

PORT DOUGLAS

# Hot and Steamy Festival

2020

**FRIDAY 14 – MONDAY 17 FEBRUARY**

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**[pdhotsteamy.com.au](http://pdhotsteamy.com.au)**

**Sponsorship Opportunities & Agreement**



## About the Festival

It's not called QUEENS-land for nothing, you know...

The inaugural Port Douglas Hot & Steamy Festival has been developed by a group of gay Port Douglas business owners and friends who want to showcase the stunning Port Douglas Daintree region to the LGBTIQ+ community. In befitting with the cosmopolitan and friendly nature of the town, of course everyone is welcome!

February in the tropics is hot, humid and steamy, hence the title of the festival. However, it is still a fantastic time to visit – fewer crowds, balmy evenings and everything is lush and green.

There is a calendar of events that will showcase the best of Port Douglas and its surrounds, including experiencing two incredible World Heritage Listed areas, the Great Barrier Reef and the Daintree Rainforest.

## Festival dates

Friday 14 February to Monday 17 February 2020.

## Alignment with other Australia major LGBTIQ+ festivals

These dates have been selected to capitalise on international guests travelling to Australia to attend the Sydney Mardi Gras (Saturday 29 February) and to help drive tourism to Port Douglas Daintree during the low season.

Furthermore, this weekend has been selected to lead into the 2020 IGLA Aquatic Championships which are being held in Melbourne from 20 – 25 February. The IGLA championships are the official annual aquatics competition for the LGBTIQ+ community. The 2020 IGLA Aquatic Championships Committee have agreed to promote the Hot & Steamy Festival to those travelling to Melbourne for this event (over 1,000 international travellers are expected to attend). For more information visit <https://melbourne2020.org/>

NOTE: the 2019 IGLA were held in New York City from 23 to 30th June 2019.

## Festival organisers

The Festival organisers are the owners and managers of Saltwater Luxury Apartments, Nathan Clarke and Jason Penrose.

## Support from Douglas Shire Council & TPDD

The Festival has received funding from both the Douglas Shire Council and Tourism Port Douglas Daintree for the inaugural Hot & Steamy Festival.



## Target audience

The target audience for the festival is:

- LGBTIQ+ persons who reside in Far North Queensland
- LGBTIQ+ persons travelling to Australia as part of the Sydney Mardi Gras / Melbourne 2020 IGLA Swimming Championships
- LGBTIQ+ persons with a high disposable income, typically 35 – 65 years of age
- friends and family of the above.

## Need for Festival

With the significant drop off in tourism numbers during this year's wet season and the financial impact this has had on tourism operators in the Douglas Shire, the development of new markets is vital for the long-term viability of the tourism sector in this region.

## Festival calendar of events

The current calendar of events are:

Friday 14 February	
Long lunch at Salsa	Sunset T-Dance Sugar Wharf
Saturday 15 February	
Day excursion to GBR	Hello Sailor! Dance Party at the PD Yacht Club
Sunday 16 February	
Brunch at Choo Choos and catch Bally Booley train to the pool party	Soaked Pool Party
Monday 17 February	
Day excursions	

The calendar has been developed so that Festival attendees are free to enjoy the cafes and restaurants of Port Douglas at their leisure and to see other attractions in the area.

## Benefits of sponsorship

Become a festival sponsor, reap the benefits and join in the celebration!

As a festival sponsor, your business can take advantage of a variety of benefits in return for your valuable investment into Far North Queensland's only LGBTIQ+ community event.

By partnering with us, your financial contribution will go towards providing the very best opportunities and activities for the festival. Such as: attracting high-profile artists, promotion of the festival to the wider Australian and international LGBTIQ+ community and attracting more tourism to the region.



## Benefit definitions & details

**LOGOS:** your organization logo must be provided in camera-ready art form for both web and print publications. See Sponsorship Levels for more information.

**FESTIVAL GUIDE/POSTER:** Festival publication produced exclusively for Hot & Steamy Festival and distributed digitally to all sponsors, guests, stakeholders and supporters. Festival poster printed and distributed locally.

**SPONSORSHIP:** Hot & Steamy Festival will furnish Sponsor with the sponsorship rights and amenities for the 2020 Hot & Steamy Festival according to the Sponsorship Level selected and paid for by Sponsor.

**TERM:** The term of this Sponsorship Agreement begins on the later of the date signed or the date payment is received and accepted and terminates upon the conclusion of the 2020 Hot & Steamy Festival on Tuesday, 18th February 2020.

**PAYMENT:** Invoices will be issued at the time completed applications are received. Sponsor will pay the agreed upon rate (unless in-kind contribution has been agreed) within 14 days of receipt of an invoice from Hot & Steamy Festival. All payments must be received before any benefits (i.e. banners, print media, on-site space) can be conveyed, unless otherwise waived by Hot & Steam Festival.

**TRADEMARKS & COPYRIGHTS USE OF EVENT MARKS:** The Hot & Steamy Festival grants the Sponsor, during the Term and for 30 calendar days thereafter, a nonexclusive license to use '2020 Hot & Steamy Festival' and its variations in the same form they are provided by the Festival Organisers (the 'Event Marks') in connection with the Sponsor's 2020 Hot & Steamy Festival activities in a manner consistent with the Festival's guidelines for use of the Event Marks, this Sponsorship Agreement, and the Sponsor's Sponsorship Level. Sponsor will comply with the Festival Organisers' reasonable requests regarding the use of the Event Marks.

**USE OF SPONSOR MARKS** Sponsor grants to the Hot & Steamy Festival a non-exclusive, royalty-free license to use the Sponsor marks in camera-ready format (the 'Sponsor Marks'): (i) during the Term in connection with the Event's promotional and publicity activities, including print, video, and electronic materials, for 2020 Hot & Steamy Festival; and (ii) after the Term in reference to Sponsor's sponsorship of the 2020 Hot & Steamy Festival.

**LIABILITY** Neither the Hot & Steamy Festival nor its representatives will be responsible for any injury, loss, harm or damage that may occur to the Sponsor from any cause whatsoever. Under no circumstances will the Hot & Steamy Festival be liable for lost profits or other special or consequential damage. The foregoing will apply regardless of how any claim is brought or how damages are characterized, including whether brought in contract, tort or otherwise.



**EVENT CONTENTS** Sponsor may photograph or otherwise record its presence at the 2020 Hot & Steamy Festival, but will not otherwise record or reproduce any portion of the 2020 Hot & Steamy Festival, including the marks or presence of other sponsors, the entertainment, or the attendees, in any format, without the Event Organisers' prior written consent. Sponsor's actions to photograph or otherwise record its presence will take place only in the public access areas of the 2020 Hot & Steamy Festival and may not interfere with the normal operations of the event.

**RESCHEDULE OR CANCELLATION** The 2020 Hot & Steamy Festival is scheduled to take place on February 14 – 17, 2020. Event Organisers reserve the right to reschedule or cancel the 2020 Hot & Steamy Festival or any individual events comprising it if necessary for any reason, including: (i) weather; (ii) failure to receive commitments from the necessary number of sponsors; (iii) failure to reach agreement with the applicable authorities on any issue related to the 2020 Hot & Steamy Festival; or (iv) acts of God or any other cause beyond the Organisers' reasonable control, e.g. war, fire, strike, change of law or regulation, public catastrophe. If the Hot & Steamy Festival is cancelled in whole, Event Organisers will issue refunds at pro-rata amounts of the total sponsorship fees received less the expenses incurred by Hot & Steamy Festival. No further refunds or other amounts will be due from the Organisers for any reason. In no case will the amount of refund to a Sponsor exceed the amount of the sponsorship fee actually paid.

#### **Sponsorship agreement terms & conditions**

**TERMINATION** Event Organisers reserve the right to accept or reject sponsors at its sole discretion. Event Organisers may terminate this Sponsorship Agreement at any time, in which case Sponsor's rights to use the Event Marks will terminate immediately, and Hot & Steamy Festival will refund to Sponsor any sponsorship fees paid to Event Organisers less any out of pocket expenses incurred, and return any unused in-kind contribution received, under this Sponsorship Agreement.

**MISCELLANEOUS** This Sponsorship Agreement represents the entire agreement between The Hot & Steamy Event Organisers and the Sponsor, and there is no other agreement or warranty between the Sponsor and Event Organisers. This Sponsorship Agreement establishes a non-exclusive relationship between Sponsor and Event Organisers, and Event Organisers retain the right to enter into other Sponsorship Agreements at its discretion. This Sponsorship Agreement is personal to the parties and neither party may assign it without the prior written consent of the other party.

## Sponsorships available

Level	Details	How many available?	Price
Main Festival Sponsor	<ul style="list-style-type: none"> <li>- Listed as the major sponsor on all communications</li> <li>- Prominent logo display on all collateral and hyperlink between websites</li> <li>- Tagging on all social media campaigns and posts</li> <li>- 2 x double passes to all events (excluding tours)</li> </ul>	1	\$5,000
Platinum Accommodation Sponsor	<ul style="list-style-type: none"> <li>- Listed as one of two accommodation options on the Accommodation section of the festival website</li> <li>- Logo display on all collateral and hyperlink between websites</li> <li>- Actively promoted in all advertising and communications regarding accommodation</li> <li>- Minimum of 1 x monthly social media post promoting the business</li> <li>- 1 x double pass to all ticketed events (excluding tours)</li> </ul>	2	\$2,000
Gold Sponsor	No longer available	-	-
Silver Sponsor	No longer available	-	-
Media sponsor	No longer available	-	-
Venue / Event / Tour sponsor	No longer available	-	-
Restaurant / Café sponsor	<p>By becoming a Restaurant sponsor you will be</p> <ul style="list-style-type: none"> <li>- Listed on the sponsorship page</li> <li>- Hyperlink between websites</li> <li>- Collateral supplied to display in your business</li> <li>- 3 x social media posts promoting the business</li> </ul>	Multiple	\$300
Airport Transport sponsor	No longer available	-	-
Local Transport sponsor	<p>The Hot &amp; Steamy Festival is looking for a local transport partner, as many of our guests will transport around the town during the festival.</p> <ul style="list-style-type: none"> <li>- Listed on the sponsorship page</li> <li>- Hyperlink between websites</li> <li>- Collateral supplied to display in your business</li> <li>- 3 x social media posts promoting the business</li> </ul>	1	\$500
General sponsors	<ul style="list-style-type: none"> <li>- By becoming a general sponsor you will be Listed on the sponsorship page</li> <li>- Hyperlink between websites</li> <li>- Collateral supplied to display in your business</li> <li>- 1 x social media posts promoting the business</li> </ul>	Multiple	\$150

## **Bookings**

If you would like to secure sponsorship of the Hot & Steamy Festival, please tick which package you are interested in and send via email to [ceo@arpa.org.au](mailto:ceo@arpa.org.au).

<b>Level</b>	<b>Price</b>	<b>Selection</b>
Main Festival sponsor	\$5,000	
Platinum Accommodation sponsor	\$2,000	1 SOLD 1 AVAILABLE
Gold Sponsor	-	No longer available
Silver Sponsor	-	No longer available
Venue / Event / Tour sponsor	-	No longer available
Media sponsor	\$500	No longer available
Restaurant / Café sponsor	\$300	
Airport Transport sponsor	\$500	No longer available
Local Transport sponsor	\$500	
General sponsors	\$150	

If you would like to discuss sponsorship of the event, please contact Nathan Clarke on 0403 340 478.



## Booking form

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NAME OF SPONSORING ORGANIZATION

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AUTHORIZING PERSON

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TITLE

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CONTACT EMAIL ADDRESS

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STREET ADDRESS

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CITY

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STATE

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POSTCODE

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PHONE

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WEBSITE

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SPONSORSHIP LEVEL