

PORT DOUGLAS

Hot and Steamy Festival

2021

FRIDAY 19 — MONDAY 22 FEBRUARY

pdhotsteamy.com.au

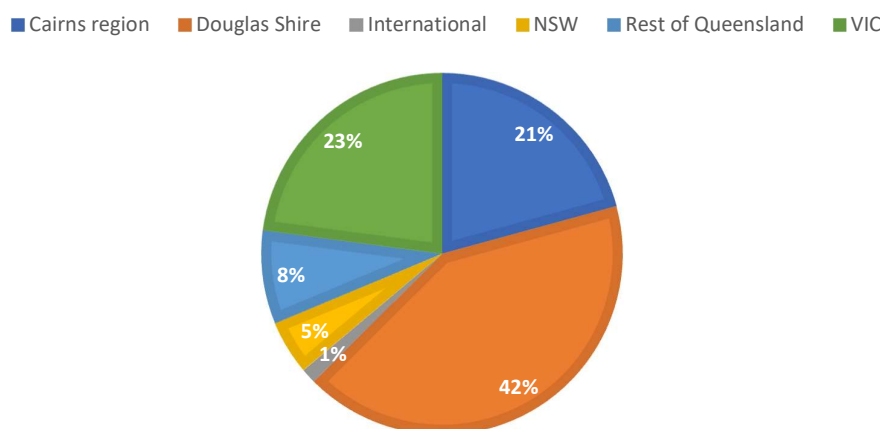
SPONSORSHIP OPPORTUNITIES & AGREEMENT

About the Hot & Steamy Festival

The inaugural Port Douglas Hot & Steamy LGBTIQ+ Festival held in February 2020 was a huge success, with nearly 1,000 people attending 8 events across 3 days and an estimated \$300,000 of additional spending was generated in the town over the weekend.

It is estimated that the number attending from outside the Douglas Shire was nearly 60%, with approximately 40% travelling from interstate, internationally or from southeast Queensland, as displayed:

2020 VISITOR BACKGROUND



Furthermore, the Port Douglas and Douglas Shire region business community were fully supportive and 29 businesses agreed to sponsor the inaugural Festival.

The feedback received was overwhelmingly positive (both anecdotally & via the Festival survey) with an 80% Net Promoter Score (which is world-class level) and 95% of all respondents rated the survey as either 'Excellent' or 'Very Good'. The remaining 5% rated it as good.

Here are some quotes that outline the success of the Festival:

The best weekend I've had in Port in the last year! Would 100% recommend to my friends around Australia - they would fly up for sure. A few visitors from France we met at the wharf sunset event said if they had know it was on over the weekend, they would have booked their tickets around the event. I believe that with the right marketing this could be an incredible asset to our little town. Can't wait until next year!!! ❤️

Really a good program for its inaugural festival – Can only see potential for it growing from here

Congratulations on such a brilliant initiative, can't wait for next year!



Hot & Steamy poised to become the pre-eminent LGBTIQ+ 2021 summer festival

The Festival was originally conceived to capitalise on international guests travelling to Australia to attend the Sydney Mardi Gras (usually late February / early March) and to help drive tourism to Port Douglas Daintree during the low season.

However, due to COVID-19 the Festival is focussing more on the domestic LGBTIQ+ market and due to the postponement of Melbourne's Midsumma Festival and the cancellation of Lismore's Tropical Fruits Festival, the Hot & Steamy Festival will be heavily promoted as the only LGBTIQ+ festival to be held this summer and with international travel restrictions still in place, the potential for growth is significant.



Festival organisers

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



Support from Douglas Shire Council & TPDD

The Festival has just secured a three-year funding deal from the Douglas Shire Council (2021 – 2023) and Tourism Port Douglas Daintree have again agreed to provide marketing funding support for the 2021 Festival.

Festival dates

Friday 19 February to Monday 22 February 2021.



Festival calendar of events

For 2021 we are looking to take the Festival to the next level, with a calendar of events (see below) that will showcase the best of Port Douglas and its surrounds.

The current scheduled calendar of events are:

Friday 19 February		
Long lunch @ Salsa	Sunset T-Dance @ Sugar Wharf	After Party (TBC)
Saturday 20 February		
Sunset Cruise on Wavedancer	"Get Lei'd Luau"	After Dark Dance Party @ Central Hotel
Sunday 21 February		
Mad Hatters Tea party @ St Crispins	Soaked Pool Party	Closing party @ Turtle Cove
Monday 22 February		
Organised day excursions to Port Douglas & Daintree region tourist icons		

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.

Increased marketing campaigns

Additional support has been provided by Tourism Tropical North Queensland (TTNQ) for the 2021 Festival and Tourism Events Queensland (TEQ). This enhanced marketing support will enable heavy promotion of the Festival in Sydney, Adelaide, Darwin and southeast Queensland (and Victoria if borders are open). It is expected that this increased marketing expenditure will dramatically increase the number of attendees from outside the FNQ region, significantly enhancing the return to the Port Douglas business community.



Target audience

The target audience for the Festival is:

- LGBTIQ+ persons who reside in Far North Queensland
- LGBTIQ+ persons with a high disposable income, typically 35 – 65 years of age
- LGBTIQ+ persons who traditionally take a summer vacation outside of Australia, in particular to areas such as Bali, Thailand etc.
- friends and family of the above.

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 premier 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 LGBTIQ+ community and attracting more tourism to the region.



SPONSORSHIPS AVAILABLE

Level	Details	No. available	Price (plus GST)
Main Festival Sponsor - Platinum	<ul style="list-style-type: none"> - As the Main Festival Sponsor, you will have the incredible opportunity to have the exclusive naming rights for a major Festival event (to be negotiated) - Listed as the major sponsor on all communications - Your business logo will be displayed on all collateral and will be prominently displayed on the Festival website - As the Main Festival Sponsor, your business will be actively promoted in all advertising and communications - Corporate signage / banners / corflutes can be displayed at all Hot & Steamy events 	0	-
Festival Sponsor - Gold	<ul style="list-style-type: none"> - As one of 3 Gold Festival Sponsors, you will have the incredible opportunity to have the exclusive naming rights for a major Festival event (to be negotiated) - Your business logo will be displayed on all collateral and will be prominently displayed on the Festival website - As one of 3 Gold Festival Sponsors, your business will be actively promoted in all advertising and communications 	0	-
Accommodation Sponsor - Gold	<ul style="list-style-type: none"> - Listed as one of only 2 Gold accommodation options on the Accommodation section of the Festival website - Logo display on all collateral and hyperlink between websites - Ability to develop an accommodation special for the duration of the Festival and for it to be promoted via social networks and to email subscribers 	0	-
Accommodation Sponsor - Silver	<ul style="list-style-type: none"> - Listed as one of the accommodation options on the Accommodation section of the Festival website - Actively promoted in all advertising and communications regarding accommodation - Ability to develop an accommodation special for the duration of the Festival and for it to be promoted via social networks and to email subscribers 	0	-



Level	Details	No. available	Price (plus GST)
Festival Sponsor - Silver	<ul style="list-style-type: none"> - The silver sponsorship package offers prominent advertising opportunities for businesses looking to become actively involved in the Port Douglas community, increase exposure, sales and brand awareness - Actively promoted in all advertising and communications - Acknowledgement & brand exposure on website with links to your website 	1	\$750
Venue / Event Sponsor - Silver	<p>By becoming a Silver Venue / Event sponsor you will have the potential to work with the organisers to create an amazing event during the Festival.</p> <p>NOTE: Gold is only available to those events that will have more than 75 guests (estimated)</p>	Multiple	\$675
Venue / Event Sponsor - Bronze	<p>By becoming a Bronze Venue / Event sponsor you will have the potential to work with the organisers to create an amazing event during the Festival.</p> <p>NOTE: Silver is only available to those events that will have less than 75 guests (estimated)</p>	Multiple	\$500
Media Sponsor - Bronze	<ul style="list-style-type: none"> - As our preferred media sponsors, you will be provided with first opportunity to use Festival media releases and an exclusive ability to take photos at and report at all Festival events. - 2 x sponsorships in this category only, one digital and one traditional 	1	\$500
Accommodation Sponsor - Bronze	<ul style="list-style-type: none"> - Listed as one of the accommodation options on the Accommodation section of the Festival website - Requirement to provide one free room to a VIP guest (up to 2 persons) for up 4 nights during the Festival - Ability to develop an accommodation special for the duration of the Festival and for it to be promoted via social networks and to email subscribers 	3	\$500
Airport Transport Sponsor - Bronze	<ul style="list-style-type: none"> - The Hot & Steamy Festival is seeking an official Airport Transport partner, as many attendees will require return airport transfers from Cairns Airport to PD. - As our exclusive Airport Transfer, your organisation will be actively promoted in all advertising and communications regarding airport transfers - As our exclusive Airport Transport Sponsor, there will be a requirement to provide complimentary return transfers for one group of entertainers from airport to PD. 	0	



Level	Details	No. available	Price (plus GST)
Local Transport Sponsor - Bronze	<ul style="list-style-type: none"> - The Hot & Steamy Festival is seeking a local transport partner, as many of our guests will transport around the town during the Festival - Our exclusive Local Transport Sponsor will receive guaranteed income to shuttle guests arriving at St Crispins Station to the Soaked Pool Party (to be included in price of Queer Train ticket) - As our exclusive Local Transport Sponsor, your organisation will be actively promoted in all advertising and communications regarding local transport - As our exclusive Local Transport Sponsor there will be a requirement to provide 10 transfers around Port Douglas for 5 VIPs during Festival 	0	\$500
General Sponsor	By becoming a General Sponsor you will be listed on our sponsorship page as a key supporter of the Hot & Steamy Festival	Multiple	\$200

Sponsorship level	Standard benefits
Platinum	<ul style="list-style-type: none"> - Minimum of 1 x fortnightly social media post promoting the business, weekly in the lead up to the Festival and daily during the Festival - 2 double passes to the Sunset T-Dance, After Dark Party and Soaked Pool Party - Hyperlink between websites - Collateral supplied to display in your business - Listed on the Platinum sponsorship page
Gold	<ul style="list-style-type: none"> - Minimum of 1 x fortnightly social media post promoting the business, weekly in the lead up to the Festival and daily during the Festival - 1 x double pass to the Sunset T-Dance, After Dark Party and Soaked Pool Party - Hyperlink between websites - Collateral supplied to display in your business - Listed on the Gold sponsorship page
Silver	<ul style="list-style-type: none"> - Minimum of 1 x monthly social media post promoting your business, fortnightly in the lead up to the Festival and daily during the Festival - 1 ticket to the Sunset T-Dance, After Dark Party and Soaked Pool Party - Hyperlink between websites - Collateral supplied to display in your business - Listed on the Silver sponsorship page
Bronze	<ul style="list-style-type: none"> - 3 x social media posts promoting your business - Hyperlink between websites - Collateral supplied to display in your business - Listed on the Bronze sponsorship page
General	<ul style="list-style-type: none"> - 2 x social media posts promoting your business - Hyperlink between websites - Collateral supplied to display in your business - Listed on the sponsorship page



BENEFIT DEFINITIONS & DETAILS

LOGOS: your organisation 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 2021 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 2021 Hot & Steamy Festival on Tuesday, 23 February 2021.

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 '2021 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 2021 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 2021 Hot & Steamy Festival; and (ii) after the Term in reference to Sponsor's sponsorship of the 2021 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 2021 Hot & Steamy Festival, but will not otherwise record or reproduce any portion of the 2021 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 2021 Hot & Steamy Festival and may not interfere with the normal operations of the event.

RESCHEDULE OR CANCELLATION The 2021 Hot & Steamy Festival is scheduled to take place on February 19 – 22, 2021. Event Organisers reserve the right to reschedule or cancel the 2021 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 2021 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.



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.

Level	Type	Price (plus GST)	Selection
Platinum	Main Festival Sponsor	Unavailable	
Gold	Accommodation Sponsor	Unavailable	
	Festival Sponsor	\$1,200	
Silver	Accommodation Sponsor	\$750	
	Festival Sponsor	\$750	
	Venue / Event Sponsor	\$675	
Bronze	Venue / Event Sponsor	\$500	
	Media Sponsor	\$500	
	Accommodation Sponsor	\$500	
	Airport Transport Sponsor	Unavailable	
	Local Transport Sponsor	\$500	
General Sponsor		\$200	

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



BOOKING FORM

NAME OF SPONSORING ORGANISATION

AUTHORISING PERSON

TITLE

CONTACT EMAIL ADDRESS

STREET ADDRESS

CITY

STATE

POSTCODE

PHONE

WEBSITE

SPONSORSHIP LEVEL

