



16 September to 3 October
Corbett Gardens . Bowral . NSW

TICKETED EVENT



Regional
NSW



Sponsorship Proposal



What is Tulip Time?

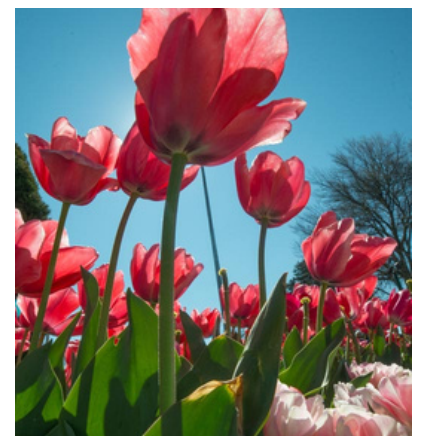
Tulip Time is a floral festival featuring 75,000 mass planted tulips in Corbett Gardens in Bowral in the Southern Highlands.

Being an under two-hour drive from Sydney, the South Coast and Canberra, Tulip Time is perfect for day trippers and mini-break visitors,

When is Tulip Time?

Tulip Time heralds the arrival of Spring when the Southern Highlands bursts into bloom.

Tulip Time 2022 takes place from Friday 16 September to Monday 3 October.



Who visits Tulip Time?

Over 55,000 people are attracted to Tulip Time over its 18 days in Corbett Gardens.

91% of these come from regional NSW with 56% of those coming from the Sydney region. On average, 27% of visitors are aged between 55 and 64 and 53% of visitors over 65 years of age.

What's New for Tulip Time 2022?



Tulips After Dark

Every Friday and Saturday evenings throughout Tulip Time, the tulip beds will be lit up, cool bands will be playing, and the Tulip Time Bar will be open offering Southern Highlands wines.



On-line tickets

Tickets for one of two daily sessions, and Tulips After Dark will be required to be purchased on line.

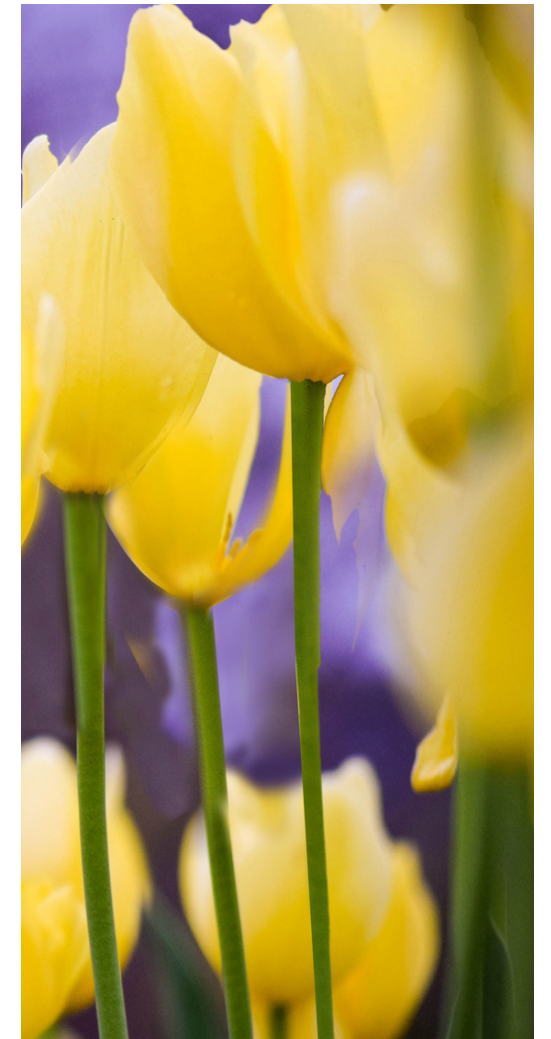


QR Codes

Each Tulip bed will feature a bespoke QR code behind which will sit information about the variety of tulips featured in the bed.

How is Tulip Time promoted?

- On a range of digital social media platforms – Face Book and Instagram.
- Through paid google ads and advertising in the Probus, Country Womens Association and Australian Traveller digital & printed newsletters.
- On the Destination NSW web site
- On local and Sydney radio stations
- Through monthly newsletter to the Tulip Time subscribers.
- On mesh screens around the Tulip beds in Corbett Gardens from May,
- On flags on the main street from September.
- Word of mouth by past visitors and locals to their friends and families.





Tulips After Dark Sponsorship Package

\$14,950 + gst

Every Friday* and Saturday evening the tulip displays will be lit up, the Tulip Time Bar will be open and the band will be playing for **Tulips After Dark** (TAD) - 5 nights in total.

Indicative sponsor benefits:

- Provision of a 3x3m site for activation purposes during Tulip Time.
- Provision of tickets and reserved table for up to 6 guests on TAD evenings.
- Placement of two branded feather banners on stage on TAD evenings
- Feature article in EDM sent out to Tulip Time subscribers.
- Premium sponsor logo placement on Tulip Time mesh promotional materials around the Tulip Beds from May to September.*
- Premium logo placement on Tulip Time marketing materials.
- Logo placement on Tulip Time street banners.

*only available if sponsorship confirmed prior to mid-April



Twilight Tulips Sponsorship Package \$5,950 + gst

Twilight Tulips offer sponsors access to Corbett Gardens between 6.00pm and 8.00pm on a Monday, Wednesday or Thursday evening to host a private viewings of the displays for their clients and potential clients or public for a branded evening activity ie a film night.

Indicative sponsor benefits:

- Exclusive use of Corbett Gardens on selected night.
- Branded naming of the exclusive night.
- Promotion of night on Tulip Time website and social media.
- Feature article in EDM sent out to Tulip Time subscribers .
- Logo placement in Tulip Time promotional material and on-site signage.
- Logo placement on the Tulip Time Website and EDM.



Tulip Bed Identification QR Signs

\$5,950 + gst

Garden beds featuring tulips and prominent trees will feature a QR code for visitors to scan to find out more about the tulips featured in the bed or the about the tree/shrub.

Indicative sponsor benefits:

- Logo placement on QR signage and exposure on the information pages linked to the QR code.
- Feature article in EDM sent out to Tulip Time subscribers.
- Logo placement on Tulip Time printed materials and site signage.
- Logo promotion on the Tulip Time Website and EDM.



Tulip Tunes Supporter

\$1,950 + gst

Daily entertainment by local bands, schools and choirs and dancers are an integral feature of Tulip Time. Supporters are offered the opportunity to sponsor a day's entertainment.

Indicative sponsor benefits:

- Two sponsor feather banners adjacent to stage for the day supporter.
- Distribution of promotion materials in Corbett Gardens on the day supported.
- Logo placement on daily entertainment signage and promotional material.
- Naming rights ie Face Painting bought to you by
- Logo placement on entertainment page on Tulip Time Website.



**For more information
contact**

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