

Support Stable in 2023



Sponsorship & Partnership Opportunities





Stable 2022 at a Glance



31,783
Attendees
(34% increase
from 2021
event)

56 Churches
represented
through
volunteers

472
registered
volunteers

73 Stage
performances

1566
Volunteer
roles filled
over 5 nights

78
Sponsors

9 community
organisations
involved

32 churches
invested
financially

30 local
Suppliers



Support Stable in 2023

Stable NQ has been a part of your community for 21 years and has impacted the hearts of many families in Townsville. In 2022 over 30,000 people heard the story of Christmas through the Stable Event at Riverway.

You can be part of bringing this creative gift to our City this Christmas.. A gift that builds social capital by strengthening families and bringing together the Church, businesses and the government. Become a stable supporter to help secure the future of Stable NQ and help deliver a FREE, fun, unique and life-changing community event this Christmas.

*We value – service, honesty, integrity, humility, courtesy and respect for all peoples. Our motto is **‘by our love’***



Become a Sponsor

Our sponsorship packages.

- **Platinum > \$15,000 plus GST** (pg. 6)
- **Gold >\$10,000 plus GST** (pg. 7)
- **Silver > \$5,000 plus GST** (pg. 8)
- **Bronze >\$1,000 plus GST** (pg. 9)



Naming Rights

You not only get all the inclusions of a sponsorship package but also naming rights for an aspect of Stable. These are available for different parts of the event and require a cash component. They include:

- **The Oval - \$10,000 + GST**
- **Raintree Grove - \$10,000 + GST**
- **Timmy the Train - \$10,000 or \$4,000 a carriage**
- **Stable lighting effects - \$8,000**
- **Our bouncing ball give aways - \$7,000**
- **Or one of our theme nights:**
 - **Seniors and Disability Night \$2000** (Sunday night only)
 - **Night of Carols \$2000** (Monday Night only)
 - **Food Truck Fiesta \$2,000** (these will be on Tuesday night only and complement our Food Fair)
 - **Christmas Markets - \$2,000** (these will be on Thursday night only)
 - **Tropical Friday \$2000** (honouring Steve Price, attendees invited to wear tropical gear)



Program Advertising

We will be distributing 10,000 20-page A4 Booklets from the 1st December.

- o **Small page Ad** \$200+GST
- o **Quarter page Ad** \$500+GST
- o **Half page Ad** \$800+GST
- o **Third page Ad** \$600+GST
- o **Sixth page Ad** \$400+GST



Table Sponsors

\$50 + GST gets your name and Christmas message on one of the 80 tables spread throughout the event



In-Kind Support

There are so many areas where we appreciate in kind support – trucks, computer support, fork lifts, hardware or craft supplies, volunteers, lighting, air conditioning maintenance, hospitality supplies to name just a few – you would be amazed at what we can use!!!!



Prizes

From vouchers to merchandise or larger auction items – we love giving out gifts and adding to the Christmas Spirit. We can also use these at our many fundraisers throughout the year.





Platinum Inclusions



Must be completed by September 1st to receive all benefits.

- **Naming rights** for an aspect of The Stable with a cash component to the value of the space being named.
- **Exclusivity** within business category and level.
- **A full page ad** in the event program. (cash only)
- **Your logo on**
 - Our television ads. Over 250 adds running for a month before the event on 9, 10, Gem and Go.
 - The Stable NQ website (with links),
 - Newspaper advertising (if we choose to use it)
 - Large banners at the event,
 - Logo on all printed promotional material.
- **Stage system**
 - MC mentions regularly during the event.
- **Your 30 second YouTube promo**
 - The Stable NQ website,
 - Facebook and Instagram.
- **Acknowledgement and a brief article** (less than 150 words) in our E-bulletin with photos, distributed to over 3,000 people, explaining your contribution to Stable at Riverway.
- **Networking opportunities** when available.
- **Facebook and Instagram** promotion.
- **Free membership** to our quarterly sponsorship news.

**Your investment into the future of The Stable NQ
\$16,500.**





Gold Inclusions



Must be completed by September 1st to receive all benefits.

- **Naming rights** for an aspect of The Stable with a cash component to the value of the area being named.
- **A half page ad** in the event program.
- **Your logo on**
 - Our television ads. Over 250 adds running for a month before the event on 9, 10, Gem and Go.
 - The Stable NQ website (with links),
 - Newspaper advertising, (if we choose to use it)
 - Large banners at the event,
 - and all printed promotional material.
- **Stage and PA system**
 - MC mentions at the event,
- **Your 20 second YouTube promo**
 - The Stable NQ website,
 - Facebook and Instagram.
- **Acknowledgement and a brief article** (less than 100 words) in our E-bulletin, distributed to over 3,000 people, explaining your contribution to The Stable NQ.
- **Networking opportunities** when available.
- **Facebook and Instagram** promotion.
- **Free membership** to our quarterly sponsorship news.

**Your investment into the future of The Stable NQ
\$11,000.**



Silver Inclusions



Must be completed by 1st October to receive all the benefits.

- **Your logo on:**
 - The Stable NQ website (with links),
 - Corflutes at the event,
 - The program,
 - double sided printed promotional material (if confirmed by 1st October).
- **Stage and PA system**
 - MC mentions at the event,
- **Your 10 second YouTube promo**
 - The Stable NQ website,
 - Facebook and Instagram.
- **Acknowledgement and a brief article** (less than 50 words) in our E-bulletin, distributed to over 3,000 people, explaining your contribution to The Stable NQ.
- **Networking opportunities** when available.
- **Facebook and Instagram** promotion.
- **Free membership** to our quarterly sponsorship news.

**Your investment into the future of The Stable NQ
\$5,500.**





Bronze Inclusions



Must be completed by 1st October to receive all the benefits.

- **Your logo on:**
 - The Stable NQ website,
 - Corflutes at the event,
 - The program,
 - double sided printed promotional material (if confirmed by 1st October).
- **Acknowledgement in our E-bulletin**, distributed to over 3,000 people.
- **Networking opportunities** when available.
- **Facebook and Instagram** promotion.
- **Free membership** to our quarterly sponsorship news.

Your investment into the future of The Stable NQ
\$1,100









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