

Ballina Coastal Country Music Festival

The Ballina Shire Business Country Music Festival Campaign 'HELP bring Troy Cassar-Daley to the Shire'

The inaugural Ballina Coastal Country Music Festival is a not-for-profit community event to be over the October long weekend - Saturday 1 to Monday 3 October 2011. Troy Cassar-Daley and support acts are confirmed to perform at the new Lennox Head Cultural & Community Centre. Over 35 artists and bands, buskers and street performers will provide entertainment in the Ballina CBD providing a 'country carnivale' style atmosphere. Entry is FREE for visitors with the exception of the ticketed headline act show.

A comprehensive promotional campaign is underway to support the Festival which will help 'bring Ballina alive' by substantially increasing visitor numbers, predominantly from regional NSW and Queensland. This means additional revenue and spending locally!

Troy Cassar-Daley, the headline act, will be the primary drawcard and although this show is a great asset, it will incur the largest outgoing cost for the Festival. Support from the Ballina Shire business community is sought to help meet these costs and the 'Ballina Shire Business Country Music Festival Campaign' has been established for this purpose.

A great package of benefits and promotional opportunities is available for cash donations received of \$100 or more, and up to \$900. A Festival tax receipt will be issued for all donations. Please note: any donations received over \$1000 will be classified as Festival sponsorship and a separate package will be offered.

All local businesses that contribute towards the Ballina Shire Business Country Music Festival Campaign will be offered the following benefits:

- Business name to be added to the Festival website
- Business name to be included in the Northern Star advertisement / acknowledgement
- Inclusion in the Advocate – special Festival Ballina Business story
- Acknowledgement in the Festival Program for donations over \$500 and up to \$900
- Acknowledgement in Paradise FM Festival announcements (*to be confirmed*)
- A Festival Certificate of Participation

In addition, all business donors will go into a draw for a special Troy Cassar-Daley pack. For each \$100 donated there will be one chance to win, for a \$200 donation two chances, a 300 donation three chancesand for a \$900 donation, nine chances.

The Troy Cassar-Daley pack includes:

- Two VIP tickets to the Troy Cassar-Daley show (Sunday 2 October)
- The latest Troy Cassar-Daley CD, autographed
- Limited edition Festival badge and promotional items
- The opportunity to meet Troy on Monday 3 October at the Community Breakfast in Fawcett Park
- Promotional exposure with a photo and story in The Advocate

Festival requirements

- Please display prominently an A4 or A5 Festival poster and/or DL bi-fold brochures (to be supplied)
- An invitation to 'go country' from Monday 26 September (or earlier) by way of a country display/theme.
Note: A competition is being run by the Northern Star for the 'best dressed' local business with a great prize; more details will be available soon.

The Ballina Coastal Country Music Festival will most certainly be a highlight on the Shire calendar in 2011 and for many years to come. We invite you to take part by participating in the Ballina Shire Business Country Music Festival Campaign. Your support will be valued and greatly appreciated.

Details on how to purchase Troy Cassar-Daley tickets can be found on the bottom of the following page.

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The Ballina Shire Business Country Music Festival Campaign
'help bring Troy Cassar-Daley to the Shire'

DONATION FORM

<input type="checkbox"/> YES - I would like to participate in the Ballina Shire Business Country Music Festival Campaign by donating cash <i>please circle the amount, see right:</i>	\$100	\$300	\$500	\$700	\$900
	\$200	\$400	\$600	\$800	

PAYMENT METHOD: I would like to pay by - *please indicate below*

<input type="checkbox"/> Cash	A committee member will contact you to arrange a suitable time. All cash donations will be collected in person and an interim receipt issued
<input type="checkbox"/> Direct Debit	Newcastle Permanent - BSB: 650 000 Account No: 502624702
<input type="checkbox"/> Cheque	Made payable to Ballina Coastal Country Music Festival please

A Festival tax receipt will be provided for all donations

CONTACT DETAILS

Business name:	
Contact person:	
Contact telephone:	
Email address:	

PLEASE RETURN THIS FORM TO:

Mail:	Ballina Coastal Country Music Festival PO Box 1208, Ballina NSW 2478
Facsimile:	02 6686 7670

***Thank you for supporting the inaugural Ballina Coastal Country Music Festival.
Your donation is valued and greatly appreciated.***

To purchase Troy Cassar-Daley tickets, visit the Festival website at www.ballinacountrymusic.com
Bookings are also being taken at Just Funkin Music, River Street Ballina and tickets can be collected or mailed,
phone 6686 2440.

The Ballina Coastal Country Music Festival is proudly supported by Ballina Shire Council.

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www.ballinacoastalcountrymusicfestival.com