



Program of Events

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 Winter Festival Program, between 6-21 July 2019.

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

AIM

- Promote widespread awareness of the Bathurst Winter Festival
- Encourage participation by the broader community
- Coordinate an inclusive Program of Events that falls within 6-21 July 2019
- Support activities and events through integrated marketing and advertising plans

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

- Up to 100 words describing the event
- Two good quality high resolution photo's (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 listed as part of the Bathurst Winter Festival's Program of Events
- Opportunity to be seen by over 41,000 people on Bathurst Winter Festival website (2017 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 visitation for your business during the festival period.
- Increase visitation for business in a generally quiet time of year

Event Details	
Event Date
Event Time
Location
Target Market
Cost of Event

Expected Attendees
Description of the Event

Images
*Please attach two (2) good quality high resolution images, which will be used to promote your event

Your Details	
Name
Organisation
Address
Phone
Cost of Event
Email
Facebook

Return to events@bathurst.nsw.gov.au