



# 2024 SPONSORSHIPS



# ABOUT BEND THE AIR

Bend the Air is an annual, multi-level aerial, acrobatics and circus arts competition developed to showcase the talent of emerging artists. The competition invites performers from all across Australia to compete in state-based regional events for the opportunity to qualify for the prestigious National Finals event held annually on the Gold Coast, QLD.

With the knowledge and experience of our team, Bend The Air has experienced exponential growth to quickly become the largest event of it's kind in Australia. Our mission is to present a high-quality competition, with safety at the forefront of our delivery.

Our aim is to deliver the gift of performance to budding young artists and to build a community of like-minded people with a diversity of backgrounds and skill sets. We endeavour to connect with relevant industry professionals and organisations to provide opportunities to upcoming, talented artists to potentially launch their careers in the exciting world of the arts industry.



## STUDIOS

In 2023, competitors represented over 150 studios and training facilities from across Australia & Internationally.



## RETURNING COMPETITORS

In a competitor survey at the National Finals - 95% of respondents indicated they intend to attend again.



## EVENTS

6 Regional Events are held across the country, culminating in the National Finals.

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## ACTS

Took to the Bend The Air stage throughout the 2023 competition season.

# SPONSORSHIP PACKAGES

Bend The Air are looking to partner with like-minded companies who align with our culture and values to help us achieve our goals of continuing to expand our business and provide a platform for artists to showcase their skills and possibly launch their careers. By sponsoring a Bend the Air event that promotes art and creativity, sponsors can demonstrate their commitment to the community and help build positive brand associations.



## FINANCIAL SUPPORT

Sponsor provides monetary support to one or multiple events.



## IN-KIND SUPPORT

Sponsor provides goods and/or services in exchange for sponsorship benefits.

Our sponsorship opportunities give options to support Bend The Air at a Regional or National level, with cash and in-kind investment options or a combination of both. A custom sponsorship agreement can be created for interested parties to ensure a mutually beneficial relationship for all sponsor partnerships.

## REGIONAL SPONSORSHIP

Regional Sponsorship allows local brands to connect with their community by sponsoring one specific event held in their region. By partnering with Bend The Air at the regional level, sponsors not only support the growth of aerial arts and acrobatics in their area but also gain valuable exposure among local audiences.

**2024 LOCATIONS:** Sunshine Coast, Melbourne, Perth, Adelaide, Newcastle, Brisbane

Sponsor Benefit	GOLD - REGIONAL \$1,500	SILVER - REGIONAL \$750
Logo & Link on Event Page on BTA Website	✓	✓
Logo in PreEvent Competitor EDM	✓	✓
Logo in competition digital program	✓	✓
Live mentions at event by MC	✓	✓
Logo on sponsor announcement social media post	✓	✓
Dedicated social media post	✓	
Audio advertisement read by MC during event	✓	
Provide signage to be displayed at event	✓	
Spectator Tickets for event	4 Tickets	2 Tickets

## NATIONAL SPONSORSHIP

Step into the spotlight with our National Sponsorship opportunity! This elite level of sponsorship offers brands nationwide recognition across all Bend The Air events throughout the year. It's an unparalleled opportunity to align your brand with the excitement and energy of Bend The Air and showcase your commitment to supporting the arts on a national scale. The below listed benefits are for each regional event, with the additional opportunities to have a presence at our National Finals event.

Sponsor Benefit	GOLD - NATIONAL \$10,000	SILVER - NATIONAL \$5,000
Logo & Link on Event Page on BTA Website	✓	✓
Logo in PreEvent Competitor EDM	✓	✓
Logo in competition digital program	✓	✓
Live mentions at event by MC	✓	✓
Logo on sponsor announcement social media post	✓	✓
Dedicated social media post per event	✓	
Spectator Tickets for event	10 Tickets	4 Tickets
Audio advertisement read by MC during event	✓	
Signage displayed at event	✓	
<b>NATIONAL FINALS OPPORTUNITIES - (In addition to the above)</b>		
Stall at event	✓	✓
Video ad played on stage	✓	
Logo on Prize Bags	✓	
Gala Event Tickets	10 Tickets	4 Tickets



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## ADDITIONAL SPONSORSHIP OPPORTUNITIES

Discover additional sponsorship opportunities to maximize your brand's exposure and make a lasting impact with Bend The Air. The below can be booked as additions to the mentioned sponsorship packages, or as a stand-alone option.

SPONSORSHIP TYPE	INVESTMENT	BENEFITS
<b>TROPHY SPONSOR</b>	<b>\$1,500</b> PER EVENT	<ul style="list-style-type: none"><li>✓ Named Trophy Sponsor</li><li>✓ Logo in digital competitor program</li><li>✓ Dedicated social media post</li><li>✓ Announced by MC at awards</li></ul>
<b>DIGITAL PROGRAM AD</b>	<b>\$400</b> PER EVENT	<ul style="list-style-type: none"><li>✓ 1/4 Page ad in the competitor program</li><li>✓ Distributed to all competitors and ticket holders</li><li>✓ Artwork assistance available</li></ul>
<b>WEBSITE BANNER AD</b>	<b>\$300</b> PER EVENT	<ul style="list-style-type: none"><li>✓ Banner Ad on dedicated event page on Bend The Air Website</li><li>✓ Artwork assistance available</li></ul>
<b>ADVERTISING BUNDLE</b>	<b>\$600</b> <b>SAVE \$100</b> PER EVENT	<ul style="list-style-type: none"><li>✓ 1/4 Page ad in the competitor program</li><li>✓ Banner Ad on dedicated event page on Bend The Air Website</li></ul>

## HOW TO BECOME A SPONSOR

Get in touch to learn more about how you can become a valued sponsor of Bend The Air and make a difference in the world of performance arts. Whether you're interested in our standard sponsorship packages or prefer a customized option tailored to your brand's unique needs, we're here to help! Get in touch with us via email at [contact@bendtheair.com.au](mailto:contact@bendtheair.com.au) or scan the QR code and complete the sponsorship enquiry form.

