby 0411 339 041.

## **SPONSORSHIP OFFERS**

The economic and promotional opportunities offered by the Carnivale for our town and district are immense. We are thrilled with the support we are already receiving from businesses, community groups, artists, the Murrindindi Shire and the State Government, but obviously, the promotion and marketing of these events come at no small cost and we are looking to local businesses and participants for financial support.

### **GOLD CARNIVALE SPONSOR: \$3,000**

As a Major sponsor your company will enjoy these benefits:

- Your company logo will be included on all promotional materials, media releases, marketing,
- Your company logo will be within the Carnivale program – 3,000 copies will be distributed throughout Yea and the region and beyond,
- Option to become a naming right sponsor of one of the events, such as the ‘Tunnel Vision’ event at Cheviot Tunnel,
- Your company logo will be included on all promotional materials and marketing, on the Yea Arts Carnivale website [www.yeaartscarnivale.com.au](http://www.yeaartscarnivale.com.au) including a link to your website, face book page and mentions on twitter,
- Acknowledgement at media and other launches and in all media releases,
- Opportunity to display company banners and promotional signage at events and in the town.

### **SILVER CARNIVALE SPONSOR: \$2,000**

As a supporting sponsor your company will have the opportunity to showcase your business/organisation by:

- Your companies / organisation’s logo will be included on promotional materials for the Carnivale, including the website,
- Your company logo will be included in the Carnivale program – 3,000 copies will be distributed throughout Yea and the region and beyond, plus posters,
- Your company logo will be included on all promotional materials and marketing, on the Yea Arts Carnivale website [www.yeaartscarnivale.com.au](http://www.yeaartscarnivale.com.au) including a link to your website, face book page and mentions on twitter,
- Acknowledgement at media and other launches and in all media releases.

**BRONZE CARNIVALE SPONSORS: \$500+**

As a supporting sponsor your company will have the opportunity to showcase your business/organisation by:

- Your companies/organisation's name will be included on the Carnivale website,
- Your companies name will be on the Carnivale program,
- Opportunity for promotional material to be given out.

**FRIENDS OF THE CARNIVALE – Membership of Yea Arts Inc**

Sponsorship can be in cash or in kind. No matter what size the sponsorship might be, all 'in-kind' contributions are most appreciate and will be acknowledged on our official website.

We strongly encourage everyone: individuals, community groups, businesses, our schools and government agencies to join us and celebrate in the Carnivale spirit. This really is Yea's chance to shine, celebrate our arts – and party too!

Please do not hesitate to contact myself or our Event Director Libby Webster on 0411 339 041 or email [info@yeartscarnivale.com.au](mailto:info@yeartscarnivale.com.au) and let's work together to grow the Yea Arts Carnivale!

***Yours in celebration,***

Bob Glenister  
Chairman, Yea Arts Carnivale Committee