



Partner with Australia's premier Bacon festival!

In 2023:



15,725

Total Attendees
attended in
2022



Over \$1M

was additionally spent
in the region because
of the Festival.



89%

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

This year we've already:



Invested in a local Event
Company



Allocated more money to Community
Groups who help the Festival



Allocated a \$5000 donation for a
charity that benefits local Farmers

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 three-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!



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 2023 Kingaroy BaconFest

What's in it for me?



Exposure



Enjoyment



Quality, affordable
entertainment in region

What's in it for the region?



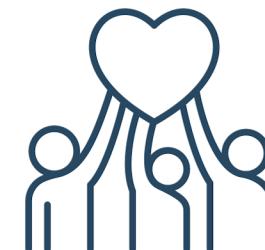
A pop-up Tourism
attraction



Community Group
Investment



Country Living
Pride



Over \$20K
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 200
Volunteers inspired
and involved**



**Over \$3000 paid
out to community
groups**



**Over \$140,039
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.



Sponsor the 2023 Kingaroy BaconFest





HOG SQUAD

\$15,000

Food Hall Stage

Little Piggies

BaconFood Alley

Outside Entertainment Stage

Sunday Pig Breakfast

Wine & Swine Cocktail Party

PROMOTION

Official Naming Sponsor of nominated area or specialty food event.

Logo on all advertising for Kingaroy BaconFest.

Logo on signage in high traffic areas throughout festival.

Logo highlighted on BaconFest Sponsor Wall with QR code.

Ability for (supplied) product placement.

Facebook promotion.

3m x 3m promotional space within festival precinct.

Mentions in media interviews.

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

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

Official supporter on BaconFest Wall at Festival.

PERKS

VIP Meet & Greet with Celebrity Chef for 2 people

Long Table Breakfast Ticket for 6 people

15 x Entry tickets into BaconFest 2023

10 Tickets to Wine and Swine Evening

10 x 6 Drinks Ticket



FULL BOAR

\$10,000

PERKS

VIP Meet & Greet with Celebrity Chef for 2 people
Long Table Breakfast Ticket for 4 people
10 Weekend Entrance Tickets to the Festival
8 Tickets to Wine and Swine Evening
8 x 6 Drinks Tickets

PROMOTION

Logo on entry sign in high traffic areas throughout festival.
Logo on all advertising for Kingaroy BaconFest.
Logo highlighted on BaconFest Sponsor Wall with QR code.
Facebook 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.



Sponsor the 2023 Kingaroy BaconFest



FINE SWINES

\$5,000

PROMOTION

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

Logo on entry sign in high traffic areas throughout festival.

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.

PERKS

VIP Meet & Greet with Celebrity Chef for 2
people.

Long Table Breakfast Ticket for 2 people
8 Weekend Entrance Tickets to the Festival

6 Tickets to Wine and Swine Evening
6 x 6 Drinks Tickets



HAPPY HOGS

\$3,000

PROMOTION

Company logo / signage displayed in a high traffic area within the BaconFest precinct (to be negotiated with sponsor).

Logo in prominent position on BaconFest Sponsor Wall.

Facebook promotion.

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

PERKS

4 Weekend Entrance Tickets to the Festival
VIP Meet & Greet with Celebrity Chef for 2 people
4 Tickets to Wine and Swine Evening

SENSATIONAL SOWS

\$2,000

PROMOTION

Company logo / signage displayed in a high traffic area within the BaconFest precinct (to be negotiated with sponsor).

Official supporter on BaconFest Sponsor Wall.
Facebook promotion.

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

PERKS

2 Weekend Entrance Tickets to the Festival
VIP Meet & Greet with Celebrity Chef for 2 people

2 Tickets to Wine and Swine Evening

BACON BITES

\$500

PROMOTION

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

PERKS

2 Weekend Entrance Tickets to the Festival
2 Tickets to Wine and Swine Evening

Sponsor the 2023 Kingaroy BaconFest



BRUTE BOARS

\$IN-KIND LABOUR

PROMOTION

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

PERKS

1 Weekend Entrance Ticket to the Festival
for every staff member that can dedicate 2 hours
to Kingaroy BaconFest.
1 Wine and Swine Ticket for every 8 hours a
business dedicates to labour.

Oink, what are you waiting for?

Tick your choice of Pig!


HOG SQUAD
\$15,000


FULL BOAR
\$10,000


FINE SWINES
\$5,000


HAPPY HOGS
\$3,000


SENSATIONAL SOWS
\$2,000


BACON BITES
\$500


BRUTE BOARS
\$IN-KIND LABOUR

Business (Invoice) Name: _____Accounts Email: _____

Contact Person: _____Email: _____

Best Invoice Date: ☐ Before EOFY 22/23 ☐ Start EOFY 23/24 ☐ \$_____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 2024.