



CALLING ALL HEARTS OF GOLD!



In 2024, we're welcoming you to our brand new venue at the UniSC Gympie Campus and expanding our Golden Evenings tour!

GOLDEN EVENINGS



Modelled on our previous successful satellite events, Golden Evenings is a session of heart-warming accessible short films shown in partnership with local community organisations. We plan to hold Q&A sessions and facilitate short filmmaking masterclasses led by an award-winning director at each showing. In 2024, Golden Evenings will tour Pomona, Maleny, Nambour, Maryborough, Hervey Bay, Cherbourg, Rainbow Beach and Maroochydore.

NEW VENUE



We are excited to announce that this year the festival will be held at the Sunshine Coast University (UniSC) Gympie Campus. This is a testament to our commitment to enriching the cultural and educational fabric of our community. Through this collaboration, we aim to bring together the creativity, energy, and expertise of both Heart of Gold and UniSC to create an unforgettable experience for festival-goers.

YOUTH ENGAGEMENT



Encouraging and promoting youth involvement in the festival will significantly enhance the overall experience and success of the event. Here are several reasons why youth involvement is essential for the festival:

- energy and enthusiasm
- innovation and creativity
- audience diversity



IN 2024,

WE'RE SEEKING SUPPORT IN 1 OF 4 WAYS:

WEAR YOUR HEART ON YOUR SLEEVE

SPONSOR THE FESTIVAL

Arts events are an important part of a healthy, connected community but rely on financial contributions to ensure they remain affordable, and sustainable to allow them to continue year after year. Heart of Gold is no exception. Your support through financial sponsorship allows us to grow and offers you a range of benefits.

HEART IN THE RIGHT PLACE

SPONSOR A FILM SESSION

With films spread across more than 20 sessions, there's ample opportunities to sponsor a session aligned to your ideal demographic. Film communicates a meaningful message to our communities in a way like no other!

HAVE A HEART TO HEART

IN-KIND SPONSORSHIP

If you have a product or service that our film festival uses, consider loaning/donating it to our event. The value of your donation would be treated as a sponsorship and attract similar benefits. Both cash and in-kind partnerships receive tickets and promotional opportunities, varying in size in relation to the amount donated.

SUPPORT CREATIVE HEARTS

SPONSOR AN AWARD

Our connection to Gympie and the local community is strong: through our national and regional Filmmaker Competition we encourage and celebrate current and emerging filmmakers. In 2024, we have a variety of awards available to sponsor. If you are interested in learning more about sponsoring awards, please get in touch!

Please see the following tables for benefits & pricing.



LIGHTS, CAMERA, ACTION!

Heart of Gold International Short Film Festival is set to be the signature event for Gympie's future

28 & 29 SEPTEMBER 2024

You are invited to be an integral part of our festival - 100+ short films, Q & A sessions, educational workshops, performing arts and immersive panels

Since 2006, Heart of Gold has celebrated the richness of the human spirit through short films which *connect, unite, and inspire*. The festival proudly supports a world-class offering of films from all over Australia and the globe – presented in short bite-sized experiences.

In 2024, the festival will be held across three days, with a gala opening on Saturday night, an awards ceremony on Sunday, and masterclasses/workshops throughout the weekend. Monday 30th film sessions will be for school students only.



ANNUALLY WE ATTRACT OVER

5,000

attendees from far and wide – **over 30% of our guests are from outside of the Gympie region!**



HEART OF GOLD
INTERNATIONAL SHORT FILM FESTIVAL



THANK YOU FOR HAVING A HEART OF GOLD



FILMMAKER AWARD SPONSORSHIP

BENEFITS	TIER 1 AWARD \$2000+	TIER 2 AWARD \$1000 +
PRINT MEDIA		
LOGO IN FESTIVAL PROGRAMME	Award Page	Award Page
YOUR LOGO @ EVENT		
ON SCREEN IN FOYER	✓	✓
LOGO ON OUR WEBPAGE	✓	✓
SOCIAL MEDIA PROMOTION	✓	✓
AWARDS CEREMONY	Representative to present award at the Awards Ceremony	
EVENTS & TICKETS		
OPENING NIGHT	2 x complimentary	1 x complimentary
SESSION TICKETS	6	4

- (1) There will be a screen with rolling Sponsor sides, that will run for the duration of the festival in a common area
- (2) Company to provide merchandise
- (3) The nature of your promotion needs to be negotiated with the Sponsorship Team

WHAT IS GO GOLD?

This September, we will Go Gold in Mary Street and Gympie to show visitors our golden heart

Businesses like yours will put up gold decorations in their shop windows or the front of their homes or business from September 1st to September 27th.

Think golden fairy lights, golden tinsel, gold menus, gold meals, gold books, golden sculptures in your yard, or a liberal usage of gold spray paint! It's lot of fun, and shows your support for events like these! Let's show our visitors what Gympie's all about!

To discuss sponsorship opportunities, please contact sponsorship@heartofgold.com.au

FINANCIAL & IN-KIND SPONSORSHIP

BENEFITS		GOLD HEART \$8000 +	SILVER HEART \$4000 +	BRONZE HEART \$2000 +	SESSION HEART \$1,000 +	RAINBOW HEART \$500 +
PRINT MEDIA	LOGO IN FESTIVAL PROGRAMME	✓	✓	✓	Session page only	✓
	ADVERTISEMENT IN FESTIVAL PROGRAMME	Full page	1/2 page	1/4 page	X	X
YOUR LOGO @ EVENT	ON-SCREEN PROMOTION @ EACH SESSION	Group slide + slide at end of every session	Group slide + slide at end of every session	Group slide + slide at end of every session	Single slide at start of your session + group slide	Group slide small sized logo
	FILM SESSIONS	X	X	X	Your brand introduced by Session Presenter	X
	ON SCREEN IN FOYER (1)	✓	✓		✓	✓
	PROMOTIONAL MATERIAL @ VENUE	Negotiate additional promotions + material/free merchandise (2 & 3)	Promotional material/free merchandise (2)	Promotional material/free merchandise (2)	Business cards	Business cards
DIGITAL MEDIA	SOCIAL MEDIA PROMOTION	✓	✓	✓	✓	✓
	LOGO ON OUR WEBPAGE	✓ + link to sponsor website	✓ + link to sponsor website	✓ + link to sponsor website	✓	✓
EVENTS & TICKETS	OPENING NIGHT	4 x complimentary	2 x complimentary	2 x complimentary	1 x complimentary	1 x complimentary
	SESSION TICKETS	12	8	6	4	2
	AWARDS CEREMONY	EVERYONE WELCOME TO CELEBRATE - NO TICKETS REQUIRED				

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