WORLD ENVIRONMENT DAY FESTIVAL

Sponsorship Prospectus 2021

SUNSHINE COAST Environment Council
www.scec.org.au

CELEBRATING 40 YEARS 1980 - 2020

WED FESTIVAL 2021

THE EVENT

When: Throughout the month of June 2021
Where: Various locations across the Sunshine Coast region
Theme: United Nations Decade on Ecosystem Restoration

WED Festival is the region's biggest environmental event and holds the title of the longest running event of its kind in South East Queensland. The Festival is run by the **Sunshine Coast Environment Council**, the peak environmental advocacy organisation on the coast.

WED Fest 2012 festival was delighted to **win the United Nations Environment Programme WED challenge!**

WED Fest 2017 was a **National Finalist and State Winner for the Australian Event Awards!**

World Environment Day (WED) is the United Nations' principal vehicle for encouraging worldwide awareness and action for the environment. It has been celebrated since 1972 with communities around the world coming together on the 5th June each year. It is the **'people's day' for doing something positive for the environment**, galvanising individual actions into a collective power that generates an exponential positive impact on our planet.

WED Festival 2021 Objective:
To inspire visitors to take action to protect the local environment and connect, contribute and collaborate with local organisations, while celebrating the unique Sunshine Coast natural environment and strong sense of community. The festival also aims to inspire people to live a low impact, sustainable lifestyle and connect with a global initiative, the United Nations World Environment Day.

Outline:
Australia continuously faces unprecedented social and environment changes, with climate change threatening epic disruption and hardship on a global scale. WED Festival 2021 is **presented by the Sunshine Coast's peak environmental advocacy organisation**, the Sunshine Coast Environment Council (SCEC) and is a month long series of events delivered across the 7 ecosystems on the Sunshine Coast.

In these challenging times, the festival provides an opportunity for local artists, musicians, small business owners and charities to connect with a wide audience and contribute to the protection of our natural environment.

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THE EVENT

WED Festival 2021 will be **reimagined to comply with current public health directions.** The event is a month long series of smaller events that attracts a diverse range of participants across the broader Sunshine Coast region.

The Sunshine Coast Environment Council will comply with all health directives and permit conditions ensuring the safety and wellbeing of our exhibitors, staff and the greater community.

The **free, family-friendly entertainment program** for the month of June includes:

- Guided walks through successful restoration projects
- Live music
- Tree plantings
- Wayapa® Wuurrk workshops
- Syntropic farming workshops
- Regenerative agriculture workshops
- River cruises
- Citizen science activities
- Artist workshops
- Seminars
- Family friendly events

WED FESTIVAL 2021

WHY SPONSOR?

WED Fest 2021 is the biggest community event on the Sunshine Coast that showcases sustainable technology, environmental community groups and conservation organisations. Now, more than ever individuals are wanting to make positive environmental changes to their lifestyle and choose ethical companies to support. By bringing together like-minded organisations and businesses we are highlighting the critical work that environmental organisations are doing to protect our environment. By sponsoring the festival, you are aligning with a major event that has a wide impact across South-East Queensland and connects with an international audience through the United Nations Environment Program World Environment Day.

The festival is run by the peak regional environmental advocacy group for over four decades, the Sunshine Coast Environment Council, a not-for-profit registered charity. The festival relies on over 600 hours of volunteer support, and the generous contributions of sponsors like you, to go ahead each year.

OPPORTUNITIES

MAJOR SPONSOR- $10,000

- Prominent stall space at the festival launch event
- Speaking opportunity at the launch event and other events throughout the month
- Acknowledgement of sponsorship in multiple digital communications
- Feature profile page on the WED Festival website
- Feature acknowledgement on the Sunshine Coast Environment Council website, which attracts a national and international audience
- Banners displayed in prominent locations throughout the 20 + festival events
- Logo displayed on festival signage at each event

FESTIVAL FRIEND - $5,000

- Stall space at the festival
- Tailored social media package
- Feature profile page on the WED Festival website
- Acknowledgement of festival friend sponsorship on the main stage throughout the day by the MC and key Sunshine Coast Environment Council speaker.
- Logo displayed on festival signage

FESTIVAL SUPPORTER - $1,000

- Acknowledgement of festival supporter sponsorship at the launch event by the MC
- Logo displayed on festival signage and website
- Acknowledgement of sponsorship in digital communications throughout the month

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