



NEAR NORTH FESTIVALS

P R E S E N T S



# SUNSHINE COAST COMEDY FESTIVAL

NOVEMBER 11-14, 2021

**PARTNERSHIP  
DOCUMENT**

Commercial in Confidence

# MESSAGE FROM THE DIRECTOR

Here at SCCF we feel extremely lucky to be able to live and work where we do. We're thrilled to call this country home and acknowledge the Gubbi Gubbi/Kabi Kabi and Jinibara peoples and their Elders as the traditional custodians of this land. We believe the Sunshine Coast Comedy Festival offers us the greatest opportunity to contribute to the livability of the region as we seek to deliver better community events, supporting economic development and increasing our cultural standing whilst directly contributing to the sustainable management of local events and lifestyle.

The festival is developed under the auspices of Near North Festivals, an events company founded by myself and business partner Guy Harrison for the purpose of building relationships of substance between industry, artists and communities. Between us we have more than thirty years experience within the arts and entertainment sectors, and are thrilled to announce Rebecca Chandler as Executive Producer for the festival. Bec brings with her a wealth of experience from roles with Adelaide Fringe Festival, Melbourne International Comedy Festival and her years as a high level artist manager.

We're ambitious about what comedy can do for our partners, firm believers that when audiences are laughing, they're listening. We are considerate in our choice of event sponsors and by doing so, are best positioned to create consistent brand messaging and value for those we work with. We would love to begin a conversation with yourself about some of our sponsorship opportunities available this year and learn how best we can support your company through the Sunshine Coast Comedy Festival.



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FOR OUR PARTNERS, FIRM BELIEVERS THAT WHEN  
AUDIENCES ARE LAUGHING, THEY'RE LISTENING.**





# SUNSHINE COAST COMEDY FESTIVAL 2021

**4**

**DAYS**

**15**

**VENUES**

**30**

**COMEDIANS**

## HEADLINERS



**WIL  
ANDERSON**



**FIONA  
O'LOUGHLIN**



**TRIPOD**

## VENUES

THE NIGHTQUARTER, BIRTINYA  
VENUE 114, KAWANA  
THE EVENTS CENTRE, CALOUNDRA  
THE BANANA BENDER PUB, PALMVIEW  
SOLBAR, MAROOCHYDORE  
THE IMPERIAL HOTEL, EUMUNDI  
THE MAJESTIC THEATRE, POMONA  
THE J THEATRE, NOOSA

ROCOCOS, NOOSA  
LAND AND SEA BREWERY, NOOSA  
BOILING POT, NOOSA  
TERRELLA BREWERY, NORTH ARM  
YOUR MATES BREWERY, WARANA  
BROUHAHA, MALENY  
THE CATALINA, NOOSA







## OUR PARTNERS



NOOSA  
VISITNOOSA.COM.AU



# MARKETING REACH

## CHANNEL 7 QUEENSLAND

- \* Two stage television marketing campaign with 7 Network Queensland
- \* Sunshine Coast, Toowoomba, Wide Bay, FNQ
- \* Channel 7, 7 Two, 7 Mate & 7 Flix
- \* 136,000 impressions people aged 25-54

## GRAND BROADCASTERS

- \* 6 Week Radio Promotional campaign Hot 91 & Zinc FM including digital
- \* 67,000 weekly listeners
- \* 76,000 Facebook followers
- \* 8,000+ Instagram followers
- \* 260,000 website visits

## MUST DO BRISBANE

- \* Direct Digital event promotion
- \* 40,000 impressions

## TOURISM NOOSA

- \* Strategic destination event marketing

## VISIT SUNSHINE COAST

- \* Strategic destination event marketing

## SCCF

- \* A5 Festival Program  
10,000 copies distributed  
Sunshine Coast/Noosa
- \* 20,000 website sessions
- \* 45,000 FB/Instagram impressions
- \* 1,1000 direct mailing list



# PLATINUM SPONSORSHIP

## FESTIVAL PRESENTER

Our Platinum Sponsorship is reserved for one significant corporate partner with passion for the region and it's community. In addition to the presentation branding opportunity, offering unparalleled visibility, our platinum package delivers the best in exclusive festival experiences by leveraging the festival's relationships and events to present a truly unique sponsorship opportunity.

## PLATINUM EXPERIENCE

### **40 GA + 10 VIP double passes**

to the SCCF Gala opening  
@ The NightQuarter Birtinya, November 11

### **Sponsor's VIP table (8 tickets)**

@ Sunshine Coast Late Night Comedy Club,  
The Wharf Mooloolaba for the duration of the  
festival, November 11, 12, 13, 14

### **Professional Development Communications Workshop**

**Convey - Convince - Command**  
with Mandy Nolan (up to 20 attendees)

*Award winning comedian Mandy Nolan presents this professional development opportunity for staffing bodies looking to increase their communications efficacy. Sharing techniques which create genuine rapport and personal connection, this best selling workshop is for professional groups looking to get hands-on with skills development.*

### **4 VIP tickets x Craft Brew Comedy Tour**

Private helicopter transfers with Ghost Air Sunshine  
Coast Airport - Terrella Brewery  
Minivan Transfers Terrella Brewing - Brouhaha - Your Mates  
Hospitality package

### **3 nights accommodation package**

for two people with one of our premium hotel partners

## PLATINUM BRANDING

- ✓ Festival naming rights  
(Presented in association with Near North Festivals)
- ✓ Festival Fleet Car Branding
- ✓ Festival Signage Branding
- ✓ Program advertising
- ✓ Television advertisement branding
- ✓ Photo board branding
- ✓ On-site Branding

**COST:  
POA**

# GOLD SPONSORSHIP

## SERIES PRESENTER

Two gold tier sponsorships exist for key partners seeking to boldly establish their brand as Presenter of a curated SCCF event series.

## GOLD BRANDING

- ✓ Series naming rights
- ✓ Social Media Shares
- ✓ Series Digital Branding
- ✓ Program Advertising
- ✓ Television advertisement branding
- ✓ Photo board branding
- ✓ On-site branding

## #1 THE COMEDY CLUB SCENE

This year, the festival will be holding its own Sunshine Coast Comedy Club - a dedicated festival venue - to host not only the best in touring entertainment and shows, but also the official late night festival hub. A place for comedians, staff, sponsors and patrons to connect, unwind and have a good old laugh, every single night. Be seen here in lights - at the thriving heart of Sunshine Coast Comedy Festival.

## #2 THE DESTINATION EXPERIENCE

It wouldn't be a Sunshine Coast Festival without our region's signature experiences. In 2021, SCCF will partner with local operators, Creative Tours (craft breweries), The Catalina and others to deliver our comedic best alongside iconic local experience. An opportunity for sponsors who see their brand as synonymous with the Sunshine Coast lifestyle.

## GOLD EXPERIENCE

**10 x GA + 5 x VIP double passes** to the SCCF Gala opening @ The NightQuarter Birtinya November 11

**8 x VIP tickets to each of the Sponsored Series Events** including hospitality packages

**3 x Night accommodation package** for two people with one of our premium hotel partners

**COST:**  
**\$20,000**



# SILVER SPONSORSHIP

## VENUE PRESENTER

Align your brand with one of our signature festival venues - experiencing on-site visibility alongside your group VIP access each night. A valuable opportunity for local businesses seeking to establish themselves as a legacy partner in the community, offering their client and staffing groups the best in festival access and experience.

## SILVER BRANDING

- ✓ Venue naming rights
- ✓ Social Media Shares
- ✓ Venue Digital Branding
- ✓ Program Advertising
- ✓ On-site branding

## SILVER EXPERIENCE

**10 x GA tickets** to the SCCF Gala opening  
@ The NightQuarter Birtinya November 11

**8 x VIP tickets** - sponsored event and hospitality package

**2 x VIP passes** - SCCF Comedy Club

**COST:**  
**\$9,000**

## BRONZE BRANDING

- ✓ Show naming rights  
(in conjunction with venue partner)
- ✓ Social Media Shares
- ✓ Show Digital Branding
- ✓ Program Advertising  
(half page)
- ✓ On-site branding

**COST:**  
**\$3,500**

# BRONZE SPONSORSHIP

## EVENT PRESENTER

Own the show this year as an Event Presenter. This one off sponsorship package is available to six local partners who wish to make a night of it - aligning themselves with one of our headline artists and making the most of brand exposure and event experience.

## BRONZE EXPERIENCE

**8 x VIP tickets** - sponsored event and hospitality package

**2 x VIP passes** - SCCF Comedy Club



## CONTACT

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