



CELEBRATING  
**150** YEARS  
OF  
BOOM  
TOWN **BALLINA**

EVENT SUPPORTER  
INFORMATION PACKAGE

Proudly brought to you by



## An Invitation to Potential Event Supporters ...

The Ballina Chamber of Commerce & Industry Inc, in partnership with Ballina RSL Club Ltd, would like to invite your organisation or business to become a supporter of this very special community celebration.

Great promotional opportunities abound for potential event supporters (& they're affordable too!) as we commence preparations for Ballina's significant 150<sup>th</sup> anniversary.

## Event Details ...

"Celebrating 150 Years of Boom Town Ballina!" will be held on Monday 6 November from 6.00pm at the Ballina RSL Club. It is the 2<sup>nd</sup> Major Annual Event for the Ballina Chamber of Commerce & Industry Inc in 2006. The event theme is based on the popular '1964 Miss Summergirl Competition' held at Lighthouse Beach.

Tickets are \$75 per head (includes canapes & champagne/wine/beer on arrival, three-course gourmet meal accompanied by your choice of wine/beer/soft drink ... plus a slice of the enormous birthday cake!).

To reserve your seats early, please see the following confirmation faxback form.

It's set to be an evening full of fabulous fun, reflection and gourmet delights as the Ballina community connects with its heritage. Dress like you are heading to a glamorous beach party!

## Event Aims ...

This event will:

- CELEBRATE Ballina's magnificent 150 years
- encourage a reflection on Ballina's heritage
- raise funds for a Ballina heritage initiative
- reinforce Ballina's sense of identity & sense of place
- foster strong community relationships & encourage community participation
- proudly showcase Ballina's achievements before its community & region

Ballina - The Beach



## PROMOTION of "Celebrating 150 Years of Boom Town Ballina!"

This event will be effectively promoted to the Ballina community and various stakeholders through a range of mediums including:

- local press & magazine advertisements
- local media features via media event partners
- radio advertisements
- media releases to all regional media
- website special feature [www.ballinarsl.com.au](http://www.ballinarsl.com.au), [www.ballinachamber.com.au](http://www.ballinachamber.com.au)
- Ballina Club Life newspaper (Oct/Nov Issue)
- Ballina Club Life e-newsletter (Oct & Nov Issue)
- eCards
- direct mail-outs to community stakeholders
- banners, displays & competitions

All print media and radio advertising will direct the viewing or listening audience to the special website feature, with a homepage link dedication & full section expanded on [www.ballinarsl.com.au](http://www.ballinarsl.com.au) & [www.ballinachamber.com.au](http://www.ballinachamber.com.au)

The website feature will remain LIVE for the next 12 months on [www.ballinarsl.com.au](http://www.ballinarsl.com.au) & [www.ballinachamber.com.au](http://www.ballinachamber.com.au) following the event, in an effort to maximise event supporter web exposure. Photos from this special occasion will also be posted on the event website feature.

A front page article on the event will feature on the October/November 2006 Issue of the Ballina Club Life newspaper, with 25,000 copies distributed across the Ballina, Lismore & Byron Shires.

This promotional campaign is planned over a period of 6 weeks in the lead up to "Celebrating 150 Years of Boom Town Ballina!" and is set to commence from 25th September.

## EVENT SUPPORTER PACKAGES

There are 3 types of Event Supporter Packages available. We are seeking a blend of cash and in-kind event support. Prize donations, as a form of in-kind event support, are most welcome.

An outline of each Event Supporter Level and the associated promotional benefits is provided (please see attached Event Packages Summary Table).

Time is of the essence with regard to efficient and effective event coordination, which means your earliest response by way of the following faxback confirmation form would be greatly appreciated.

We look forward to working with you to make "Celebrating 150 Years of Boom Town Ballina!" a magnificent Ballina community occasion! Thank you for your support.

Ballina - The Town



## Event Supporter Packages

Event Supporter Levels	Event Supporter Requirements	Event Supporter Benefits
Gold Gloria	\$500  (Cash min. \$300, In-kind \$200)	<ul style="list-style-type: none"> <li>• Advertisement &amp; listing on special Club &amp; Chamber web feature (includes your logo, link to your website, 50 words on your history/services, image) - feature LIVE for 12 months.</li> <li>• Logo in print media advertisements</li> <li>• Logo on event invitations</li> <li>• Logo on event big screen presentation</li> <li>• Logo on event placemats</li> <li>• Signage/Banner at the event</li> <li>• A special "thank you" from Gloria on the night!</li> </ul>
Silver Susan	\$350  (Cash min. \$200, In-kind \$150)	<ul style="list-style-type: none"> <li>• Advertisement &amp; listing on special Club &amp; Chamber web feature (includes your logo, link to your website, 50 words on your history/services, image) - feature LIVE for 12 months.</li> <li>• Logo on event big screen presentation</li> <li>• Listing on event placemats</li> <li>• Signage/Banner at the event</li> <li>• A special "thank you" from Susan on the night!</li> </ul>
Bronze Betty	\$200  (Cash min. \$100, In-kind \$100)	<ul style="list-style-type: none"> <li>• Advertisement &amp; listing on special Club &amp; Chamber web feature (includes your logo, link to your website, 50 words on your history/services, image) - feature LIVE for 12 months.</li> <li>• Logo on event big screen presentation</li> <li>• A special "thank you" from Betty on the night!</li> </ul>

Ballina - The Industry



“Celebrating 150 Years of Boom Town Ballina!”

Please FAXBACK to

Nadia Elliott-Burgess  
 (Business & Promotions Manager,  
 Ballina Chamber of Commerce & Industry Inc.)

FAX No.: 02 6686 5810

Contact Person:	
Organisation:	
Street Address:	
Postal Address:	
Phone:	
Mobile:	
Email:	
Fax:	

Please confirm my event supporter status re.

“Celebrating 150 Years of Boom Town Ballina!”

by way of following activity

- We would like to become a ‘Gold Gloria’ Event Supporter by offering \$500 in cash/in-kind event support.
- We would like to become a ‘Silver Susan’ Event Supporter by offering \$350 in cash/in-kind event support.
- We would like to become a ‘Bronze Betty’ Event Supporter by offering \$200 in cash/in-kind event support.
- We are happy to simply donate a prize for the event and to simply receive acknowledgement for this when it is awarded at the event.
- We would like to book the following tickets for “Celebrating 150 Years of Boom Town Ballina!” (Please contact us via the details supplied above.)

\* Please reserve \_\_\_\_ tickets/s @ \$75 (incl GST) TOTAL: \$ \_\_\_\_\_

Ballina - The People

