



# OZ KINK FEST

<b><u>Dates</u></b>	Friday October 15 – Monday October 25
<b><u>Times</u></b>	Various (see program)
<b><u>Locations</u></b>	Various (see program)
<b><u>Audience</u></b>	Anyone over the age of 18

We would like to invite your organisation to participate as a sponsor of Oz Kink Fest 2021.

Since its inception in 2008, Oz Kink Fest (OKF) has been a major success and is now Australia's Ultimate GLBTIQ and Alternative lifestyle event. The aim of the annual festival is to celebrate and support the alternative lifestyle and fetish communities - to grow and evolve with them, and remain fresh and exciting.

Oz Kink Fest continues to grow every year, as does its commitment to building social capital and a sense of community. In the past three years, crowd numbers attending OKF events have increased significantly. What started with attendees from Melbourne and surrounding suburbs, now attracts participants from regional areas and interstate, with people traveling all the way from Perth and Townsville! Our audience mapping in 2018 indicated 10% of the attendee's travelled from overseas consolidating Oz Kink Fest as an international event.

This is a unique trading and socialising environment for the Australian alternative lifestyle and fetish communities, and also helps to raise knowledge and awareness of these groups. The event has been designed to provide maximum enjoyment at a price that offers great value for money, and we maintain a safe and welcoming environment for both guests and stall-holders alike. All socio-economic spheres of the communities are represented with many in attendance returning year after year.

This is your opportunity to support an event that is diverse, inclusive and important to our community

Oz Kink Fest Team



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## Oz Kink Fest 2021: A taste of what's coming...

Oz Kink Fest 2021 is open to anyone over the age of 18, whether they are a fetish fashionista, a curious newbie or an experienced and seasoned player. There is something for everyone! The ten-day festival provides the opportunity to spend time at one or all of the events, and creates an inclusive environment filled with entertainment, education, opportunities, socialising and, most importantly, having fun.

## Program

Oz Kink Fest 2021 will feature an exciting, interactive and entertaining program including:

- **Fetish Expo, Saturday 16<sup>th</sup> October 12 noon – 7 pm** - Fetish Expo is an open, very inclusive event for anyone wanting to spice things up behind their velvet curtain. Not reserved only for 'Kinksters', members of the general public are more than welcome to come meet with experts in the field of fetish/leather/kink and alternative lifestyles for a fun, relaxed look at some thrill-inducing sugar and spice - and this year's event is expected to be huge.  
The expo will feature over 50 local and national businesses including market stalls selling a range from shoes to corsets, whips and chains – along with top-level entertainment, music suppliers, educational information, community workshops as well as an introduction to some of the hottest parties in town. The Fetish Expo hopes to help patrons explore their desires and fantasies in a safe and informative environment.
- **Fetish Expo After Party, Saturday 16<sup>th</sup> October 9.00pm - Midnight** - Dress up in your finest fetish wear and party with us. Our guest will set the mood while we provide plenty of dungeon areas to play, maybe even test out your day's purchases. This is a licensed event.
- **Hellfire Resurrection, Friday 22<sup>nd</sup> October 9.30 pm – 3.00 am** - This is undoubtedly one of the best fetish nights in Australia! Go all out and dress to impress in your finest fetish wear. Our guest DJ and some of Australia's kinkiest performers will keep you enthralled and entertained throughout the night. Dance, play, socialise and enjoy the night!
- **Klub Kunst, Saturday 23<sup>rd</sup> October 8 pm 2 am** - A more 'traditional' warehouse style hard core play focused party, with breathtaking performances and a chance to play 'hide and beat'. Dress up, play, watch, play with each other, this is a night of unrestricted play where anything goes with a strict fetish dress code which will be enforced.
- **Weekend workshop intensives Saturday 23<sup>rd</sup> & Sunday 24<sup>th</sup> October** - We welcome several international and national presenters offering a full weekend of education with over 30 workshops over the two days!



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- **Workshops, Skill Shares, Munches and more** - There will be plenty of complimentary events running throughout the entire course of the ten amazing days of Oz Kinkfest. The ultimate in total sensory overload! Learn, share, socialize, and indulge. Our workshops and skill shares are carefully curated, then presented by some of Australia's finest and most knowledgeable fetishists. Oz Kink Fest is committed to providing information and environments that facilitate the opportunity for responsible individuals to consensually discover, explore, engage, educate and enjoy the diversity and delights within Melbourne's Fetish Communities. Join in and learn how to have maximum pleasure with maximum safety.
- **Live performances** – Each event provides a line-up of some of Australia's most amazing alternative performers that leave the crowds wowed year after year. This year's performers will not disappoint with acts such as; Mistress Tokyo, Pollyfilla and many more to be announced
- **Fetish Fashion Show, Saturday 16<sup>th</sup> October 4 pm** – The Fetish Expo Grand Finale! Local and National Designers come together to parade some of their finest couture. This is a fetish fashion extravaganza which draws more attention each and every year.
- **And of course Shopping, Dining and Social opportunities**

## Venues

Collingwood Town Hall, 140 Hoddle Street, Collingwood

Chasers Nightclub, 386 Chapel St, South Yarra VIC



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## Attendee Profile

### Oz Kink Fest 2013 attendance

Overall 1352

Workshops 164

Fetish Expo 742 plus

Stallholders/crew/models 120

Hellfire Resurrection 545

### Oz Kink Fest 2014 attendance

Overall 1898

Workshops 220

Fetish Expo 965 plus

Stallholders/crew/models 135

Hellfire Resurrection 578

### Oz Kink Fest 2015 attendance

Overall 2280

Workshops 278

Fetish Expo 1245 plus

Stallholders/crew/models 168

Hellfire Resurrection 589

### Oz Kink Fest 2016 attendance

Overall 2479

Workshops 289

Fetish Expo 1420 plus

Stallholders/crew/models 168

Hellfire Resurrection 602

### Oz Kink Fest 2017 attendance

Overall 3045

Workshops 320

Fetish Expo 1850 plus

Stallholders/crew/models 223

Hellfire Resurrection 652

### Oz Kink Fest 2018 attendance

Overall 3845

Workshops 320

Fetish Expo 2900 plus

Stallholders/crew/models 253

Hellfire Resurrection 700

### Oz Kink Fest 2019 attendance

Overall 4805

Workshops 320

Fetish Expo 3200 plus

Stallholders/crew/models 343

Hellfire Resurrection 942



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## **Benefits to Sponsors**

With attendance increasing every year, Oz Kink Fest is Australia's GLBTIQ alternative lifestyle event. Supporting Oz Kink Fest will provide many long-lasting benefits for your organisation, including:

- Maximum exposure at a premier alternative lifestyle event devoted to the celebration and support of the alternative lifestyle and fetish communities
- High visibility on the Oz Kink Fest 2021 marketing materials
- A unique environment to meet your organization's target audience
- The ability to raise your company profile and gain brand-positioning prominence
- The opportunity to deliver a clear message that you have a genuine commitment to the alternative lifestyle community.

## **Marketing and Communications**

Oz Kink Fest will be promoted through social media, display of marketing materials in prominent and relevant location and businesses, radio, newspapers, publications, and the internet. We have a following of 10000+ in our Facebook profiles, 5200 + current active email data base and active on twitter.

The Oz Kink Fest team is here to ensure you get the most out of your investment by offering a unique opportunity to increase your organization's exposure to Australia's GLBTIQ alternative lifestyle.

As a Sponsor of Oz Kink Fest your organisation will receive the ultimate attention of the multitudes of people involved in and attending, prior to and following the event. We are seeking any form of sponsorship which may be monetary, value in kind or even a donation.

## **Sponsorship Packages**

### **Major Sponsor - \$2500 plus GST (limit of two)**

The ultimate package! Have your name/brand directly associated with Oz Kink Fest 2021. This unique marketing opportunity will enable your organisation to demonstrate its support and commitment to the growth and development of Australia's GLBTIQ alternative lifestyle. The major sponsor will receive front-of-mind exposure and visually rich recognition through the following entitlements:

- Logo prominence and acknowledgment as the major sponsor on all printed Oz Kink Fest 2021 material
- Acknowledgement with logo and 50-word company profile as the major sponsor on the Oz Kink Fest 2021 website including a hyperlink to your organization's homepage
- Acknowledgement as the major sponsor on the official sponsor acknowledgement board at all Oz Kink Fest 2021 events
- Acknowledgement as the major sponsor on all performance stage program signage
- Complimentary 2.5 m by 2.5 m stall in premium location at the Fetish Expo 2021
- Use of Oz Kink Fest 2021 logo until the end of October 2019 to help market your organisation as a proud supporter of the event
- Verbal acknowledgement as the major sponsor during official opening speeches of all Oz Kink Fest 2021 events
- Opportunity for a representative to present a three (3) minute speech on the main stage after the official opening of the Fetish Expo 2021



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- Opportunity to display promotional material (banners, signage, etc) at various locations at all Oz Kink Fest 2021 events
- Acknowledgement as major sponsor in an issue of Oz Kink Fest Magazine (electronic publication) distributed to 5000+ E News Subscribers
- Opportunity to include 2 inserts in the Fetish Expo show bag which is handed out to all attendees on entry of the event
- 10 complimentary tickets to Fetish Expo/After Party for staff or valued customers
- Opportunity for triennial sponsorship agreement

### **Supporting Sponsor - \$1500 plus GST (limit of two)**

This is a top-level sponsorship package and we are confident your participation in Oz Kink Fest 2021 at this level will provide your organisation with exceptional rewards. As one of the supporting sponsors of Oz Kink Fest 2021, your organisation will benefit from the highest level of exposure and representation with the following entitlements:

- Acknowledgement as a supporting sponsor on all printed Oz Kink Fest 2021 material
- Acknowledgement with logo as supporting sponsor on the Oz Kink Fest 2021 website
- Acknowledgement as a supporting sponsor on the official sponsor acknowledgement board at all Oz Kink Fest 2021 events
- Acknowledgement as a supporting sponsor on all performance stage program signage
- Opportunity to have a promotional stand at the Fetish Expo 2021
- Use of Oz Kink Fest 2021 logo until the end of October 2021 to help market your organisation as a proud supporter of the event
- Verbal acknowledgement as a supporting sponsor during official opening speeches of all Oz Kink Fest 2021 events
- Opportunity to include 1 insert in the Fetish Expo show bag which is handed out to all attendees on entry of the event
- Opportunity for triennial sponsorship agreement

### **Community Partner - \$500 plus GST (limit of four)**

As a community partner, your organisation will receive considerable exposure and recognition through the following benefits:

- Acknowledgement as a community partner on the official program, which will also be featured in Oz Kink Fest (electronic publication distributed to 5000+ subscribers)
- Acknowledgment with logo as a community partner on printed marketing materials for Oz Kink Fest 2021
- Acknowledgement with logo as a community partner on the Oz Kink Fest 2021 website
- Acknowledgement as a community partner on the official sponsor acknowledgement board at all Oz Kink Fest 2021 events
- Use of Oz Kink Fest 2021 logo until the end of October 2021 to help market your organisation as a proud supporter of the event
- Verbal acknowledgement as a community partner during official opening speeches of relevant Oz Kink Fest 2021 event (Fetish Expo, Hellfire Resurrection or Klub Kunst)
- Opportunity to include 1 insert in the Fetish Expo show bag which is handed out to all attendees on entry of the event
- 2 complimentary tickets to relevant Oz Kink Fest 2021 event (Fetish Expo, Hellfire Resurrection or Klub Kunst)
- Opportunity for triennial sponsorship agreement



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## **Workshops and Skill-Shares Sponsor- \$200 (limit of 10)**

As a sponsor of the Workshops and Skill Shares, your organisation will gain exposure and recognition by helping the Oz Kink Fest team to educate and inform the community how to responsibly and consensually discover, explore, engage, educate and enjoy the diversity and delights within the various alternative lifestyles.

- Acknowledgement as a Workshop / Skill-Share sponsor on the official program, which will also be featured in Oz Kink Fest electronic publication (distributed to 5000+ subscribers)
- Acknowledgement with logo as a Workshop / Skill-Share sponsor on the Oz Kink Fest 2021 website
- Acknowledgement as a supporting sponsor on the official sponsor acknowledgement board at all Oz Kink Fest 2021 events
- Use of Oz Kink Fest 2019 logo until the end of October 2021 to help market your organisation as a proud supporter of the event
- Opportunity to include 1 insert in the Fetish Expo show bag which is handed out to all attendees on entry of the event

## **Media / PR Sponsor - \$100 (limit of 5)**

Support this growing event and expose your product service to all attendees

- Acknowledgement with logo as a Media / PR sponsor on the Oz Kink Fest 2021 website
- Acknowledgement as a Media / PR sponsor on the official sponsor acknowledgement board at all Oz Kink Fest 2021 events
- Opportunity to include 1 insert in the Fetish Expo show bag which is handed out to all attendees on entry of the event

## **Volunteer Sponsor - \$50 (limit of 20)**

Our volunteers are the face of Oz Kink Fest. Show your support and expose your brand by sponsoring their uniform.

- Acknowledgement with your logo, together with Oz Kink Fest's logo
- Acknowledgement as a Volunteer sponsor on the official sponsor acknowledgement board at all Oz Kink Fest 2021 events

## **Oz Kink Fest Supporter – \$30 (limit of 100)**

Become a Festival Supporter and help Oz Kink Fest grow

- Acknowledgement as supporter on website
- Acknowledgement as supporter in the Oz Kink Fest Online E-Magazine

## **Event Naming Rights**

We are certainly open to negotiation on the naming rights for Fetish Expo, Hellfire Resurrection and Oz Kink Fest.

If you want your name to be the one “Presented in Association” please hit us up with an offer. We may think it's priceless however money talks and this is a huge production!



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## **Summary**

We want to help you achieve your business objectives and service your customer groups. If you would like to suggest other ways in which your organisation would like to be involved with Oz Kink Fest 2021, please do not hesitate to contact us. The packages listed in this document can be tailored to your specific marketing needs as well as new ideas incorporated into the available options. Oz Kink Fest 2021 is a unique marketing opportunity and we are confident your involvement as a sponsor in this event will provide your organisation with exceptional business rewards. For further details on the opportunities available, please contact the Oz Kink Fest team who will be pleased to assist you.

**For all enquiries or more information please contact Nina at [ozkinkfest@gmail.com](mailto:ozkinkfest@gmail.com)**

Once you confirm your level of sponsorship Nina will raise an invoice for payment