



# Golden Grove Community Fete

## 2024 Sponsorship Prospectus





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### 1.0 - About the Golden Grove Lutheran Community Fete

The Golden Grove Lutheran Community Fete is run by the Golden Grove Lutheran Church (GGLC) with extensive involvement from the Golden Grove Lutheran Primary School (GGLPS), and is held on the combined campus on the corner of Sunnybrook Drive and Richardson Drive, Wynn Vale.

**This year's event will be held on Sunday, October 20, running from 10:30am - 3pm.**

The Community Fete is strongly family-oriented and is free entry; we have many attractions that suit children and teens, and stalls for parents and grandparents as well. Each year we've continued to build, providing many small businesses with an opportunity to share their products with the local community. 2024 will be the sixth consecutive year of this event.

There are many free activities such as a jumping castle, rock climbing wall and petting zoo. In 2023 we had over 100 market stalls at the event, including food trucks.

GGLC was founded in 1987, the school was established the following year. The school is currently led by Principal William Wallace, while the church currently has a pastoral vacancy. The Community Fete started as a celebration of the opening of our on-site café, Café Connect, but has continued as a way for the church and school to connect with the wider community. GGLC has an established history of running community events - the Community Fete has been running since 2019, and prior to that there was a Fishing Fete which ran for a number of years; since 2020, GGLC has also hosted an annual Ping Pong A Thon event to raise funds to combat modern day slavery.

“It was a great event. I actually had my best ever day for sales at a market.”  
(2023 Fete Stallholder)



## 1.1 - Crowds

Since inception, the Community Fete has continued to grow in attendance and in the number and variety of attractions.

In 2021, even with the challenges of COVID-19, over 2600 people participated in the event; in 2022, rain affected the event but still around 2000 people attended. In 2023, people made the most of the beautiful weather with over 3000 people attending.

Through our advertising reach pre-event and the crowds on the day, thousands of people are exposed to our sponsors' and market stall vendors' brands.

Year	Attendance Estimate	Market Stalls / Activities
2019	1500	28
2020	1700 (COVID Restrictions)	47
2021	2600 (COVID Restrictions)	95
2022	2000 (Wet Weather)	104
2023	3300	102





## 2.0 - Sponsorship

As a free community event, we rely on the support of sponsors to assist with expenses to ensure it remains a free-entry event and with free or low-cost activities. Sponsorship money is used for various purposes including direct funding of attractions, advertising costs and administrative costs. Net funds raised through the event help to support the work of the church, including local playgroup and youth programmes, and support for the Asaroka schools in Papua New Guinea.

## 2.1 - Benefits

The primary benefits of sponsoring the GGLC fete are the exposure and goodwill received through association with the event.

There are great opportunities for exposure - this year we again expect over 3000 people.

Our extensive social media campaign on Facebook last year reached 27,914 people, while a lot more were reached through our other aspects of advertising including:

- Road signage throughout the Tea Tree Gully council area and parts of Salisbury
- Other social media platforms (Gumtree, Play & go, Facebook 'What's Up' groups, EventBrite...)
- southaustralia.com website
- Golden Grove Lutheran Church Website - interactive stallholder map, vendors applying for a spot
- Newsletters to the school community
- Leaflets to nearby schools and churches
- Displays in shopping centres
- Radio - LifeFM
- Newspaper advertising
- Letter box drops

**Community Fete**  
**Sunday 29th October**  
 11.00am to 3.00pm

Corner of Richardson Drive & Sunnybrook Drive, Wynn Vale  
 Presented by the Golden Grove Lutheran Community

- Devonshire Tea
- Games Room
- Market Stalls
- Cake Stall
- Art & Craft
- Entertainment
- Free Rock Climbing Walls
- Free Petting Zoo
- Free Jumping Castles
- Free Entry!
- Pony Rides
- Food & More!!!

gglc.org.au @ fete@gglc.org.au  
 @gglc.lca (08) 7200 0090  
 GOLDEN GROVE LUTHERAN CHURCH  
 GOLDEN GROVE LUTHERAN PRIMARY SCHOOL  
 GGLC YouTube

Generic advertisement



Road Signage





Social Media - Major Sponsor Highlight



Golden Grove Lutheran Community Fete | 30 Oct 2022



Play&Go website advertisement 2022



School Leaflet 2023

“It was a great event. I actually had my best ever day for sales at a market.”  
 (2023 Fete Stallholder)



## 2.2 - Levels of sponsorship

Our sponsors are grouped into three levels.

1. Major Sponsors are the top contributors (maximum 5\*) who donate over \$1,000\*\* towards the event, through either:

- a cash donation, and/or
- raffle prizes adding up to that value, and/or
- equipment donations

Major sponsors feature on almost all promotional material, and in particular on road signs and flyers where space is at a premium. Sponsors of the major raffle prizes receive prime location on all raffle-related material.

\* We reserve the right to modify the number of major sponsors in consultation with the sponsors.

\*\* Previous major sponsors have contributed considerably more than the threshold amount. We are open to any donation value.

2. Other Sponsors can also contribute towards the event, through either:

- a cash donation, and/or
- raffle prizes, and/or
- equipment donations

Other sponsors feature on the fete website, signage on fete day, with raffle promotions if applicable, and in other promotional material when space permits. Sponsors are promoted approximately in proportion to sponsorship value.

3. Market Stall Vendors feature on the fete website and where possible are cross-promoted through Facebook.



**Community Fete**  
**Sunday 29th October**  
 11.00am to 3.00pm  
 Corner of Richardson Drive & Sunnybrook Drive, Wynn Vale  
 Presented by the Golden Grove Lutheran Community

**Raffle 1<sup>st</sup> Prize**  
 Valued at: **\$1500**

**20 Great Prizes To Be Won!!**  
 Including: meal vouchers, fitness package vouchers, garden products, meat vouchers, mixed hampers and more...

**TICKET** \$3.00 per ticket

**Buy Your Tickets Now**  
 Available from **Café Connect**

Tickets will also be sold on fete day

Please visit [bit.ly/2023Prizes](http://bit.ly/2023Prizes) for all information on draw and prizes

Logos: FCC, STRATCO, PARADISE MAZDA, JESUS HEALS, ENDEAVOUR COLLEGE, GOLDEN GROVE LUTHERAN CHURCH, GOLDEN GROVE LUTHERAN PRIMARY SCHOOL, cafeconnect



## 2.3 - Types of Sponsorship

There are various ways in which sponsors can support this community event, including:

- Cash donation
- Donation of raffle prizes
- Donation of equipment
- Providing free attractions, performances or displays

### 2.3.1 - Cash Donations

Cash donations are used to offset the costs of running the fete. Donations can be nominated to support particular attractions (on a first come, first served basis) and then the sponsor's brand will be promoted with that attraction.

### 2.3.2 - Raffle Prizes

Raffle prizes can be a voucher or any type of goods or service with potential for reasonably wide appeal. Examples of past raffle prize donations include travel vouchers, shopping vouchers, wheelbarrow, BBQ hire, gift hamper, picture frames, garden products, wine, bluetooth speakers, gift basket, car wash voucher, play cafe voucher.

The raffle is a major part of the promotional material for the fete. Wherever the raffle is promoted, sponsors are promoted; it is not always possible to promote all sponsors on all material, but we endeavour to give all sponsors exposure which is ranked in line with the amount of sponsorship provided.

### 2.3.4 - Free Attractions/Performances/Displays

Subject to confirmation, the main free attractions at the 2024 fete will be a rock climbing wall, and a petting zoo. There will also be several live performances and artistic displays. Further suggestions provided through direct sponsorship are welcome.





## 3.0 - Market Stall Vendors

### 3.1 - Facilities

Facilities include indoor spaces of approximately 500m<sup>2</sup> and 120m<sup>2</sup>, an enclosed courtyard of 550m<sup>2</sup>, an outdoor area with bitumen base of about 3000m<sup>2</sup>, and the school oval. Cafe Connect is also on site.

### 3.2 - Types of Vendor Stalls and Activities

In 2024 we are able to accommodate approximately 100 market stalls with various options for indoor, outdoor under-cover, outdoor on bitumen and outdoor on grass.

In past years, stalls have included goods for sale such as toys, games (e.g board games and electronic games), baby goods, arts and crafts, confectionery, garden ornaments, garden items, makeup, jewellery, cards, timber crafts, crochet and knitwear, and second-hand items; promotions such as recycling, fitness, sports clubs; and activities such as pony rides, face painting and temporary tattoos.

GGLC and Cafe Connect provide drinks, cakes and some ready-to-eat foods, and together with sponsors provide inflatables, rock climbing wall, petting zoo, games and other activities. There is also a raffle with a significant list of prizes. Vendors who provide goods or services that do not compete with the above are preferred.

For the second year running, food trucks will be invited to provide ready-to-eat foods.

Vendors may also wish to be sponsors. In particular we encourage vendors (who have suitable wares) to offer prizes for the fete raffle, which works to the mutual benefit of both the vendor's stall and the raffle by creating a "multiplying effect". This is only available to vendors who sign on early and provide the physical prize in time for photography and publicising of the raffle.

We also welcome other community clubs and non-profit organisations who might like to use the fete as a fundraising opportunity.





### 3.3 How to Apply

For those wishing to be sponsors, please make contact with the Fete Director or church office (contact details below).

For Market Stall Vendors, an online application form is available. Please refer to the Information for Vendors section on the fete website for application details and terms and conditions.

<https://www.gglc.org.au/church/index.php/fete/gglc-fete-information-vendors>

### 4.0 Contact Details

Website: [gglc.org.au](http://gglc.org.au)

Email: [fete@gglc.org.au](mailto:fete@gglc.org.au)

Phone: 7200 0090



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"I saw many store holders from last year and they are always so happy to come back. A few people specifically said how well our fete is run, how well organised it is and how much they love it. Stall holders specifically came up to me and said this. "

(2023 Fete Volunteer)

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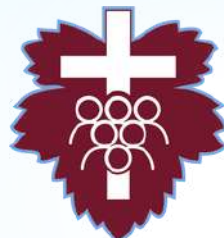




Presented by the  
**Golden Grove  
 Lutheran Community**



GOLDEN GROVE LUTHERAN CHURCH



GOLDEN GROVE LUTHERAN PRIMARY SCHOOL