



BaconFest 2018

August 24-26, Kingaroy QLD

Our Vision

We want to capture Australia's imagination by hosting a Festival that celebrates one of our nation's favourite foods and highlights the importance of buying 100 percent Australian pork product.

We envisage a fun festival for foodies, their friends and families that is bursting with flavour and artistic flair. Our hope is that it will become a firm fixture in the annual South Burnett calendar of events, bringing thousands of old friends and new visitors to town. It will be an opportunity to showcase the region's vast array of fresh produce, friendly local residents, well-appointed town centre and beautiful vistas.

We want BaconFest to be a highly anticipated event that residents and the business community are excited about and want to take part in.

Our Goal

To become a profitable, sustainable community event that sponsors want to support because of the exposure and goodwill it brings them. We want BaconFest to inject income, a sense of community, involvement and pride into the local area for many years to come.

Why Bacon?

Kingaroy has been home to one of the country's largest pork processing plants, Swickers, for more than 50 years. During that time it has grown to become one of the town's biggest employers. The region also borders two of the state's largest pig producing regions, the Darling Downs (where 56% of the state's total pig herd are grown) and Wide Bay (30%).

While pork prices have taken a hit in recent times, consumer's love for pork meat is growing faster than for any other protein and it was recently announced as the second most consumed meat in Australia.

Bacon has an enormous following in the United States of America with countless websites, events, interest groups and product lines devoted to the food.

Based on the experience of other Bacon-themed festivals in Australia (Freemantle WA and Newtown, Sydney NSW) we're confident BaconFest in Kingaroy has the potential to attract thousands of visitors to town.

Why Sponsor?

Less than one week after announcing the 2018 festival dates the Kingaroy BaconFest Facebook page had more than 1000 followers and a reach of more than 5000. In addition we achieved coverage on ABC Radio Brisbane, ABC Radio Southern Queensland, The South Burnett Times, WIN News and 4SB. A single post about BaconFest on ABC Radio Brisbane's Facebook page attracted more than 1500 comments. This is a dynamic and attention grabbing festival that we want the business community to get involved in and benefit from.

Our Target Market

We will endeavour to promote BaconFest 2018 locally and throughout regions within driving distance of Kingaroy: the Wide Bay Burnett; Sunshine Coast; Greater Brisbane Area; and Darling Downs. The program of events has been mindfully scheduled to appeal to a broad range of age and interest groups: families; singles; grey nomads; foodies; extreme barbequers; lovers of music and the arts; movie goers; cyclists; runners and members of the pork industry. We are aiming to attract about 4000 people to our inaugural event in 2018.

What's On?

Friday 24 August

Pork Industry Workshop

Facilitated by the Department of Agriculture and Fisheries, this one day upskilling workshop will provide a rare opportunity for pork producers, growers, related businesses and stakeholders to meet and hear from professionals in the industry on current issues and receive relevant training.

Wine and Swine Cocktail Party

A cocktail reception under the stars in the Kingaroy Town Hall Forecourt to officially open BaconFest 2018. Enjoy live entertainment while sipping local wines and feasting on tapas prepared by a celebrity chef using the very best local produce. VIPs including pork industry representatives, major sponsors, local MPs and Councillors will be invited to attend this special event.

Saturday 25 August

"SunPork Smoke Off" Australasian Barbeque Alliance Competition

A national barbequing competition which attracts competitors and supporters from across Australia. There are almost 70000 members of ABA across Australia and New Zealand. From pulled pork to barbequed ribs, there will be something to tantalise everyone's tastebuds.

BaconFest Food Markets

This bacon and pork themed food market will be the main focus of events scheduled for the day. BaconFest has already been approached by numerous pig producers wanting to showcase their product as well as makers of bacon ice-cream; bacon cupcakes and giant pig shaped fairy floss. This market will also provide the opportunity to showcase the broad range of produce available in the South Burnett. Local businesses and community groups will be encouraged to participate. Food trucks from outside the region will also be

approached. Local musical talent will be on show at pop up platforms throughout the markets. Plans are underway for a bacon judging competition that butchers from across the region will be encouraged to enter.

Little Piggies in the Park

Memorial Park will come alive with pig themed activities for families including an art competition, face painting, games and craft. Pig related stories will be told in a book reading tent and local arts groups have been approached to conduct bacon themed workshops. This is an event aimed specifically at children to ensure they're just as engaged with the festival as their parents.

Miss BaconFest Pageant

Pin up fashion icon, Betty Butcher, will conduct the Miss BaconFest Pageant. The competition encourages women to embrace their unique shape and style with confidence and flair. It will be a fun mixture of bacon enthusiasm and a celebration of the 50s and 60s couture style.

Kevin Bacon Film Festival, Kingaroy Satellite Cinema

Back to back screenings of popular films starring Kevin Bacon. Eager movie goers can munch on maple bacon flavoured popcorn and choc tops. Depending on sponsorship, some of these films will also be screened in the week leading up to BaconFest.

The Porkers

BaconFest's headline act is the popular Newcastle based ska band, The Porkers. With a high-energy stage presence and strong following, they will rock the night away on Main Stage, in Kingaroy Town Hall.

Sunday 26 August

The Longtable Breakfast

A formal breakfast event showcasing locally produced bacon, peanuts, navy beans, avocados and other South Burnett grown delicacies. Early starters will relish this unique start to BaconFest seated at tables stretching a substantial way along Glendon Street outside the Town Hall and Council Chambers.

BaconFest will also be inviting South Burnett restaurants and cafes to offer a bacon themed brunch for travellers to purchase on their way home Sunday morning. This will encourage visitors to stop on their journey and see more of our beautiful region and help share the economic benefit of BaconFest.

Judging of the "SunPork Smoke Off" Australasian Barbeque Alliance Competition

A carefully chosen judging panel will select and announce the winners of this hard fought competition.

The Rashers Run and Ride

Relevant clubs from across the region will be approached and invited to compete in cycling and running events held along the South Burnett Rail Trail. It's an opportunity to enjoy a work out and appreciate the region's natural beauty before indulging in other BaconFest delights.

BaconFest Food Markets

Kevin Bacon Film Festival, Kingaroy Satellite Cinema

Sponsorship Opportunities:

“The Whole Hog” - Naming Sponsor

\$25,000 - SunPork Fresh Foods

“Full Boar” - Major Supporting Sponsors

(2 max) - \$10,000 each

- Company logo/name on select BaconFest 2018 promotional material. This may include: posters; flyers and volunteer shirts.
- Company’s logo displayed under the naming sponsor’s logo at major festival venues – Wine and Swine; The Australasian Barbeque Alliance Competition; BaconFest Food Markets; Little Piggies in the Park; Long Table Breakfast; The Porkers.
- The potential to benefit from a proactive public relations campaign to promote BaconFest 2018. Company logo and a mention of the sponsorship would appear on all media releases.
- 6 tickets for executives to attend The Wine and Swine Cocktail Party.
- 4 tickets to The Long Table Breakfast.
- 6 passes to VIP tent at BaconFest Food Markets.
- 6 tickets to the Porkers.
- A stall in the BaconFest Food Markets to promote the company and/or sell company’s produce.
- The opportunity to provide products and promotional items for sample bags which will be given away at the BaconFest Food Markets.
- A special thanks and acknowledgment of company’s support on the BaconFest Facebook page.

“Fine Swines” - Category Sponsor

\$2,000 each

Pork Industry Workshop, Rashers Run, BaconFest Food Markets, Little Piggies in the Park, Kevin Bacon Film Festival or The Porkers.

The opportunity for your business to feature prominently at a particular event alongside Major and Naming and Major Supporting Sponsors. One ‘Fine Swine’ sponsorship available per event. First in best dressed.

- Only one Category Sponsor per event – first in best dressed.
- The opportunity for your business’ brand to be aligned with a BaconFest event that appeals to a specific target group.
- Company logo on BaconFest 2018 promotional material relevant to the event: flyers; posters.
- Company’s promotional banners and/or signs displayed prominently at the entrance to the chosen event. Sponsor to provide company banners.

- The opportunity for company executives to participate in the chosen event through an appropriate medium. For example, as a judge for the Little Piggies in the Park Art Competition or by providing an official welcome to the chosen festival event.
- 2 tickets for executives/business owners to attend The Wine and Swine Cocktail Party.
- 4 passes to the VIP tent at the BaconFest Food Markets.
- The opportunity to provide products and promotional items for sample bags which will be given away at the BaconFest Food Markets.
- A special thanks and acknowledgment of company's support on the BaconFest Facebook page.

“Sensational Sows” - Supporting Category Sponsor

\$1,000 each

Pork Industry Workshop, The Long Table Breakfast, Rashers Run, BaconFest Food Markets, Little Piggies in the Park; Kevin Bacon Film Festival or The Porkers.

- Only one Supporting Category Sponsor per event – first in best dressed.
- The opportunity for your business' brand to be aligned with a BaconFest event that appeals to a specific target group.
- Company logo displayed underneath 'Fine Swine' sponsor on promotional material relevant to the event: posters; flyers.
- Company's logo displayed at chosen event.
- 2 tickets for executives/business owners to attend The Wine and Swine Cocktail Party.
- 2 passes to the VIP tent at BaconFest Food Markets.
- The opportunity to provide products and promotional items for sample bags which will be given away at the BaconFest Food Markets.
- A special thanks and acknowledgment of company's support on the BaconFest Facebook page.

“Bacon Bites” – Gold Level Sponsorship

\$500 each (unlimited)

- Company to be promoted as gold supporter of BaconFest 2018.
- 2 tickets for executives/business owners to attend The Wine and Swine Cocktail Party.
- 2 passes to the VIP tent at the BaconFest Food Markets.
- A large A3 sign acknowledging the business as a gold supporter of BaconFest. This will be designed so it's suitable for display in your shop window or similar.
- A special thanks and acknowledgment of company's support on the BaconFest Facebook page.

“Bacon Bites” – Silver Level Sponsorship

\$250 each (unlimited)

- Company to be promoted as silver supporter of BaconFest 2018.
- 2 passes to the VIP tent at the BaconFest Food Markets.
- A large A3 sign acknowledging the business as a silver supporter of BaconFest. This will be designed so it's suitable for display in your shop window or similar.
- A special thanks and acknowledgment of company's support on the BaconFest Facebook page.

“Bacon Bites” – Bronze Level Sponsorship

\$100 each (unlimited)

- Company to be promoted as bronze supporter of BaconFest 2018.
- 2 passes to the VIP tent at the BaconFest Food Markets.
- A large A3 sign acknowledging the business as a bronze supporter of BaconFest. This will be designed so it's suitable for display in your shop window or similar.
- A special thanks and acknowledgment of company's support on the BaconFest Facebook page.

*To enquire about sponsorship opportunities please email
kingaroybaconfest@gmail.com*