

COAST LIFE

appreciating life on, in
and near the water

PARTNERSHIP OPPORTUNITIES

CULTURE | COMMUNITY | CONSERVATION

WHAT

An all-day community, education, & cultural event featuring keynote talks about our relationship with water and its importance to us as individuals and as a community.

The focus of this event is WATER – everything that makes it important to us, all the different ways we interact with it, and our individual responsibility for protecting and preserving it.

Keynote Talks • Live Music • Live Art • Workshops • Panel Discussions • Poetry • Comedy • Food & Bev • Market Stalls • Games • Smoking Ceremony • Yarns Around the Campfire • Cooking Demos and more!





**This is nothing like what
I thought it would be. I'm so
impressed. How good is it?**

- Patron



WATCH THE SUCCESS OF OUR 2019 EVENT!

WHEN

SUNDAY 28 MARCH 2021

WHERE

**TERILBAH RESERVE,
THE ENTRANCE NORTH, NSW**



REACH

You'll find our fingerprints all over: posters, flyers, event program, core-flutes, Facebook, Instagram, Linkedin, newspapers, magazines, tv, radio, podcasts, youtube, e-news and more!

AUDIENCE

A true representation of the diversity of the Central Coast: Ages 0 - 85+

Families, surfers, fishermen, retirees, singles on a Sunday sesh, environmentalists, music & art lovers, & more.



ACCOMPLISHMENTS



Contributed over \$20,000 to the local economy.

Created exposure and paid opportunities for local creatives inc. musicians, artists, photographers, florists, comedians, poets & more.

Provided empowering education on how to better protect our waters.

Increased access to Aboriginal Culture

Many people have anecdotally reported a new state of 'inspiration' and 'enlightenment' as a result of the education component of the event.

ETHOS



GOALS

Grow into a major, flagship arts & culture festival for the Central Coast.

Build a sustainable arts organisation that trains, mentors & employs aspiring creative industry professionals.

Create paid opportunities for regionally based artists, creators, and more.

Increase Aboriginal Cultural access for non-Indigenous audiences.

Impact social & political attitudes, leading to better environmental outcomes.

**Help raise awareness & funds for our official charities:
TAKE 3 FOR THE SEA & AUSTRALIAN SEABIRD RESCUE CENTRAL COAST**



PARTNER WITH US!

WE ARE SEEKING BRILLIANT BRANDS & COMMUNITY HEROES!

Enjoy a four month, boutique Integrated Marketing Campaign to connect YOU AND YOUR BRAND with your community in cutting edge, meaningful ways so you can grow positive brand awareness, expand your business objectives and have your brand stand out from the rest.





**“WHEN BUSINESSES
TAP INTO & INVEST IN THE
DEPTH OF COMMUNITY
AND CULTURE, AMAZING
POSSIBILITIES ARISE FOR
THEIR BOTTOM LINE”**

WHO

MONIQUE HARTMAN

ADVOCATE | INNOVATOR

A passionate arts and culture advocate, Monique has over twenty years experience in the events, festival, tour and arts industry at an executive and senior leadership level.

You will be working on pioneering campaigns with purpose in partnership with a passionate, creative, and astute professional that thrives on serving her community and business partners alike, whilst championing for artists and the arts industry.



“There is no doubt the success of these events is reliant on Monique’s vision to produce something of value and benefit to those who patronise the events”

Daniel McGill, Director
and Founder, Byron
Bazaar Publishing

ADVANTAGE AGENCY

BRAND DEVELOPERS | MARKETING SPECIALISTS

Advantage Agency is a locally based Digital Agency, with passion for authentic, social and ethical marketing and design. Having already improved the marketing function and results of dozens of Central Coast Businesses, they're excited to work alongside COAST LIFE to promote and assist Brilliant Brands and Community Heroes.



PHILLIP MAENPAA

VIDEOGRAPHER | CREATOR | LISTENER

With his own Production Firm, Phillip is a creative and dynamic content creator that specialises in storytelling. Captivating videos, made thoughtfully and with purpose. Showcasing the heart of both COAST LIFE and it's partners, you can trust Phillip to capture the best of your brand.



**MONIQUE'S VISION
FOR FUNDRAISING EVENTS AND
BRINGING A WHOLE BUSINESS
COMMUNITY TOGETHER FOR THIS
CAUSE AND WHAT WE'VE ALL
ACHIEVED TOGETHER HAS BEEN
TRULY INSPIRING.**

Rhoda Roberts AM,
Director
Boomerang Festival

IMAGINE WHAT IT COULD BE LIKE TO:

- Increase revenue opportunities when you become recognised as a Brilliant Brand and a 'go to' in your industry.
- Feel truly proud of the ethical practices of your brand, inspired and energised, knowing you helped gift an amazing experience to your community.
- Expand local business networks to open new doors and possibilities.
- Feel empowered to 'play' and continue in business even during uncertain times, knowing you have strong connections in your networks, cheerleaders and champions.



HERO ACTIVATION #1

VIP BRAND PARTNER OF COAST LIFE

Our mission (and we choose to accept it!) is to build your brand's solidarity with local culture, community, and conservation. We announce your arrival to our audiences and applaud your business' participation - it's Facebook official!!

BENEFITS

Logo Integration - Digital (Website, Ticketing page, E-newsletters), Print (posters, flyers).

Social Media - 2 x Dedicated posts on Facebook, Instagram, and LinkedIn plus shares throughout the campaign.

Exclusive Access to the 'Coast Life Community Heroes & Brilliant Brands' Facebook Group where you'll enjoy special bonuses, networking opportunities, BTS fun, and regular updates on the progress of your campaigns, giving you an unprecedented involvement in the production and marketing of a large scale event. This is where we build our safe, fun, collaborative community of partnership toward a united goal.

Preferred Supplier Status and industry exclusivity, plus professional referrals and re

2 x Event Tickets

2 x Invitations to Coast Life launch and satellite events.

VALUE : \$2,500



HERO ACTIVATION #2

BUILD THE BUZZ

Amplify your brand exposure when we kick off our event marketing campaign. You will be firmly embedded in all COAST LIFE event marketing activity, building your reach within the community.



BENEFITS

IN ADDITION TO THE INCLUSIONS OF ACTIVATION #1...

Dedicated E-Newsletter Feature – all about your brilliant brand, your message and goals!

Marketing Coverage – across all event print, digital, radio, TV and outdoor campaigns across the Central Coast and beyond.

Full Page Program Ad - 4,000 copies distributed through the region one month prior to the event, and on site.

Press Releases and editorial coverage.

4 x Event Tickets

VALUE : \$10,000

HERO ACTIVATION #3

YOUR TIME TO SHINE!

Working with your marketing goals, we come up with a unique creative idea to showcase your brand brilliance in the lead up to the event and activate your business within the community, creating new brand cheerleaders and champions.

BENEFITS

IN ADDITION TO THE INCLUSIONS OF ACTIVATION #1 AND #2...

Video Package – a custom and dedicated video package to distribute through your channels.

Bespoke Brand Campaign – that puts your brand in the spotlight, in collaboration with our amazing marketing and media team.

- OR -

An On-Site Activation

VALUE : \$15,000



**“GREAT LINE UP OF
KEYNOTE SPEAKERS,
FOOD AND MUSIC”**

- CR BRUCE MCLACHLAN



HERO ACTIVATION #4

THE MAIN EVENT

Experience the fun, excitement, joy and satisfaction of seeing this fantastic event come to life which wouldn't have been possible without your contribution and support.

Enjoy bringing your network together with your local community to celebrate everything we love about Coast Life while bringing culture, collaboration and sustainability to life.



BENEFITS

IN ADDITION TO THE INCLUSIONS OF ACTIVATION #1 AND #2 AND #3!

Stage Naming Rights

On-Site Activation - You get the opportunity to connect on the ground with audiences, where you can garner sales on the spot or develop relationships and leads for the future.

On-Site Event Branding

12 Event Tickets - with VIP Hospitality packages for you and your guests.

Platinum Gift Package

Certificate - Framed, personalised certificate of appreciation.

Post-Event Recognition - Ongoing through COAST LIFE marketing channels.

VALUE : \$20,000

BONUSES

WANT A LITTLE BIT MORE?

All of our Hero Activations have the opportunity to customise their presence by adding on one or more of these bonus sponsorship opportunities.

OPTIONS

Main Stage Naming Rights – \$8,000

Event Activation Priority Location – \$3,000

Sponsor a Talent - Includes VIP backstage tour and exclusive meet and greet with the performer you have sponsored, including photo opportunity (pending alignment and approval) - \$6,000

ACTIVATION SUMMARY



**“ENJOY THE TANGIBLE
BUSINESS BENEFITS OF
INVESTING IN CULTURE AND
YOUR LOCAL COMMUNITY THROUGH
EXCITING COLLABORATIONS
THAT DELIGHT YOUR
AUDIENCES”**

CONTACT

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PARTNERSHIP ENQUIRIES
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GENERAL ENQUIRIES
coastlifefest@gmail.com

Get event tickets here: [TICKETS](#)

CONNECT:    



CULTURE | COMMUNITY | CONSERVATION

ACKNOWLEDGMENT

COAST LIFE and its organisers acknowledges the traditional owners of the Darkinjung lands on which we live, work, play. We pay respect to elders past, present and future. We strive to contribute to national unification through arts and cultural practices, and work in consultation and collaboration with First Nations peoples in every way we can.

Learn more and participate:
www.darkinjung.com.au

