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# PARTNERSHIP PROPOSAL

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EXPLORE | LEARN | GROW | PLAY | CELEBRATE

WWW.CELEBRATINGSEXUALITY.COM |    CELEBRATINGSEX



## IN 2018 CELEBRATING SEXUALITY FESTIVAL IS OPEN FOR THE FIRST TIME TO APPLICATIONS FOR FESTIVAL PARTNERS WHO ALIGN WITH OUR VALUES.



Celebrating Sexuality Festival is a progressive one-of-a-kind retreat with a festival atmosphere for the contemporary exploration of sex and relationships. The Festival was launched in 2012 and hosted annually over a long weekend in a stunning location just outside Melbourne, Australia.

We are keen to develop partnerships with organisations or individuals who want to expand their reach, offer value, provide solutions and create deeper, long-lasting connections for and with their community.

Opportunities to collaborate exist at various levels of commitment – packages are personalised to meet your needs – local, national and international partners.

Celebrating Sexuality Festival welcomes people of all sexual and relationship preferences, cultural and gender identities. Together we explore, learn, grow, play, and celebrate through workshops, community, and fun.

The Festival Director is committed to high standards of professionalism across all aspects of the weekend and in our global online presence.

The Festival Workshops are facilitated by carefully chosen, professional sex and relationship educators from around Australia and internationally.

The weekend is consistently regarded as inclusive, highly transformational and fun.

Those attending are professional, affluent, influential people who believe their personal development is worthy of investment. They are reportedly looking for more than just the hedonistic experience of many other festival or sexuality-based events. They attend for an opportunity to find their own unique expression, wherever they are on their journey, and to support others to do the same. Many return year, after year.

Collectively our Festival attendance, online and email global reach of 12K+ active following continues to rapidly

expand. Initial growth was via word of mouth however, a shift our marketing strategy and clarity around our mission, values and branding, has enabled us to reach people globally.

In 2016 and 2017 people travelled from Australia and New Zealand, the U.K., Europe, the U.S.A. and Canada to attend the weekend. Many ticket holders find Celebrating Sexuality website through a Google search – followed by social media, attending previously and word-of-mouth.

With an individualised, professional touch clear across every aspect – an atmosphere characterised by exploration, education, community, and fun; Celebrating Sexuality Festival has become one of the Australia's most beloved and anticipated events.

# GLOBAL REACH OPPORTUNITIES FOR FESTIVAL PARTNERS



WE ARE NOT JUST TURNING  
PEOPLE'S HEADS IN AUSTRALIA.  
PEOPLE FROM ALL OVER THE  
WORLD ARE ACTIVELY ENGAGING  
ALL YEAR ROUND.

## OUR REACH

Celebrating Sexuality is the biggest sexuality festival of its kind currently running in Australia with significant national and international recognition and reach.

Our new marketing plan aims to build our reach and recognition significantly, throughout the following channels:



Regular email exposure to **2k+ subscribers** with plans for further growth



5K+ views in first days of new website launch, and regularly receiving **2K+ unique views per week**



4K+ **Facebook follows** on established pages and increasing daily



1.3K+ **active Facebook** group members (selective adding) and growing



1.1K+ **Instagram** following



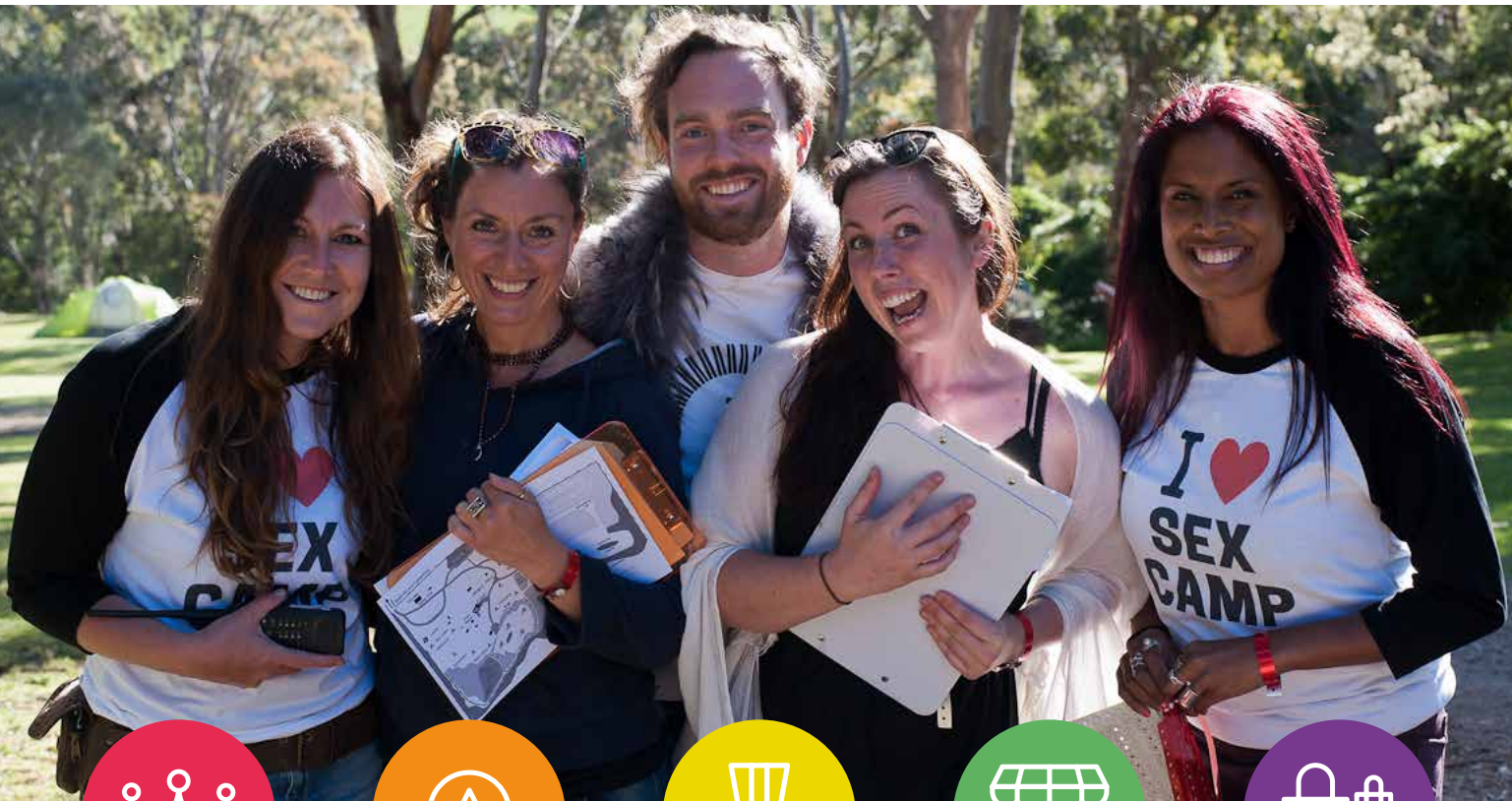
First **YouTube** promo video reached over 1K views in first days, now over 24K views



## THE PERKS

- › Boost positive **brand recognition**, align to offer value, provide solutions, and create deeper, long-lasting connections with a local and global community
- › **Drive sales** to a global audience of professional, affluent and influential people who are community-minded, sex-positive, and believe the exploration of sex and relationships is a natural and healthy part of life worthy of investment
- › **Cost-effective marketing** exposure and branding to your target audience
- › **Drive web traffic and increase social media** presence
- › Create **new business opportunities**, partnerships, and alliances
- › **Attract positive recognition** and interest from renowned educators internationally – and attendance by top sexuality educators from all around Australia and internationally.
- › Get in front of **your perfect audience** as this is a very niched event, meet a market you may not have otherwise
- › **Participate in the Festival activities** and have a lot of fun





**PREMIER  
PARTNER**

**\$15,000**

Two available



**GOLD  
PARTNER**

**\$5,000**

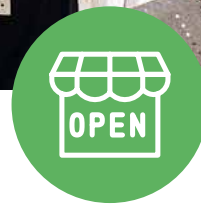
Three available



**SILVER  
PARTNER**

**\$2,500**

Six available



**VENDOR  
PARTNER**

**\$1,500**

Five available



**PRODUCT  
PLACEMENT**

**TBC**

Multiple available

**OPPORTUNITIES TO COLLABORATE EXIST AT VARIOUS  
LEVELS OF COMMITMENT. YOUR NEEDS ARE UNIQUE.  
PARTNERSHIP PACKAGES ARE PERSONALISED  
TO MEET THE NEEDS OF LOCAL, NATIONAL AND  
INTERNATIONAL PARTNERS.**



**PREMIER PARTNER**  
\$15,000 | TWO AVAILABLE



**IMAGINE YOUR BRAND IN FRONT OF 200+ ACTIVE PARTICIPANTS INCLUDING OVER 5,500 GLOBAL VIEWS ONLINE EVERY WEEK.**

## FESTIVAL MARKETING

Your brand (and link to your website) will be placed in premium locations throughout the following marketing channels:

### Festival website, including:

- Home page
- Website footer
- Partners Page – above the fold
- Two Business Spotlight blog posts – remains active and labelled in archive, link shared to social media
- Featured Thank You blog post – remains active and labelled in archive, link shared to social media

### Monthly email newsletters, including:

- Two solo promotional emails – including call-to-action, story or interview which is sent to complete Celebrating Sexuality email database
- Featured Thank You post in email – post festival

### Social Media marketing, including:

- Monthly Featured Posts – including one month post festival

### Featured in our festival collateral, including:

- Full-Page Ad in Festival Program
- Featured on Detachable Festival Map
- Recognition in Media Releases and appearance opportunities

### During the weekend, including:

Booth – including premium location with the highest traffic (weather protected, table, table cloths, chairs, power provided) or supply own booth and equipment

Gift bags – exclusive product, sample and flyer placement in gift bags

Advertising – Premium location of advertising material e.g. pull up banners (2 x 1 m or less, communal eating area only), information area includes samples, flyers, A3 banner or all areas include posters. Artwork to be supplied by your company and approved by Celebrating Sexuality

Speak about your brand at the Friday Night Opening (5-8 min)

Recognition in Closing Ceremony by Festival Director

## AND BECAUSE WE LOVE YOU, YOU'LL ALSO RECEIVE

### Two Celebrating Sexuality tickets

**Private Twinshare Bespoke Glamping** experience – everything is set up for your arrival. Small scale luxury immersed in nature

With **full access** to 25 workshops, eight main meals, toilet and shower facilities and various accommodation options. Plus, Friday, Saturday and Sunday night entertainment, morning yoga, and a totally unique weekend experience like no other

(Valued \$2154)





**GOLD PARTNER**  
\$5,000 | THREE AVAILABLE



**IMAGINE YOUR BRAND IN FRONT OF 200+ ACTIVE PARTICIPANTS INCLUDING OVER 5,500 GLOBAL VIEWS ONLINE EVERY WEEK.**

## FESTIVAL MARKETING

Your brand (and link to your website) will be placed in premium locations throughout the following Festival marketing channels:

### **Festival website**, including:

- Partners Page – under the fold
- Business Spotlight blog post – remains active and labelled in archive, link shared to social media
- Featured Thank You blog post – remains active and labelled in archive, link shared to social media

### Featured in our **email newsletter**, including:

- Featured Thank You post in email – post festival

### **Social Media marketing**, including:

- Three Featured Posts – prior festival

### Featured in our **festival collateral**, including:

- Half-Page Ad in Festival Program
- Logo featured on Detachable Festival Map

### **During the weekend**, including:

Booth – including prime location (weather protected, table, table cloth, two chairs provided) or supply own booth and equipment

Gift bags – product, sample and flyer placement in gift bags

Advertising – in information space e.g. flyers, samples, A3 posters. Artwork to be supplied by your company and approved by Celebrating Sexuality

Featured acknowledgement by MC at the Friday Night Opening

Recognition in Closing Ceremony by Festival Director

## AND BECAUSE WE LOVE YOU, YOU'LL ALSO RECEIVE

### **Two Celebrating Sexuality tickets**

**Twin Share accommodation** – in a private room with linen, pillows, duvet, towel and blankets supplied

With **full access** to 25 workshops, eight main meals, toilet and shower facilities and various accommodation options. Plus, Friday, Saturday and Sunday night entertainment, morning yoga, and a totally unique weekend experience like no other

(Valued \$1898)



**SILVER PARTNER**  
\$2,500 | FIVE AVAILABLE



**IMAGINE YOUR BRAND IN FRONT OF 200+ ACTIVE PARTICIPANTS INCLUDING OVER 5,500 GLOBAL VIEWS ONLINE EVERY WEEK.**

## FESTIVAL MARKETING

Your brand (and link to your website) will be placed in premium locations throughout the following marketing channels:

### **Festival website**, including:

- Partners Page – on third fold
- Shared Business Spotlight blog post – remains active and labelled in archive, link shared to social media
- Featured Thank You blog post – remains active and labelled in archive, link shared to social media

### In our **email marketing**:

- Business name linked in Thank You email – post festival

### **Social Media marketing**, including:

- Three Featured Posts – prior festival

### Featured in our **festival collateral**, including:

- Logo in Festival Program
- Logo on Detachable Festival Map

### **During the weekend**, including:

- Booth location – in Market area (supply your own booth/table etc)
- Gift bags – sample in gift bags
- Advertising – flyers to be placed in information space. Artwork to be supplied by your company
- Featured acknowledgement by MC at the Friday Night Opening
- Recognition in Closing Ceremony by Festival Director

## AND BECAUSE WE LOVE YOU, YOU'LL ALSO RECEIVE

**One Celebrating Sexuality ticket** – with option to purchase second ticket at discounted rate

**Option for one complimentary indoor accommodation** – in triple share or self-camping or to purchase Glamping

With **full access** to 25 workshops, eight main meals, toilet and shower facilities and various accommodation options. Plus, Friday, Saturday and Sunday night entertainment, morning yoga, and a totally unique weekend experience like no other

(Valued \$827)





**VENDOR PARTNER**  
\$1,500 | SEVEN AVAILABLE



**IMAGINE YOUR BRAND IN FRONT OF 200+ ACTIVE PARTICIPANTS INCLUDING OVER 5,500 GLOBAL VIEWS ONLINE EVERY WEEK.**

## FESTIVAL MARKETING

Your brand (and link to your website) will be placed in premium locations throughout the following Festival marketing channels:

### **Festival website**, including:

- Partners Page – on forth fold
- Business name link – remains active and labelled in archive, link shared to social media

### **During the weekend**, including:

- Booth location – in Market area (supply your own booth/table etc)
- Advertising – flyers to be placed in information space.
- Artwork to be supplied by your company

## AND BECAUSE WE LOVE YOU, YOU'LL ALSO RECEIVE

**One Celebrating Sexuality ticket** – with option to purchase second ticket at discounted rate

**Option for one complimentary indoor accommodation** – in triple share or self-camping or to purchase Glamping

With **full access** to 25 workshops, eight main meals, toilet and shower facilities and various accommodation options. Plus, Friday, Saturday and Sunday night entertainment, morning yoga, and a totally unique weekend experience like no other

(Valued \$827)





## PRODUCT PLACEMENT OPTIONS



# IMAGINE YOUR BRAND IN FRONT OF 200+ ACTIVE PARTICIPANTS INCLUDING OVER 5,500 GLOBAL VIEWS ONLINE EVERY WEEK.

There are several placement options for product and prize donation that align with the interests of our Community as well as our Festival goals and values.

We look for three major prizes for the Fashion Parade and other smaller, spot prizes; highlighted by our MC and Festival Photographer – photographs featured in Festival Gallery and shared to social media.

## MAJOR PRODUCT AND PRIZE DONATIONS

Your brand (and link to your website) will be placed in locations throughout the following marketing channels:

### **Festival website**, including:

- Partners Page – on fourth fold
- Business logo and link on blog – remains active and labelled in archive, link shared to social media
- Thank You link – remains active and labelled in archive, link shared to social media
- Gallery Page – Prime photo feature post festival

### **Social Media marketing**, including:

- Featured Post – prior festival

### **During the weekend**, including:

- Advertising – flyers to be placed in information space.
- Artwork to be supplied by your company
- Product promotion/feature by MC in front of entire capacity

## SIGNIFICANT PRODUCT AND PRIZE DONATIONS

Your brand (and link to your website) will be placed in premium locations throughout the following marketing channels:

### **Festival website**, including:

- Partners Page – on fifth fold
- Business name link – remains active and labelled in archive, link shared to social media
- Thank You link – remains active and labelled in archive, link shared to social media

### **During the weekend**, including:

- Advertising – flyers to be placed in information space.
- Artwork to be supplied by your company



## SATURDAY NIGHT FASHION PARADE

Placing products in our Fashion Parade means your brand is seen by the entire capacity. The format of the 'Fashion Parade' is that all attendees (including presenters and crew) are invited to dress up and express a part of themselves, in a fun, playful way and strut the 'catwalk'. This is a high energy, much loved part of the festival.

## WE WELCOME GIFTS AND FESTIVAL SPOT PRIZES

To be used as incentives for buying festival tickets, providing feedback post the festival, VIP's, attendee's special occasions (birthdays), first/last person to buy a ticket, first in the gate, etc.

We accept:

- Lifestyle products
- Gift certificates/ vouchers
- High end gifts – for VIP guests with the option for exclusive placement
- Samples – for Gift Bags
- Special gift – for our first 50 arrivals



TO SUPPORT THIS UNIQUE FESTIVAL  
PLEASE CONTACT US:

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FESTIVAL DIRECTOR  
INFO@CELEBRATINGSEXUALITY.COM

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