



2017 Northern Daily Leader

*Queen of
Country Music Quest*

ZONTA CLUB OF TAMWORTH INC



2017 Sponsorship Information

The Quest is an exceptional marketing and promotional activity for the The Tamworth Country Music Festival and local businesses, as the festival is acknowledged as the largest music festival in the southern hemisphere, attracting well over 160,000 visitors to the region.

Last years Quest attracted 15 entrants who were sponsored by local business, community and charity organisations. Quest entrants are judged by a panel of local business and community members on their presentation, personality, participation, deportment and knowledge of the festival and the region. The is the opportunity for the Platinum sponsor to be involved in this judging process put the organisation/business in the community spotlight.

The Quest runs from early-January with entrants required to participate in various events throughout the festival, culminating with the Gala Crowning Dinner on Sunday 29th January 2017.

Sponsorship package information is below for your consideration.

Any queries, please contact:

Quest Coordinator Deb Woods 0427609870 - 0267664814 - plushtam@bigpond.net.au

Club Director and Service Chair Venessa Deguara 0412506220 - venessa.deguara@gmail.com

Club President Deb Maes 0407620 943 - deb@imaginemore.com.au

Special Features of the 2017 Quest

In 2017, the Zonta Club of Tamworth Inc. opened nominations early September 2016 and closed on the 30th September to commence providing a range of development activities for the entrants during October, November and ending the first week of December 2016. Short evening workshops include: Deportment, Confidence Coaching, Edicate, Grooming and Dress, Voice Training and they also have the opportunity to participate in a four week introductory public speaking and leadership course delivered by Tamworth Communicators.

The Tamworth members of Zonta have a dedicated committee to support the Queen and Princess throughout the year to coordinate their attendance at a range of civic and community events, guest speaking engagements, social and cultural presentations, and corporate and festival event.

The Quest is taking a further steps supporting young women who are interested in advancing their personal skills such as public speaking, networking and community service. This year Zonta International having objects of empowering local women there is also a strong personal and professional development focus, not only during the quest but in the months leading up the festival.

Coordinator Deb Woods: 67664814 Chair Venessa Deguara: 0412506220 Club President Deb Maes: 0407620 943



2017 Sponsorship Packages

Taken - no longer available Platinum Sponsorship 1 only -

\$8000 Cash or \$5000 cash + in-kind Naming rights plus many other benefits:

- Business name to be used in conjunction with the Queen Quest logo (*potential example below*)



- Business logo monogrammed on the 2 black tops for Queen and 1 black top for Princess, to be worn throughout the year at official civil events. *This provides year round exposure for the sponsor*
- Business logo to featured on the entrant, Queen and Princess sashes
- Business logo to featured on the entrant, Queen and Princess hats
- Business logo monogrammed on the entrants shirts. *This provides year round exposure for the sponsor if the girls were to wear the shirt after the quest*
- Business logo featured at the top of the Queen of Country Music Quest logo (as seen above)
- Opportunity for 2 business pull up banner (**to be supplied and erected by business**) to be displayed at the 2017 Sashing Ceremony and 2017 Gala Crowning Dinner
- Business logo featured at the top of all signage and associated documentation of the 2017 Queen of Country Music Quest
- Two complimentary tickets to the 2017 Queen of Country Music Gala Crowning Dinner (*only for cash sponsor ship - not available for in-kind*)
- Business name announced as Platinum Sponsor at the Gala Crowning Dinner of the 2017 Queen of Country Music Quest
- Business name featured at the top of the entrants information kit and associated signage
- Distribution of your product/service to Quest Entrants in overall quest prize bag
- Permission to use the 2017 Queen of Country Music Quest Supporting logo on your website, social media and marketing material
- Business logo featured at the top of the official 2017 Queen of Country Music Quest website (with approval of Tamworth Regional Council)
- Business logo featured the top of the powerpoint presentation at the Gala Crowning Dinner



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2017 Sponsorship Packages cont.

Gold Sponsorship – \$3000 cash or \$4500 in-kind

Business logo included on the official 2017 Queen of Country Music Quest website
Business logo featured in the power point presentation at the Gala Crowning Dinner
Business name announced as Gold Sponsor at the Gala Crowning Dinner of the 2017 Quest
Two complimentary tickets to the 2017 Queen of Country Music Gala Crowning Dinner
(only for cash sponsorship - not available for in-kind)
Business logo included on all signage and associated documentation of the 2017 Quest
Opportunity for 1 x business pull up banner *(to be supplied and erected by business)* to be displayed at the 2017 Sashing Ceremony and 2017 Gala Crowning Dinner
Business name included in the entrant's information kit and associated signage
Distribution of your product/service to Quest Entrants in overall quest prize bag
Permission to use the 2017 Queen of Country Music Quest Supporting logo on your website, social media and marketing material

Media Partners - as per Gold Sponsorship

Silver Sponsorship - \$1500 cash or <\$2500 in-kind

- Business logo included on the official 2017 Queen of Country Music Quest website
- Business logo featured in the power point presentation at the Gala Crowning Dinner
- Business name announced as Silver Sponsor at the Gala Crowning Dinner of the 2017 Quest
- Business name included in the entrant's information kit and associated signage
- Distribution of your product/service to Quest Entrants in overall quest prize bag
- Permission to use the 2017 Quest Supporting logo on your website, social media and marketing material

Bronze Sponsorship - \$750cash or <\$1200 in-kind

- Business name included on the official 2017 Queen of Country Music Quest website
- Business name featured in the power point presentation at the Gala Crowning Dinner
- Business name included in the entrant's information kit and associated signage
- Distribution of your product/service to Quest Entrants in overall quest prize bag
- Permission to use the 2015 Quest Supporting logo on your website, social media and marketing material

Supporting Patron - <\$500 in-kind Donation

- Business name included in the entrant's information kit and associated signage
- Distribution of your product/service to Quest Entrants in overall quest prize bag
- Permission to use the 2017 Queen of Country Music Quest Supporting logo on your website, social media and marketing material



Quest History

The Quest is one of the great ongoing traditions and an integral part of the Tamworth Country Music Festival.

The Queen of Country Music Quest was established in 1984 by the Tamworth and District Chamber of Commerce and Industry as a promotional event for local business. Entrants are traditionally sponsored by employers or local business. The quest has been an effective way of creating participation in and promotion of the sponsors of the event and the business involved in supporting the entrants.

Entrants are young local women aged between 18 and 35 years.

A few of their duties include: supporting the festival by attending official and informal festival events and supporting visitors to the town by helping answer questions about the festival and region and giving directions when needed.



2016 entrants with Shannon Noll.

The 2017 Quest sees the event run by the Zonta Club of Tamworth Inc.





Quest Purpose

The quest is not a beauty pageant.

It is about empowering entrants to develop in confidence, especially during the Tamworth Country Music Festival with their roles involving many official and some informal duties at the Tamworth Country Music Festival, such as supporting the Mayor Welcome and helping with other events offered by the city.

The quest is a great opportunity for the entrants to meet other local young women, get to know dignitaries of the city, meet some of the stars of country music, see behind the scenes of many events, including the Golden Guitar Awards night, become actively involved in one of the great music festivals in the world and gain personal development through this very special experience.

Qualifying quest entrants have a level of confidence, intelligence and maturity and this is further developed during the course of the quest and in the lead up to the festival. Entrants are also selected due to their genuine interest in, and good knowledge of, the Tamworth region and the Tamworth Country Music Festival.

The Quest culminates in a Crowning Gala Dinner, where two young women are crowned Queen and Princess, to be ambassadors for Tamworth and the region throughout the year. The Queen and Princess of Country Music then spend the next 12 months involved in a range of civic and community events, guest speaking engagements, social and cultural presentations, and corporate and festival functions.

The 2017 Queen of Country Music also travels to Tamworth's sister city Gore in New Zealand to represent the region at the 2017 Gore Country Music Festival.

