

**ORD  
VALLEY**  
*Events*<sup>INC.</sup>

PRESENTS

**TASTE  
OF THE  
KIMBERLEY**



**2024 Partnership Prospectus**



# WHAT IS TASTE OF THE KIMBERLEY?

Taste of the Kimberley aims to illuminate the people and offerings of the Kimberley area, uniting both the local community and visitors in celebration of its stunning natural landscapes, indigenous heritage, and thriving agricultural traditions.

Increased economic input in the Kimberley through growing Agritourism is the underlying objective of the event. This will be facilitated through the promotion of food and local produce alongside local tourist attractions.

The 2024 program will see local and Western Australian chefs, farmers and the cultural community unite to showcase the produce and agriculture of the region in a unique and experiential format. Events hosted by local operators, such as lunches, workshops and tours, will also be featured.

Taste of the Kimberley brings together the Kimberley community and travellers from all walks of life to celebrate the character of the Kimberley community - the people, the produce & the landscape.

The primary objectives of Taste of the Kimberley include:

- Broadening the scope of seasonal economic activities in the East Kimberley with a specific focus on the tourism sector;
- Enhancing both the quantity and duration of tourist visits;
- Sustaining a six-month tourist season;
- Generating employment opportunities and expanding the skill set within the region;
- Fostering community pride and a shared regional identity;
- Cultivating community benefits through active engagement.





# COMMUNITY BENEFITS

Taste of the Kimberley is designed to shine a light on the people and produce of the Kimberley, bringing the community and visitors alike together to celebrate its stunning natural landscapes, indigenous culture and rich agricultural heritage.

Benefits to the community include:

**Community Engagement:** Fostering collaboration among local farmers, artisans, government bodies, and community organisations, promoting a sense of community engagement and unity.

**Enhanced Liveability:** Enriching the region's cultural landscape, making it a more vibrant and desirable place to live. Your sponsorship directly contributes to this improved liveability, attracting talent and potential customers to the area.

**Support for Local Agriculture:** These events promote and support local agriculture, helping farmers showcase their products and practices, potentially leading to increased sales and distribution, and preserving agricultural traditions.

**Economic Benefits:** Attracting tourists who spend on accommodations, food, local products, and services, directly benefiting the local economy and creating income and job opportunities.

**Education and Awareness:** The program includes educational components about farming practices and sustainability, raising awareness of the region and the importance of agriculture and food security.

**Preservation of Cultural Heritage:** Taste of the Kimberley provides a platform for Indigenous communities to share their traditional knowledge and cultural practices related to agriculture, preserving and celebrating their heritage.

**Promotion of Sustainability:** The event emphasises sustainable farming practices, encouraging both farmers and visitors to adopt environmentally responsible behaviours and preserve the region's natural beauty.

**Raising Capabilities:** Taste of the Kimberley enhances the capacity and opportunities for the local community, which benefits from exposure and skills transfer.

Taste of the Kimberley has the potential to stimulate economic growth, preserve cultural heritage, enhance community engagement, promote sustainable practices, and raise community capabilities, enriching the region's social and economic fabric for both tourists and the local community.



# Partnership Opportunities



# PLATINUM

## PARTNERSHIP BENEFITS

### Rights of Association

- The right to be called a 'Platinum Sponsor of Taste of the Kimberley'.
- Use of the Taste of the Kimberley intellectual property - which means the right to use Festival images.

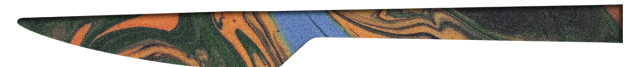
### Brand Exposure

- Logo and link to sponsor website on Taste of the Kimberley website.
- Logo in a full-page advertisement in the local newspaper acknowledging the sponsors.
- Logo acknowledgement in sponsors' presentations at all Taste of the Kimberley events.
- PR opportunities through official event publicist.
- Opportunity to display branding at the event.
- Opportunity to include and feature company's products at Festival events (if applicable).

### Hospitality

- Thirty (30) x FEASTival tickets

**INVESTMENT \$20,000**



# GOLD

## PARTNERSHIP BENEFITS

- The right to be called a 'Gold Sponsor of Taste of the Kimberley'.
- Use of the Taste of the Kimberley intellectual property - which means the right to use Festival images.
- Logo and link to sponsor website on Taste of the Kimberley website.
- Logo in a full-page advertisement in the local newspaper acknowledging the sponsors.
- Logo acknowledgement in sponsors' presentation at all Taste of the Kimberley events.
- Twenty (20) x FEASTival tickets

**INVESTMENT \$10,000**

# SILVER

## PARTNERSHIP BENEFITS

- The right to be called a 'Silver Sponsor of Taste of the Kimberley'.
- Use of the Taste of the Kimberley intellectual property - which means the right to use Festival images.
- Logo and link to sponsor website on Taste of the Kimberley website.
- Logo in a full-page advertisement in the local newspaper acknowledging the sponsors.
- Logo acknowledgement in sponsors' presentations at all Taste of the Kimberley events.
- Ten (10) x FEASTival tickets

**INVESTMENT \$5,000**







# BRONZE

## PARTNERSHIP BENEFITS

- The right to be called a 'Bronze Sponsor of Taste of the Kimberley'.
- Logo and link to sponsor website on Taste of the Kimberley website.
- Logo in a full-page advertisement in the local newspaper acknowledging the sponsors.
- Logo acknowledgement in sponsors' presentations at all Taste of the Kimberley events.
- Six (6) x FEASTival tickets

**INVESTMENT \$2,000**

# FRIEND

## PARTNERSHIP BENEFITS

- The right to be called a 'General Sponsor of Taste of the Kimberley'.
- Logo and link to sponsor website on Taste of the Kimberley website.
- Logo in a full-page advertisement in the local newspaper acknowledging the sponsors.
- Logo acknowledgement in sponsors' presentation at all Taste of the Kimberley events.
- Four (4) x FEASTival tickets

**INVESTMENT \$1,000**



A person is silhouetted against a vibrant sunset over a body of water. The person is holding a large, circular fishing net that is spread out over the water's surface. The sky is filled with soft, colorful clouds in shades of orange, yellow, and blue. The water reflects the colors of the sky and the silhouette of the person and net. The overall mood is peaceful and serene.

**THANK YOU FOR  
YOUR SUPPORT**

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