



PARTNERING AND SPONSORSHIP
OPPORTUNITIES

Laughs of Launnie International Comedy Festival will be a major Tasmanian event entrenching itself within the Tasmanian calendar of events and the broader national and international comedy festival landscape.

The festival has gained fierce momentum since its inception in early 2018, and quickly attracted commitment from national and internationally renowned comedians and iconic comedic identities, with more to be confirmed in the coming weeks, including some of Australia's highest profile comics!

Laughs of Launnie International Comedy Festival will work with partners to bring our festival to life, enabling comedians, venues and audiences to have a world class festival experience they will look forward to each year.

We strive towards creating a position as a national contributor to the cultural vibrancy of our state and our nation and we look forward to sharing this with our family of Festival Partners and Sponsors who help make it all possible

Partnership with Laughs of Launnie is a positive brand alignment that enables businesses to reach target audiences through exciting, non-traditional marketing channels and bespoke opportunities.

All our partnerships are tailored to specifically address each individual Partner's key business objectives.

WE'RE ALL ABOUT COLLABORATION – IT'S CALLED A 'PARTNERSHIP' RIGHT?!
WE COLLABORATE WITH BRANDS THAT SHARE OUR CORE VALUES OF INCLUSIVENESS, CULTURAL DIVERSITY, RISK-TAKING, FUN AND OF COURSE... HUMOUR!

We provide an array of business to business, client and staff engagement opportunities, strategic marketing campaigns, activation opportunities and a variety of benefits to ensure our collaboration is a success.

Our Partnerships Team give unparalleled service to ensure we're finding new and creative ways to make Partners brands shine all year round.



MARCH 18 - 24, 2019
LAUNCESTON, TASMANIA

FRIEND OF THE FESTIVAL

\$100

Drive traffic to your business by offering exclusive offers to Laughs of Launnie ticket holders.

By showing their Festival ticket, the customer is eligible for your offer.

PACKAGE INCLUSIONS:

- Your business listed on our 'Friends of the Festival' page of our website.
- 'Friend of the Festival' poster for display within your business.
- Tailored advertisement of your exclusive offer in our printed Festival Guide.

THE 'GIGGLE' PACKAGE

\$1000

Package features:

5 tickets to the Opening Night Gala OR the Great Comedy Debate.

PACKAGE INCLUSIONS:

5 LOL stubby holders.

Customised LOL poster design for your business.

Plus, prominent branding recognition through our entire Laughs of Launnie Marketing Suite, including (but not limited to):

- Laughs of Launnie website.
- A5 - AO posters distributed throughout Northern Tasmania
- Acknowledgement within our Festival Guide
- Exposure across Laughs of Launnie social media channels

THE 'CHUCKLE' PACKAGE

\$2000

Package features:

**10 tickets to the Opening Night Gala
OR the Great Comedy Debate.**

PACKAGE INCLUSIONS:

- **10 LOL stubby holders.**
- **Customised LOL poster design for your business.**

Plus, prominent branding recognition through our entire Laughs of Launnie Marketing Suite, including (but not limited to):

- Laughs of Launnie website.
- A5 - AO posters distributed throughout Northern Tasmania
- Acknowledgement within our Festival Guide
- Exposure across Laughs of Launnie social media channels

THE 'BELLY LAUGH' PACKAGE

\$4000

Package features:

**30 tickets to the Opening Night Gala
OR the Great Comedy Debate.**

PACKAGE INCLUSIONS:

- 30 LOL stubby holders.
- Customised LOL poster design for your business.
- Half page branding opportunity within our Festival Guide

Plus, prominent branding recognition through our entire Laughs of Launnie Marketing Suite, including (but not limited to):

- Laughs of Launnie website.
- A5 - AO posters distributed throughout Northern Tasmania
- Vehicle wraps
- Footpath decals
- Staging backdrops
- Exposure across Laughs of Launnie social media channels

THE 'SIDE SPLITTER' PACKAGE

\$6000

Package features:

**50 tickets to the Opening Night Gala
OR the Great Comedy Debate.**

PACKAGE INCLUSIONS:

- 50 LOL stubby holders.
- Customised LOL poster design for your business.
- Full page branding opportunity within our Festival Guide
- Media announcement utilising your business frontage and spokesperson leading up to the festival.
- Life size comedian cutouts for promotional use within your business.

Plus, prominent branding recognition through our entire Laughs of Launnie Marketing Suite, including (but not limited to):

- Laughs of Launnie website.
- A5 - AO posters distributed throughout Northern Tasmania
- Vehicle wraps
- Footpath decals
- Staging backdrops
- Exposure across Laughs of Launnie social media channels

THE 'LAUGH OUT LOUD' PACKAGE

\$10,000

Package features:

**100 tickets to the Opening Night Gala
OR the Great Comedy Debate.**

**10 minute meet and greet for 10 people
with headline act prior to the Opening
Night Gala**

PACKAGE INCLUSIONS:

- 100 LOL stubby holders.
- Customised LOL poster design for your business.
- Double page branding opportunity within our Festival Guide
- Media announcement utilising your business frontage and spokesperson leading up to the festival.
- Life size comedian cutouts for promotional use within your business.

Plus, prominent branding recognition through our entire Laughs of Launnie Marketing Suite, including (but not limited to):

- Laughs of Launnie website.
- A5 - AO posters distributed throughout Northern Tasmania
- Vehicle wraps
- Street post banners (flags through prominent city streets)
- Footpath decals
- Staging backdrops
- Exposure across Laughs of Launnie social media channels

To discuss these packages or how we can tailor something to suit you or your business,

**CONTACT OUR PARTNERSHIPS
TEAM TODAY AND GET INVOLVED
IN THIS EXCITING EVENT!**

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Official even launch, November 2018

Laughs of Launnie International Comedy Festival reserve the right to make adjustments to any sponsorship package through discussion with potential sponsors and partners. Packages listed here can be accepted as is, or discussed and tailored further to meet the specific requirements of potential businesses, companies or individuals interested in supporting the event.