



Bring Winter into your Business Competition

To give visitors and locals the opportunity to explore more of Bathurst, while spreading the footprint of the Bathurst Winter Festival, owners are encouraged to decorate their businesses. It might be a shop window, a reception area, or even a garden that is dressed up to celebrate Winter.

There will be some great prizes for businesses with the best displays, but all decorated businesses that are registered will be listed on the Bathurst Regional Council Events Facebook Page, giving your display and business great exposure.

AIM

- Encourage participation in the Festival by the broader community
- Promote widespread awareness of the Bathurst Winter Festival
- Support local businesses by promoting their involvement in the Bathurst Winter Festival

To register in the competition please fill out and return the attached application form to brianna.kirkness@bathurst.nsw.gov.au by Friday 7 June.

BENEFITS OF PARTICIPATING

- Have a decorated business photo posted on the Council Events Facebook page, with the opportunity to reach 10 000 people
- Leverage the branding of the Bathurst Winter Festival by aligning your business to the event
- Enter the competition for your chance to win a great prize

HOW TO ENTER

- Register your business by filling out and returning the attached application form
- Using the supplies in the pack as a start, decorate your business taking inspiration from our theme, *Cosmic Paradise* (think bright lights, vibrant colours and out of this world!)
- Ensure your decorations are up from 6 July – 21 July 2019.
- Send a photo of your display to events@bathurst.nsw.gov.au by Wednesday 10 July – this photo will be used to choose our 10 finalists, and will be put up on Facebook for people to vote in the People's Choice element of the competition

TIPS FOR CREATING A WINNING DISPLAY

- **Have a display that looks great in the day and the night** – try illuminating elements of your display to take it to the next level
- **Stick with the themes of the event** – this year's theme is Cosmic Paradise, and visitors to the festival love to see elements of Winter as they walk around town
- **Take a great photo to submit** – the photo you submit will be used to choose our 10 finalists, and will be used to enter the People's Choice competition. Try taking photos at different times of the day, or at different angles to avoid the glare if the photo is through a window.

KEY DATES:

7 June – registrations close (registrations after this date are not guaranteed a supply pack)

24 June – 28 June – Supply packs delivered

6 July – 21 July – Decorations on display in your business

Wednesday 10 July – Submit photo of display to events@bathurst.nsw.gov.au by 4.00pm

Thursday 11 July – People's Choice Competition opens on Facebook

Tuesday 16 July – Competition judged, winner announced

Thursday 18 July – People's Choice closes 12pm, and announced on Facebook

FURTHER OPPORTUNITITES

Further opportunities to be involved with the Bathurst Winter Festival are available, such as through Program of Events (where you can run your own activity or event); being involved in the town wide treasure hunt; or through sponsorship of the festival. If you would like more information about how your business can make the most of the Bathurst Winter Festival, please contact Council's Events Assistant, Brianna Kirkness on 6333 6110 or at brianna.kirkness@bathurst.nsw.gov.au.

TO APPLY

To apply to be included in the Bathurst Winter Festival's Program of Events, please fill out the attached form, and return to Brianna by Friday 7 June 2019 at brianna.kirkness@bathurst.nsw.gov.au.



Organisation Contact Details	
Name:	
Organisation:	
Address:	
Phone:	
Email:	
Facebook:	

This form is not confirmation that your package has been accepted into the competition. Bathurst Regional Council will contact you within 30 days of your submission to advise of the outcome.