The Somerset Celebration of Literature
The writers’ festival for the Gold Coast

Sponsorship Opportunities
Australia’s premier youth literature festival
9 to 11 March 2016
FROM THE HEADMASTER

As the current Headmaster of Somerset College, I have witnessed the growth of the Somerset Celebration of Literature and been astounded at its renewable vitality and relevance. It has been the model for other similar festivals, replication the sincerest form of flattery. There is no doubt that a generation of young Australians have been turned on to literature because of the Celebration’s success.

The Celebration is our College’s gift to the Gold Coast and beyond. The community benefactors realise that their name is associated with a successful event with nearly 20,000 pairs of eyes firmly on Somerset for a week in March. More than this, their generous support is helping Somerset inspire young Australian boys and girls to love literature, to open their hearts and minds, to make them global citizens.

Hamlet tells us that it is “words, words, words” but we, and you, know it is so much more.

With every best wish,

Mr Craig Bassingthwaighte
MA, BEd Studies, BA, DipT, FACE, MACEL
Headmaster, Somerset College

FROM THE CHAIRPERSON

Thank you for taking the time to review our festival. We believe passionately in the concept of the Somerset Celebration of Literature – a festival of reading and writing. The Somerset Celebration of Literature has been going for 22 years in 2015.

As a festival of literature, we are making numerous innovative changes that we hope will consolidate this festival as one for the community and enhance our reputation as one of the most community friendly, organised and innovative festivals in the country and in the world. We are reaching out to the City of Gold Coast and the Bleach* Festival and making permanent links with the community through the expansion of the festival sessions and authors to community centres and through the exchange of various art forms with Bleach*. We are determined to be here, bigger and better into the next 100 years and further!

Finally, we affirm this as a celebration of something very precious in life; the liberation and empowerment that come from being literate and hence articulate. Stories in literature are the very stuff of life. The writer creates and sets his or her creation free to the world at large for readers to engage with and create their own stories. We then read and through this process, are freed from the shackles of convention and conformity, gain hope, plan pathways for life and storm the metaphorical barricades of our minds.

Reading (and writing) changes us forever and influences the generations to come.

Dr Michael Brohier
PhD, M.Litt., B.A.(Hons.), Dip.Ed., MACE, MACEL
Chairperson, Somerset Celebration of Literature
**Festival Highlights**

**The Prologue Party**  
**Wednesday 9 March 2016**

The Prologue Party serves as the official launch of the Celebration of Literature, introducing the writers to the public and generating media interest. This free event is for adults and children, with various activities, sessions and performances providing a truly festive atmosphere.

**Author Sessions**  
**Wednesday 9 March to Friday 11 March 2016**

The student days allow children from Prep to Year Twelve from schools in Queensland and Northern New South Wales to meet a range of writers. There are book signings and sales which provide readers with the opportunity to meet the writers. The exciting workshops, sessions and performances encourage children to engage with literature in a fresh and inspiring way.

**Literary Lunch**  
**Thursday 10 March 2016**

The festival programme includes a luncheon with keynote speaker, Tim Baker. The community is invited to attend this event. Adult functions such as this provide opportunities to meet and mingle with authors and fellow festival supporters. Events like this receive great response from the community.

**Adult Sessions**  
**Wednesday 9 March to Friday 11 March 2016**

Interactive writing workshops and panel sessions are offered to adult audiences. These are mostly free sessions held in the community, at venues such as our local library and shopping centre. These adult offerings are becoming increasingly popular and we desire to see them grow.

**Literary Long Table**  
**Friday 11 March 2016**

The Literary Long Table dinner provides the opportunity for adults from the community to share an enjoyable evening with some of Australia’s best authors. Featuring standout food and wine, guests enjoyed the atmosphere as they were seated at long tables surrounding the stunning Somerset quadrangle. At the dinner, significant creative writing prizes are awarded for the Somerset National Novella Writing Competition and Somerset National Poetry Prize for School-Aged Writers. The keynote speaker at the 2016 Literary Long Table is Luka Lesson.

**National Competitions**

The Somerset National Novella Writing Competition and Somerset National Poetry Prize is open to all Australian high school students. It is a wonderful opportunity for serious student writers, encouraging them in their literary growth. The Novella competition is sponsored by Penguin Group Australia and Bond University. The Poetry Prize is sponsored by Dr Annette Allen from Tweed Banora Dental.
Why Sponsor?

The Somerset Celebration of Literature relies upon support from the community. We’d love to have you come on board as a valued partner as we celebrate our 23rd year.

Somerset College is a prestigious school and one that is highly regarded both nationally and internationally.

An association with Somerset College speaks of a commitment to excellence. As an integrated partner, you will be joining us in educating and caring for today’s youth.

The Somerset Celebration of Literature incorporates a three-day writers’ festival which brings together readers and writers of all ages, and from right across the region.

Since its inception in 1994, it has gained a reputation as one of the leading premier literary events in Australia.

Sponsoring the Somerset Celebration of Literature is a prime avenue for you to align your organisation with this significant festival.

The Somerset Celebration of Literature not only advances literature in the community, but will also allow your partnering organisation to build its profile in the education and arts sector, the Gold Coast and the surrounding region at large.

As a valued sponsor, you will also be presented with the opportunity to network with other partnering organisations who share your approach to responsible corporate citizenship.

Our sponsorship packages are designed to give your organisation the best possible coverage and value, and may be tailored to suit your organisation’s needs and requirements.

The Somerset Celebration of Literature provides your organisation with an abundance of opportunities:

- Showcase your products and services to approximately 60 schools and over 15,000 session attendees
- Have direct and indirect exposure to the education and arts communities at a local and regional level
- Gain significant brand exposure during the two-month lead up to the Festival via publications, media activity and advertising
- Reinforce your brand positioning as being strongly associated with the education, arts and literature market
- Be publicly acknowledged as a committed corporate citizen for supporting education, youth, arts and literature in Queensland
Sharing the Excitement

The 2015 Somerset Celebration of Literature was a resounding success. Authors, volunteers, students, staff and festival guests loved sharing their excitement. Enjoy reading their feedback on these pages.

Throughout the course of the festival I was on a panel in an adult blogging seminar, conducted poetry workshops with upper primary students, talked to a range of grades about what inspires me to write and what shapes my writing, did a dramatic reading of ‘This is the Mud!’ with a group of pre-preppies (they were gorgeous – and so spontaneous!) and was involved in the student dinner, where groups were given a topic and had to present a 5-7 minute performance on this theme by then end of the evening. (My group was so awesome, that, despite my involvement, they won! So many wonderful and varied activities throughout the time. The bonus being that through it all, I could have also fun with an awesome bunch of Aussie (plus Peter from over the Tasman) authors. And catch up with my lovely UQP publisher and editor. All on the beautiful Gold Coast, where we were pampered like royalty.
Kathryn Apel, Author

I attended Somerset Celebration of Literature, a week-long extravaganza for students, parents, teachers and authors. What a festival – my god, I had no idea before I arrived that the celebration would be of such an incredible magnitude. There were fireworks and Dippin’ Dots, a photo booth, a book shop, a Writers Wall, performances, amazing food, students dressed as literary characters, signings, author talks, karaoke, poetry and novella competitions, bus-loads of kids from schools all over the country… It kind of blew my mind. The parents and teachers were incredible – so much of it was organised and carried out by people who had taken time off work to support the festival. And the students were wonderful! So engaged and diverse, and with such fantastic questions!
Ellie Marney, Author

I cannot believe what a wonderful learning experience it was and how bad I felt by missing the last 21 years! from rapping poets to authors sharing their most inner experiences, it was truly a wonderful festival.
Robyn Geddes, Burnett State College English Subject Area Coordinator

Our students and teachers enjoyed the presentations of both authors who related to our Year 5/6 students and shared wonderful ideas to enhance their writing. Students also enjoyed hearing about the authors’ experiences growing up and their current lives. I was delighted many of our students purchased books and had them autographed.
Roslyn Moore, Helensvale State School Learning Coach

“Books are Life”
Quote taken from the Writers’ Wall
Platinum Sponsorship

A Platinum Sponsorship Package represents an extremely close partnership between the Somerset Celebration of Literature and your organisation. This partnership offers you the greatest choice and variety in promoting your organisation.

$10,000 + GST

Platinum Sponsorship Benefits

Print collateral and signage
- Full page advertisement and organisational logo in the official Festival Guide (10,000 printed and distributed throughout the region)
- Banner displayed at the Festival site for the duration of the Festival (supplied by sponsor organisation)
- Company logo displayed at formal Literary Long Table
- Poster naming all sponsors displayed at all marquees and venues throughout the Festival

Branding
- Official sponsorship of The Great Hall venue during the Festival
- Product/promotional material displayed at the Festival site (supplied by sponsor organisation)
- Your company name linked to event specific radio, newspaper and online advertising

Website
- Logo acknowledgement on the Celebration of Literature website with a link through to your website

Function Passes
- Invitation for 4 to attend the Literary Long Table
- Invitation for 4 to attend The Prologue Party
**Gold Sponsorship**

This partnership offers a range of opportunities for promotion of your organisation through sponsorship of the Literary Long Table.

$5,000 + GST

**Gold Sponsorship Benefits (Literary Long Table)**

Print collateral and signage
- Half page advertisement and organisational logo in the official Festival Guide (10,000 printed and distributed throughout the region)
- Banner displayed at the Literary Long Table (supplied by sponsor organisation)
- Banner displayed at the Festival site for the duration of the Festival (supplied by sponsor organisation)
- Company logo displayed at formal Literary Long Table
- Poster naming all sponsors displayed at all marquees and venues throughout the Festival

Branding
- Product/promotional material displayed at the Literary Long Table (supplied by sponsor organisation)
- Literary Long Table promoted through radio, newspaper and online advertising

Website
- Logo acknowledgement on the Celebration of Literature website with a link through to your website

Function Passes
- Invitation for 2 to attend the Literary Long Table
- Invitation for 2 to attend The Prologue Party
- 4 VIP Festival Passes to attend author sessions (excluding catered events)
Silver Sponsorship

This partnership offers opportunity for promotion of your organisation through sponsoring the Somerset Celebration of Literature The Prologue Party or Literary Lunch.

$3,000 + GST - Both unavailable for 2016 - Sponsorship renewed

Silver Sponsorship Benefits (The Prologue Party or Literary Lunch)

Print collateral and signage
- Quarter page advertisement and organisational logo in the official Festival Guide (10,000 printed and distributed throughout the region)
- Banner displayed at The Prologue Party or Literary Lunch (supplied by sponsor organisation)
- Company logo displayed at formal Literary Long Table
- Poster naming all sponsors displayed at all marquees and venues throughout the Festival

Branding
- Product/promotional material displayed at The Prologue Party or Literary Lunch (supplied by sponsor organisation)
- The Prologue Party and Literary Lunch promoted through radio, newspaper and online advertising

Website
- Logo acknowledgement on the Celebration of Literature website with a link through to your website

Function Passes
- Invitation for 2 to attend The Prologue Party or Literary Lunch
- Invitation for 2 to attend the Literary Lunch (Lunch Sponsor)
- 2 VIP Festival Passes to attend author sessions (excluding catered events)
Bronze Sponsorship

This partnership offers opportunities for promotion of your organisation through general sponsorship of the Somerset Celebration of Literature.

$2,500 + GST

Bronze Sponsorship Benefits (General)

Print collateral and signage
- Quarter page advertisement and organisational logo in the official Festival Guide (10,000 printed and distributed throughout the region)
- Banner displayed at the Festival site (supplied by sponsor organisation)
- Company logo displayed at formal Literary Long Table
- Poster naming all sponsors displayed at all marquees and venues throughout the Festival

Branding
- General event promotion through radio, newspaper and online advertising

Website
- Logo acknowledgement on the Celebration of Literature website with a link through to your website

Function Passes
- Invitation for 2 to attend The Prologue Party
- 2 VIP Festival Passes to attend author sessions (excluding catered events)
Specialised Sponsorship – Satchels

This partnership offers opportunity for promotion of your organisation through branding satchels which are distributed to the sponsors, authors and publishers. The reusable satchel will provide extensive and ongoing exposure for the sponsor.

$2,500 + GST

Specialised Sponsorship Benefits (Author Satchel Sponsorship)

Print collateral and signage
- Quarter page advertisement and organisational logo in the official Festival Guide (10,000 printed and distributed throughout the region)
- One satchel insert (to be provided by Sponsor and subject to the Chairperson’s approval)
- Company logo displayed at formal Literary Long Table
- Poster naming all sponsors displayed at all marquees and venues throughout the Festival

Branding
- Monochrome logo printed on satchel
- General event promotion through radio, newspaper and online advertising

Website
- Logo acknowledgement on the Celebration of Literature website with a link through to your website

Function Passes
- Invitation for 2 to attend The Prologue Party
- 2 VIP Festival Passes to attend author sessions (excluding catered events)

Specialised Sponsorship – Photo Booth

This partnership offers opportunity for promotion of your organisation through branding of the Photo Booth, which is a long standing and popular element of The Somerset Celebration of Literature. The Photo Booth will provide extensive and ongoing exposure for the sponsor.

$1,750 + GST (per day package)

Specialised Sponsorship Benefits (Photo Booth Sponsorship)

Print collateral and signage
- Organisational logo in the official Festival Guide (10,000 printed and distributed throughout the region)
- Company logo displayed at formal Literary Long Table
- Poster naming all sponsors displayed at all marquees and venues throughout the Festival
- Logo displayed on Photo Booth prints

Branding
- General event promotion through radio, newspaper and online advertising
- Name branding of the Photo Booth

Website
- Logo acknowledgement on the Celebration of Literature website with a link through to your website

Function Passes
- 2 VIP passes to attend The Prologue Party (which includes food and drinks from Hard Back Cafe)
- 2 VIP Festival Passes to attend author sessions (excluding catered events)
Specialised Sponsorship - Writers’ Wall or Sound Stage

This partnership offers opportunity for promotion of your organisation through branding the Writers’ Wall, which is a popular entertainment element of The Somerset Celebration of Literature. Both the Writers’ Wall and Sound Stage will provide extensive and ongoing exposure for the sponsor.

$1,500 + GST

Specialised Sponsorship Benefits (Writers Wall or Sound Stage Sponsorship)

Print collateral and signage

- Organisational logo in the official Festival Guide (10,000 printed and distributed throughout the region)
- Company logo displayed at formal Literary Long Table
- Poster naming all sponsors displayed at all marquees and venues throughout the Festival
- Logo displayed digitally or via Writers Wall print material at Writers Wall

Branding

- General event promotion through radio, newspaper and online advertising
- Branding of the Writers Wall and Sound Stage

Website

- Logo acknowledgement on the Celebration of Literature website with a link through to your website

Function Passes

- Invitation for 2 to attend The Prologue Party
- 2 VIP Festival Passes to attend author sessions (excluding catered events)
Specialised Sponsorship - Library Bag

This partnership offers opportunity for promotion of your organisation through branding 10,000 library bags, which is given to all patrons at the Festival and delivered to the local libraries and book stores prior to the Festival.

$8,000 + GST for 2 years

Specialised Sponsorship Benefits (Library Bag Sponsorship)

Print collateral and signage
- Half page advertisement and organisational logo in the official Festival Guide (10,000 printed and distributed throughout the region)
- Company logo displayed at formal Literary Long Table
- Poster naming all sponsors displayed at all marquees and venues throughout the Festival
- One library bag insert (to be provided by Sponsor and subject to the Chairperson’s approval)

Branding
- General event promotion through radio, newspaper and online advertising
- Logo printed on all 10,000 library bags

Website
- Logo acknowledgement on the Celebration of Literature website with a link through to your website

Function Passes
- Invitation for 2 to attend the Literary Long Table
- Invitation for 2 to attend The Prologue Party
- 4 VIP Festival Passes to attend author sessions (excluding catered events)
Specialised Sponsorship - Chill Out Zone

This partnership offers opportunity for promotion of your organisation through branding the Chill Out Zone. In 2015, the Chill Out Zone was created for patrons to enjoy the surroundings of the Festival whilst being entertained by the daily proceedings. The Chill Out Zone will provide extensive and ongoing exposure for the sponsor.

$1,000 + GST

Specialised Sponsorship Benefits (Chill Out Zone Sponsorship)

Print collateral and signage
- Organisational logo in the official Festival Guide (10,000 printed and distributed throughout the region)
- Company logo displayed at formal Literary Long Table
- Poster naming all sponsors displayed at all marquees and venues throughout the Festival
- Logo displayed on Chill Out Zone Banner

Branding
- General event promotion through radio, newspaper and online advertising
- Name branding of the Chill Out Zone

Website
- Logo acknowledgement on the Celebration of Literature website with a link through to your website

Function Passes
- 2 VIP passes to attend The Prologue Party (which includes food and drinks from Hard Back Cafe)
- 2 VIP Festival Passes to attend author sessions (excluding catered events)
**Festival Sponsorship**

The Somerset Celebration of Literature is grateful for the support of its numerous sponsors. From family-owned businesses, through to publishing houses, media outlets and big businesses, these sponsors are presented with an abundance of promotional opportunities.

**Sponsor Acknowledgements**

All sponsors were acknowledged on A2 posters displayed throughout the Somerset campus during the festival. Logos also appeared on the website and on a continuously scrolling slideshow during the formal Literary Long Table. Sponsors were invited to provide banners and other promotional material for display during the festival.

**Festival Guide Advertisements**

Sponsors who contribute over $2,500 are acknowledged with an advertisement in the Festival Guide.

**Onsite Sponsor Marketing**
The 2015 Somerset Celebration of Literature received extensive positive media coverage by print, broadcast and online media organisations. Several local and national outlets, reported favourably on the festival including one-on-one interviews with Somerset students and authors as well as attendance at Celebration events. The Gold Coast Bulletin covered the Celebration of Literature several times leading up to the event including a feature in TXT4U, the educational section of the newspaper.

The Celebration received extensive broadcast coverage by both television and radio. The Festival was featured on numerous radio stations including 90.9 Sea FM, 92.5 Gold FM and Juice 107.3FM. These radio stations aired advertisements, several author interviews in the lead up to and also during the Festival as well as various promotions. Channel 9 Gold Coast News extensively covered the Festival and aired this in their 5.30pm bulletin.

The festival is now recognised as an annual Gold Coast event and as such is registered with the Australian Tourism Database Warehouse which enables the event to be listed on over 70 tourism websites. As well as featuring on many additional websites to various degrees, ranging from listings and notations in ‘what’s on’, community billboards and event calendars to general descriptions of the festival. The Somerset Celebration of Literature was also featured in a selection of other documents and publications including both printed and online versions of Gold Coast City Council Newsletters and local library and community group newsletters.

The Somerset Celebration of Literature Facebook, Twitter and Instagram pages received a great response enlisting hundreds of followers. The Writers’ Wall received an overwhelming response by both students and authors, with many uploading their own words or the words of others. Social networking sites enabled many attendees and followers of the festival to gain information, photo updates and links to many aspects of the event.
Further Information

To discuss any of these sponsorship opportunities in further detail please contact the Events Office at Somerset College.

Andrea Lewis
Events Manager
Events Office
Somerset College
Somerset Drive
Mudgeeraba Queensland 4213
Phone: (07) 5559 7302
Email: events@somerset.qld.edu.au
Website: www.SomersetCoFL.org.au