



## **Program of Events**

Bathurst Regional Council would like to encourage local businesses and community groups to take advantage of the Bathurst Winter Festival, and hold their own event, promotion or activity as part of the Bathurst Winter Festival, between 6 – 21 July 2019.

These additional events will encourage visitors and locals attending the Bathurst Winter Festival to embrace the cooler weather and explore other events, attractions and venues in the region and extend their stay during what was previously a quiet time of year for local businesses and tourism providers.

### **AIM**

- Encourage participation in the Festival by the broader community
- Promote widespread awareness of the Bathurst Winter Festival
- Coordinate an inclusive Program of Events that falls within 6-21 July 2019
- Support local businesses by promoting activities and events through integrated marketing and advertising plans
- Increase overnight stays in Bathurst, and increase the number of nights of each stay by Bathurst Winter Festival attendees

To be included in the Bathurst Winter Festival Program of Events, you will need to supply the following:

- A completed Program of Events Application form including:
  - Up to 100 words describing the facilities
  - Two good quality high resolution photos (JPEG format)

### **BENEFITS OF PARTICIPATING**

- A listing on the Bathurst Winter Festival website
- An opportunity to capitalise on Council's extensive Winter Festival promotion
- Be included in the Bathurst Winter Festival's Program of Events
- Opportunity to be seen by over 50,000 people on Bathurst Winter Festival website (2018 website figures)
- Opportunity to be seen by over 10,000 people on Council Event's Facebook page
- Cross promote – share social media handles to extend our reach
- Leverage event attendance – increase stays at your facility during the festival period.
- Increase visitation to Bathurst in a generally quiet time of year.

## PACKAGE IDEAS

Each year local businesses come up with new and exciting inclusions for the Bathurst Winter Festival Program of Events. We recommend looking at what your business does well, and developing an event that plays to these strengths.

This year's theme for the Bathurst Winter Festival is *Cosmic Paradise*, so to make your event more engaging, why not see if you can include elements that are bright, fun or out of this world in your event?

To inspire you, here are some ideas that could be included in the Program of Events:

- **A workshop or class** (could you run one in the day for kids and one after hours for adults?)
- **A special Winter Festival inspired menu** (this could be dining in the restaurant or café, or takeaway. Could you offer a special ticketed themed menu one night?)
- **Extended trading hours** (why not make this even more exciting by offering a fashion show, dress up competition or finger food for all shoppers)
- **A concert or performance** (people love interactive shows – how can the crowd get involved?)
- **A trivia night, karaoke morning or movie screening**

If you are still stuck with ideas, give Brianna a call on 6333 6110 – we would be happy to brainstorm ideas with you!

## FURTHER OPPORTUNITIES

Further opportunities to be involved with the Bathurst Winter Festival are available, such as through decorating your business and entering the competition; 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](mailto: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 17 May 2019 at [brianna.kirkness@bathurst.nsw.gov.au](mailto:brianna.kirkness@bathurst.nsw.gov.au).

For further information about the Bathurst Winter Festival, the Program of Events, or other ways your business can be involved, please contact Events Assistant Brianna Kirkness on 6333 6110.



BATHURST  
**WINTER**  
FESTIVAL

<b>Event Details</b>	
<b>Business Name:</b>	
<b>Website:</b>	
<b>Event Name:</b>	
<b>Description of Event (100 Words):</b>	
<b>Event Date:</b>	
<b>Event Time:</b>	
<b>Event Location:</b>	
<b>Cost:</b>	
<b>How to purchase tickets (if applicable):</b>	
<b>Target market:</b>	
<b>Expected number of attendees:</b>	

### **Images**

**\*Please attach two (2) good quality high resolution images of your facilities, which will be used to promote your package**

<b>Organisation Contact Details</b>	
<b>Name:</b>	
<b>Organisation:</b>	
<b>Address:</b>	
<b>Phone:</b>	
<b>Email:</b>	
<b>Facebook:</b>	

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