



Alfesta 2022 Sponsorship Coordinator
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Lewis Ponds NSW 2800
0425 322 008
alfesta2022sponser@gmail.com

20th June, 2021

On behalf of the Alfa Romeo Owners' Club of Australia (NSW Division), we are offering all our *Amatori Alfa* advertisers and other selected businesses the opportunity to sponsor activities at Alfesta 2022, the national annual meeting of Alfa Romeo Owners Club members, to be held over Easter 2022 (14 – 18th April).

Alfesta 2022 will be held at Port Macquarie, on the beautiful north coast of NSW, centrally located between Sydney and Brisbane. Attendees will stay at Waters Edge Boutique Hotel, Port Macquarie, and participate in a variety of Alfa Romeo themed events over three days.

The advertising for the event is sent to every state Division of the Alfa Romeo Owners Club, and while the actual event provides four days of exposure for your product/s, prior advertising will give you up to nine months exposure to Alfa owners nationwide. Alfesta is promoted through a variety of media: club magazines, newsletters and web sites. Sponsors that sign up early will benefit from the longest exposure.

We are hoping that your organisation will be able to assist us, and in turn, we will promote your products/services to our members, and in some cases, the general public as well.

There are a number of ways to be involved:

1. Nominate a sponsorship package – 3 levels are available.
2. Naming rights to a particular event - your business name will be placed in front of an event of your choice, an advertisement placed in the program and acknowledgement both at the event itself and in subsequent reports.
3. Contribute to the cost of running an activity or supplying an Alfesta product.
4. Provide product/vouchers as prizes to be raffled or awarded for activities, or included in the Welcome pack that each participant receives on arrival.
5. Advertise in the Alfesta program.

The list of sponsorship opportunities is attached. Remember that participants will be attending from all over the country and that your physical location is often no barrier to doing business!

Of course, if you simply wish to come along and join the fun, please go to the Alfesta 2022 website for all the details. If you're not already a member of AROCA, now's the time to join your local Division, as Alfesta is a members' only event.

We hope that you will be able to assist us by committing to one of the levels of contribution. Please contact me, Tim Guinness, on 0425 322 008 (m) if you have any questions.

Looking forward to your support and participation,

Yours sincerely,

Tim Guinness
on behalf of the Alfesta Sub-committee
Alfa Romeo Owners' Club of Australia (NSW), Inc.

Alfesta Port Macquarie 2022 Sponsorship Opportunities

Advertising exposure for all sponsors includes:

Advertisement in Alfesta booklet, a copy of which is given to all participants (details below);

Your logo uploaded to the Alfesta web page, linked to each of the five Divisions' web pages, and linked to your own web presence;

Advertisements will appear on event notices in each Division's published electronic and print media; and

All sponsors will be recognised throughout the event.

Individual Event Packages

Day	Activity / Expense	Cost	Benefit
Thurs 14th April	Registration – refreshments	\$500	Naming right, Promotional opportunities, Quarter page ad in Alfesta program booklet.
	Welcome pack	\$750	Naming right, Promotional opportunities, Half page ad in Alfesta program booklet.
Fri, 15 th April	Alfesta morning activity - TBC	\$500	Naming right, Promotional opportunities at welcome speech. Quarter page ad in Alfesta program booklet.
	Dinner at Waters Edge (includes pre-dinner drinks/happy hour)	\$650	Naming right, Promotional opportunities during speeches. Half page ad in Alfesta program booklet.
Sat, 16 th April	Show 'n' Shine* Prizes	\$1000	Naming right, Promotional opportunities at event, ad Inside back cover of program
	Dinner	\$650	Naming right, Promotional opportunities during speeches Quarter page ad in Alfesta program booklet.
Sun, 17 th April	Ray Sharp Memorial Observation Run around Port Macquarie region. Trophy and prizes.	\$1500	Naming right, Promotional opportunities quarter page ad in Alfesta program booklet.
	Presentation dinner (includes Pre-dinner Drinks happy hour)	\$950	Naming right, Promotional opportunities during speeches, Half page ad in Alfesta program booklet.

Free standing banners, gift vouchers, product samples, discounted goods and other promotional materials are welcome – please talk to us.

Advertising Only Rates - Alfesta Program

Please note that the program will be A5 paper size and that you will need to provide advertisement digital artwork in colour.

Additional promotional materials, eg. Flyers to go into the Welcome pack, will also need to be provided by you.

Position	Size	No. available	Cost
Inside front cover	½ page l/scape	1	\$250
Inside back cover	Full page portrait	1	\$300
Outside back cover	Full page portrait	1	\$500
Within content	Full page portrait	1 [^]	\$250
Within content	½ page l/scape	2 [^]	\$140
Within content	¼ page portrait	5 + 4 [^]	\$75

As there's only one of each opportunity available, please contact me as soon as you can to secure your first choice. Payment details will be provided once your choice has been confirmed

Your details:

Name: _____ Mobile phone: _____

Your email: _____

Business name: _____

Alfesta activity/s or you wish to sponsor _____

Please contact me:

Tim Guinness

Alfesta 2022 Sponsorship Coordinator

mob: 0425 322 008

or email: sponsorship@alfesta2022.net

