

Hi,

Thank you for your enquiry regarding The Perfect Day Wedding Planning Festival at Cherry Street Sports.

I would love to give you some more info, I'm very excited about this Festival.

Firstly, please find attached the Packages & proposed Festival Map that we have on offer.

Please note that all some sites have already been taken so placement discussion is requested upon booking. We currently have packages valued at \$350 left for Exhibitors to take advantage of, with this you will receive 2 drink vouchers and two lunch vouchers as well as all the other inclusions.

We have designed these packages to encourage our Exhibitors and their guests to take some time for themselves throughout the Festival to relax and enjoy, whilst showcasing their businesses to the community and enjoying the company of others within the Industry.

The Vouchers included in the packages are transferable if required, meaning should you wish to treat a bride or groom to be to a cocktail or lunch, you may do so at your leisure.

The drink vouchers are worth \$10 each and the lunch vouchers are worth \$25 each.

A pre order form can be submitted closer to the date should you wish to pre-order from the exclusive Exhibitor menu, however you may also retain the voucher and order straight off the menu if you prefer that option.

Power is also supplied at no extra cost for each package.

Some of our Exhibitor options also have access to big screens. Should you wish to run your own power point presentation on the day, this may be accommodated, however this option is limited to a small number of Exhibitors only.

Why Cherry Street you ask?

Cherry Street Sports has 10,000 members, plus a major social media, community & Industry presence throughout not only the Northern Rivers community but the entire Club & Hospitality Industry Australia wide.

They are a major supporter of the Farming Community, Local Sports Groups and many Charities and they are behind this Festival in a big way.

We have already started to book in Exhibitors, in another few weeks, once we have collated all the Exhibitor Logos, another round of social media will begin, complete with Exhibitor Lists and a special offer.

Cherry Street is getting behind this Festival by including a "Win Your Wedding" Package to the value of \$5000, which will run as a competition between January and June 2020.

The Festival advertising will include articles in the Advocate, boosted posts on Facebook and Instagram and website advertising throughout Cherry Streets web page, AB Celebrations webpage and exposure throughout Cherry Street Sports in the lead up to the Festival.

The proposed plan of extended advertising for the Festival includes a spread in the Northern Star about bring A Perfect Day at Ballina, followed by a preview article in the Advocate containing Exhibitor Logo's and plan for the day, Facebook and Instagram boosted posts by both AB C and Cherry Street Sports and a lot of general social media activity.

The Festival logo is also planned to be added to Cherry Streets TV ad one month before the Festival.

As well as all that, on my own web page www.abcelebrations.com.au, we are in the process of adding another page to our site, titled Preferred Suppliers, which we **will not be charging** Exhibitors to link to and advertise in, simply adding people we work with at the Festival and respect as a mutual courtesy to encourage referrals within our community.

Cherry Street have already linked it to their website and Facebook, it is active as a future event for all our members to see and with the interest we have had so far, I'm sure it will be an amazing day of networking and creating business for all my talented friends in the Industry.

It will also be a free event to the public which will boost our Festival exposure greatly.

I look forward to working with you in the near future,
Have an amazing day,

Kind regards, Alli Blyth

info@abcelebrations.com.au
www.abcelebrations.com.au

0431 024 095
02 6686 8589