



# 2024 Partnership Proposal





After a triumphant return last year in 2023 following a three-year hiatus due to fires and floods, our highly anticipated community event is set to dazzle once again. This year, festivities will take place at the Lismore Turf Club on June 16, with additional activities planned for the CBD on Saturday, June 15. A progressive dinner around the streets of Lismore is also planned for Thursday 20 June, as part of our 'A Week of Winter Wonder' in Lismore, culminating in the 30th Lismore Lantern Parade on Saturday, June 22nd.

### **Why Partner with Lismore Friendship Festival Inc?**

The Lismore Friendship Festival Inc. is an exhilarating community initiative dedicated to celebrating our shared historical Italian heritage in the Northern Rivers of NSW. This is your opportunity to become part of this community festival; to put your brand forward in a new location in a fresh and exciting way that shows your desire to be part of building Lismore back better!

Our festival honours Lismore's enduring friendship with Conegliano & Vittorio Veneto in northern Italy, recognising the invaluable contributions of Italian settlers to our district. Rooted in engagement with all residents and visitors, our theme offers individuals, businesses, and government entities a unique opportunity to invest in our community's cultural vitality. We collaborate closely with Lismore City Council to strengthen our friendship-city relationships.

This is an invitation to be part of the excitement and become a partner in a major celebration of this community's diversity and spirit.

### **Key highlights (TBC) of A Week of Winter Wonder:**

- June 15 – Italian Cooking workshop – learn to cook 5 different types of pasta with an Italian chef
- June 16 - 2024 LisAmore! is our premier event which promises an authentic, free, family-friendly experience, inviting everyone to embrace their inner Italian! This beloved event has historically drawn 4,000-5,000 attendees. Featuring Italian music, cuisine, wine, and various activities infused with Italian charm, the festival runs from 10 am to 3 pm.
- June 19 – Italian movies at the Star Court.
- June 20 - Progressive dinner – enjoy Lismore at night with new and old friends. Stroll around the CBD venturing into several different venues for a taste of Italy.

### **Our target audience:**

The target audience encompasses all age groups within the Lismore and regional community, providing an intergenerational reach. Additionally, promotional efforts extend to residents in S.E. Queensland, the Mid North Coast, and the Granite Belt of Queensland through conventional media and various social media platforms.

Organisers strive to cultivate an inclusive environment where guests can come together, actively participate, and enjoy themselves as a unified community. By celebrating our diverse heritage and embracing aspects of other cultures, we aim to underscore the positive impacts of immigration on our community.

Work this year will include targeting Grey Nomads to entice them to stay for a whole week in Lismore at the Lismore Showgrounds which is set up to accommodate these guests.

Expanding our audience beyond the event itself is a key long-term objective for the organisers, particularly targeting Italy. It is our hope that one day, LisAmore will become a destination on their travel itineraries, further fostering international connections and cultural exchange.

## The importance of social capital:

In the aftermath of the 2022 floods, social capital becomes increasingly vital for community resilience and cohesion. Events and festivals serve as invaluable opportunities for us to unite and rebuild. The Lismore Friendship Festival's LisAmore!, in particular, offers a sanctuary from the routine of daily life, where individuals can come together to share laughter, dance, and form connections with strangers. It is this sense of joy and camaraderie that we strive to cultivate.

Moreover, beyond the intangible benefits of social bonding, the festival also plays a significant role in bolstering the local economy. By engaging event managers, designers, and media outlets, we contribute to the growth of Lismore's creative economy. Additionally, the influx of guests amplifies tourism numbers, providing exposure to accommodation providers and small businesses, thus further stimulating economic activity in the region.

## Partnership opportunities

There are numerous ways for you to be part of this beloved festival and make a meaningful impact. Reach out to us to explore the perfect fit for your interests, resources, and desired level of involvement, whether through financial contributions, providing volunteers, supporting our promotional activities or in-kind support. Our dedicated team is eager to collaborate with you to ensure attendees have an unforgettable experience and to solidify the festival's legacy for years to come.

Depending on the level of support you provide, the benefits for your organisation could be extensive:

- **Prominent Brand Exposure:** Your logo will be prominently featured on various Festival print materials, including posters, flyers as well as in Festival advertisements and on our active social media platforms such as Facebook and Instagram. Additionally, your brand will be showcased in our TV advertisements, maximizing exposure to a wider audience.
- **On-Site Visibility:** Depending on your sponsorship level, you may have the opportunity to prominently display your banner or set up an area to showcase your promotional materials at LisAmore! itself, ensuring maximum visibility among event attendees.
- **Recognition during Speeches:** Platino and Oro sponsors will receive special recognition during main speeches on the day, underscoring your organisation's invaluable support and commitment to the festival's success.
- **Editorial Recognition:** Sponsoring specific elements of the festival's entertainment program, activities such as traditional Italian games, tug-of-war competitions, children's and adult performances, and logistical aspects of the event will earn your organisation editorial recognition, highlighting your contributions to the Festival's diverse offerings.
- **Raffle Sponsorship:** Our giant raffle, drawn on the day of the festival and sold throughout March to June, presents a unique sponsorship opportunity. Your organisation could provide the coveted first or second prize, whether it's a cash amount transformed into an exciting prize package.
- **Social Media Engagement:** For smaller sponsorships, there are opportunities to sponsor prizes for our engaging social media games, allowing your organisation to connect with our online audience whilst showcasing your business.
- **Volunteering on the Day:** Do you have a work volunteer program? Our event wouldn't be possible without the volunteers.

Don't miss the chance to be part of this iconic event and showcase your organisation's commitment to community engagement and cultural celebration. Help us help build social capital in Lismore.



**How we celebrate you and your business:**

ENTITLEMENTS	PLATINO 2000 <	ORO 1500 -1999	ARGENTO 500 - 1499	BRONZO 250 - 499
Recognition as partner on TV Ad broadcast from Coffs Harbour to Stanthorpe and SE QLD				
Logo on main poster				Name only
Logo included on print advertising				
Logo on LisAmore! DL flyer				
Logo on acknowledgment board displayed at all events in June				Name only
Your banner displayed at LisAmore!				
Can display promotional materials and have a stall at the LisAmore!				
Logo on FF website including link to your website with a statement from sponsor				
Logo included on FF website				
Inclusion on FB (# of times)				
Inclusion on Instagram (# of times)				
Included in main speech				
Recognised on the day by MC				

Partners under \$250 will have their name on the sponsors acknowledgment board as well as on the main poster.

**Interested in hearing more:**

We look forward to customising your engagement with **2024 LisAmore! Festival** and to welcome you and your business into the fold.

Please contact our **Festival Manager**, Aliison Kelly • [aliison@internode.on.net](mailto:aliison@internode.on.net) • 0428 216 079

**Check LisAmore! out on**

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<https://www.instagram.com/friendshipfestivallismore/>  
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