



Lifeline Bookfest Sponsorship Proposal

About Bookfest

Lifeline Brisbane holds two Bookfests each year, one in January and another in June.

The Bookfests are held at the Brisbane Convention & Exhibition Centre at South Bank in two exhibition halls featuring about 2 million books for sale.

Each event attracts an estimated 120,000 to 150,000 people.

In 2008, the Lifeline Brisbane Bookfest received a Commended Award in the Special Events Category of the Public Relations Institute of Australia's Queensland Awards For Excellence.

In 2009, the Lifeline team have submitted an application for an excellence in Fundraising to the Fundraising Institute of Australia. Winners are announced in February 2010.

Last financial year our Bookfest realised sales of \$1.5 million, providing much needed funds for Lifeline's 24 hour Crisis Counselling Line, free face-to-face counselling services and support programs for children and families.

In January 2009, Lifeline Bookfest launched a fresh new look, publicising itself as 'The Biggest Book Sale in the Universe!'

The flashy, fun new advertising and PR campaign featured two aliens who are looking to take over the world and all its knowledge by eating all of earth's books.

The story-book fiction characters' plans for world domination are foiled when they are trampled by Bookfest customers entering the sale.

This campaign continued for the June 2009 Bookfest, with the alien theme to be carried across in the PR and advertising in the period leading up to the event.

Why sponsor Bookfest

At Lifeline Brisbane we believe this is an easy sell as your organisation can be part of a popular Brisbane phenomenon and benefit from exposure to up to 150,000 people, many of which are teachers picking up cheap resources for their schools and students.

One benefit of sponsorship is that you can run a stall for the entire length of the event (four to nine days). The stall will be erected at the front of the exhibition halls, near the Lifeline Information Stand where patrons come to get tax receipts for their purchases and information on Lifeline services.

The excitement behind Bookfest is contagious and it's been a proven winner with the public since its inception.

The Lifeline Bookfest began in 1989 in the old Lifeline warehouse at Bowen Hills. Books were laid out across hay bales covered with blankets.

Since then, the fundraising event has come a long way. After a stint at the RNA Showgrounds, Bookfest moved to its current home at the Brisbane Convention and Exhibition Centre in 1997.

In June 2002, the event moved to two Exhibition Halls creating more space for bargain hunters. Bookfest organisers are confident it is the world's largest pre-loved book sale.

People flock from across Brisbane, other parts of Queensland and interstate for the bi-annual phenomenon.

Each year, as word-of-mouth spreads about the great value for money and wide selection of books, an increasing number of Brisbane locals and visitors visit the giant book sale.

Apart from giving people the opportunity to grab a great book from as little as 20 cents, the Lifeline Bookfest also raises much-needed funds for Lifeline Brisbane's free counselling services.

Get Involved

A commitment to the Bookfest will help us take the event to the next level. It certainly is a win/win partnership, with many promotional opportunities available to your organisation, depending on the level of sponsorship.

Lifeline Bookfest is a great opportunity to promote your brand while displaying your commitment to helping those in need in the local community.

Contact

There are three levels of sponsorship available. To discuss these opportunities, please contact Lifeline Brisbane Communications & Fundraising Officer Anna Masci on 3250 1848, 0408 751 831 or via email at anna-maria.masci@lccq.org.au