



9TH MARCH - 11TH MARCH 2024

PARTNERSHIP OPPORTUNITIES



PARTNER WITH WOODEN BOAT FESTIVAL GEELONG

Align with the maritime celebration of craftsmanship and heritage at the Wooden Boat Festival Geelong. Set against the picturesque backdrop of the Royal Geelong Yacht Club, the Wooden Boat Festival Geelong provides an opportunity to align your brand with the epitome of maritime artistry!

We invite you to join us in preserving and celebrating this rich maritime tapestry. Your sponsorship not only aligns your brand with a cherished Geelong tradition, but also supports an event that's fosters community, craftsmanship, and the spirit of the sea

FESTIVAL OPPORTUNITIES

Immerse your brand in the spotlight at the Wooden Boat Festival Geelong, where the allure of craftsmanship meets the beauty of the sea. With a staggering 40,000 visitors expected, our event promises a unique platform for exposure. Picture your brand alongside visiting tall ships, showcased marquee displays, and exclusive hospitality experiences that are bound to captivate both social media and mass media audiences through unique imagery. Our Festival isn't just an event; it's an experience with a lecture theatre featuring

esteemed guest speakers, a family-friendly program, and the much loved St Ayles Skiff Rowing. Engage with local community groups and amplify your brand's presence through product sampling and dynamic activations. As sponsors, you're not just supporting an event; you're part of a collaboration that maximizes your marketing activities, delivering exceptional brand experiences!

Join us in connecting with competitors, visitors, and fellow sponsors - position your brand at the helm of maritime excellence!

GET IN TOUCH

Steve Hassell

Sales & Relationships Manager

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FESTIVAL HIGHLIGHTS

ENGAGEMENT HIGHLIGHTS



180

Boats attend
Wooden
Boat Festival



1,200

Sailors attend
Wooden Boat
Festival



40,000

Spectators
attend Wooden
Boat Festival



**Australian
Wide Media
Coverage**



THE BENEFITS!

- A traditional craft based festival attracting appreciators of wooden boat building.
- Shoreside entertainment includes blues and jazz music, food and boat displays.
- Attracts families and adults for its relaxed atmosphere and emphasis on fine craftsmanship.
- More than 40,000 people and 180 boats visiting over the weekend.

SPONSORSHIP OPPORTUNITIES



	PRESENTING PARTNER	MAJOR SPONSOR	EVENT SPONSOR	TALL SHIP SPONSOR	ASSOCIATE SPONSOR
	VALUE: PRICELESS INVESTMENT FROM \$25K	INVESTMENT FROM \$10K	DISPLAY PLACE INVESTMENT FROM \$2,500	INVESTMENT FROM \$2,000	NO DISPLAY PLACE INVESTMENT FROM \$1,500
<i>Presenting Partner Status</i>					
<i>Naming Rights - Race Series</i>					
<i>Flags on Display</i>					
<i>Sponsor Signage</i>					
<i>Exhibitor Stall 3x6m</i>					
<i>Advertising on Big Screen</i>					
<i>Social Media promotion</i>					
<i>Insert in Skippers Pack</i>					
<i>eDM to Data Base</i>					
<i>Event Program Advertising Space</i>					
<i>Trophy Presentations</i>					
<i>VIP Invitations</i>					
<i>eDM to database</i>					
<i>Trophy presentation</i>					
<i>VIP Invitations</i>					
<i>School Group Excursions</i>					
<i>Team Building</i>					
<i>Client Hospitality</i>					
<i>Individual Voyage Passage</i>					

BRAND OPPORTUNITIES

	PRESENTING PARTNER	MAJOR SPONSOR	EVENT SPONSOR DISPLAY PLACE	TALL SHIP SPONSOR	EVENT SPONSOR NO DISPLAY
Website					
WBF e-newsletter					
Tiered Sponsor Signage					
Members' Bar TV					
Sailing Instructions					
Trophies					
Results					



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