



Partner with Australia's premier Bacon festival!



19,050

Total Attendees
attended in
2023



Over \$2M

was additionally spent
in the region because
of the Festival



86%

attendees said that Kingaroy
BaconFest adds to the appeal
of the South Burnett

"The 2024 committee is committed to showcasing our local region and all it has to offer. We hope you will join us on this bacon-filled and fabulous journey." Evalyn Thompson Chief Baconeer

ABOUT

We intend to fortify the South Burnett as a great place to visit and live by showcasing and celebrating the local community, local food and local farmers

BaconFest is a two-day sizzling celebration of bacon at Kingaroy in Queensland's beautiful South Burnett.

The annual food festival is coordinated by a team of pig loving volunteers who are proud to be working on Australia's biggest bacon festival.

With a crackling program featuring everything from a Wine and Swine Evening to Beard and BaconFest Pageants, Local & National Food Experiences, a Bacon Eating Competition and Little Piggies attractions for kids, there's something to please every bacon fan.

The centre-piece of the festival is a two-day food market featuring live music from local artists and specialty food trucks from across South East Queensland and we are proud this year to be again hosting a round of the Australasian Barbeque Alliance Championship Series, the only BBQ event where teams are supplied meat so that the playing field is even!

SPONSORSHIP LEVELS



PORK POWER



HOG SQUAD



FULL BOAR



FINE SWINES



HAPPY HOGS



SENSATIONAL SOWS



BACON BITES



BRUTE BOARS

We are Fun | Quirky | Cheeky | Full of Bacon | Share in Local Pride | Believe in Food Provenance



Sponsor the 2024 Kingaroy BaconFest

What's in it for me?



Exposure



Enjoyment



Quality, affordable entertainment in region

What's in it for the region?



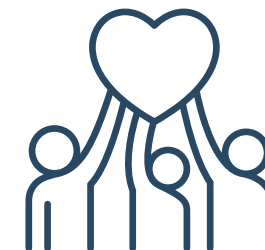
A pop-up Tourism attraction



Community Group Investment



Country Living Pride



Over \$30K invested into Farmer charities

What's in it for our Farmers?



Support for our Ag Industry



Funds for Farmer focused charity



Creates awareness of regional value

What's in it for local businesses?



Outside money



16,000+ potential extra customers



Visitors staying longer



**Over 300
Volunteers inspired
and involved**



**Over \$8000 paid
out to community
groups**



**Over \$197,600
spent locally in
organising costs**







NAMING RIGHTS

This space is currently held by Sunpork Fresh Foods

The shared privilege of naming rights sponsor is currently held by the company who owns the largest Pork Processing facility in the Southern Hemisphere in our hometown of Kingaroy - Sunpork Fresh Foods.

We appreciate the shared economic benefits that Sunpork Fresh Foods brings to our partnership, which go beyond our love for bacon (which we thought was impossible).

We love our Festival, Town, Region, the value of Australian food and the message of Bacon; and see it important that our sponsors align just as strongly with our values. Our community trusts in us, it's probably the only time you'll find us serious.



Brought to you by



Sponsor the 2024 Kingaroy BaconFest



PORK POWER

\$50,000 + GST

PROMOTION

Angle in individual press release.

Opportunity for signage and or (supplied) product placement in BaconFest HQ

Official Naming Sponsor (including signage) of nominated area.
Mentions in media interviews.

Ability for (supplied) product placement.

Logo on all advertising for Kingaroy BaconFest.

3m x 3m promotional space within festival precinct.

Regular mentions and recognition by MC on the BaconFest Main Stage.

Opportunity for an article in Burnett Today event lift-out.

Company Logo / Signage in high traffic areas throughout festival.
Facebook promotion.

Logo highlighted on BaconFest Sponsor Wall with QR code.

Main Stage

Town Hall Stage

Main Entrance Haly St

Main Entrance Alford St

PERKS

6 x VIP South Burnett Tour tickets

6 x VIP Meet & Greet with Celebrity Chef

30 x Entry tickets into BaconFest 2024

Your choice of tickets to Wine and Swine or Long Table Breakfast to the value of \$1,200*

*Subject to availability

HOG SQUAD

\$15,000 + GST

The Bacon Barn

Sunday Pig Breakfast

Long Table Breakfast

Outside Chillout Area

Wine & Swine Cocktail Party

PROMOTION

Official Naming Sponsor (including signage) of nominated area or specialty food event.

Mentions in media interviews.

Ability for (supplied) product placement.

Logo on all advertising for Kingaroy BaconFest.

3m x 3m promotional space within festival precinct.

Regular mentions and recognition by MC on the BaconFest Main Stage.

Opportunity for an article in Burnett Today event lift-out.

Company Logo / Signage in high traffic areas throughout festival.

Facebook promotion.

Logo highlighted on BaconFest Sponsor Wall with QR code.

PERKS

4 x VIP South Burnett Tour tickets

4 x VIP Meet & Greet with Celebrity Chef

15 x Entry tickets into BaconFest 2024

Your choice of tickets to Wine and Swine or Long Table Breakfast to the value of \$1,000*

*Subject to availability



FULL BOARD

\$10,000 + GST

PERKS

2 x VIP South Burnett Tour tickets
2 x VIP Meet & Greet with Celebrity Chef
10 x Entry tickets into BaconFest 2024
Your choice of tickets to Wine and Swine or
Long Table Breakfast to the value of \$800*

*Subject to availability

PROMOTION

3m x 3m promotional space within festival precinct.
Regular mentions and recognition by MC on the BaconFest Main Stage.
Opportunity for an article in Burnett Today event lift-out.
Company Logo / Signage in high traffic areas throughout festival.
Logo on all advertising for Kingaroy BaconFest.
Facebook promotion.
Logo highlighted on BaconFest Sponsor Wall with QR code.

Lard Lane

Beer and Wine Garden

BaconFest Head Quarters

Sponsor the 2024 Kingaroy BaconFest



FINE SWINES

\$5,000 + GST

PROMOTION

Regular mentions and recognition by MC on the BaconFest Main Stage.

Opportunity for an article in Burnett Today event lift-out.

Company logo / signage displayed in a high traffic area in the BaconFest precinct.

Facebook promotion.

Logo in prominent position on BaconFest Sponsor Wall with QR code.

PERKS

2 x VIP South Burnett Tour tickets

2 x VIP Meet & Greet with Celebrity Chef

8 x Entry tickets into BaconFest 2024

Your choice of tickets to Wine and Swine or Long Table Breakfast to the value of

\$600*

*Subject to availability

HAPPY HOGS

\$3,000 + GST

PROMOTION

Logo on sponsors page in the festival lift-out produced by Burnett Today.

Company logo / signage displayed within the BaconFest precinct (to be negotiated with sponsor).

Facebook promotion.

Logo in prominent position on BaconFest Sponsor Wall.

PERKS

2 x VIP South Burnett Tour tickets

2 x VIP Meet & Greet with Celebrity Chef

4 x Entry tickets into BaconFest 2024

Your choice of tickets to Wine and Swine or Long Table Breakfast to the value of \$400*

*Subject to availability

Sponsor the 2024 Kingaroy BaconFest

SENSATIONAL SOWS

\$2,000 + GST

PROMOTION

Logo on sponsors page in the festival lift-out produced by Burnett Today.

Company logo / signage displayed within the BaconFest precinct (to be negotiated with sponsor).

Facebook promotion.

Official supporter on BaconFest Sponsor Wall.

PERKS

- 2 x VIP South Burnett Tour tickets
- 2 x VIP Meet & Greet with Celebrity Chef
- 2 x Entry tickets into BaconFest 2024
- 2 x Tickets to Wine and Swine



BACON BITES

\$500 + GST

PROMOTION

Facebook recognition alongside other Bacon Bites sponsors.
Official supporter on BaconFest Sponsor Wall.

PERKS

2 x Entry tickets into BaconFest 2024
2 x Tickets to Wine and Swine



BRUTE BOARS

\$IN-KIND LABOUR

PROMOTION

Facebook recognition alongside the Brute Boars sponsors.
Official supporter on BaconFest Sponsor Wall.

PERKS

1 x Entry ticket into BaconFest 2024 for every staff member that can dedicate 2 hours to Kingaroy BaconFest.
1 x Ticket to Wine and Swine for every 8 hours a business dedicates to labour.

Sponsor the 2024 Kingaroy BaconFest

Oink, what are you waiting for?

Tick your choice of Pig!

 FINE SWINES \$5,000*	 HAPPY HOGS \$3,000*	 SENSATIONAL SOWS \$2,000*	 BACON BITES \$500*	 BRUTE BOARS \$IN-KIND LABOUR
 PORK POWER \$50,000*	 HOG SQUAD \$15,000*	 FULL BOAR \$10,000*		

* + GST

Business (Invoice) Name: _____ Accounts Email: _____

Contact Person: _____ Email: _____

Best Invoice Date: Before EOFY 23/24 Start EOFY 24/25 \$_____ Per Month starting _____
 Other arrangement:

When the perks are sent out to the business, what email should we send the allocation of tickets to:

(Strictly: No ticket, no entry policy)

In the name of sustainability, Yes, I would also like also to pledge this same amount for Kingaroy BaconFest 2025.



Sponsor the 2024 Kingaroy BaconFest