

SUNSHINE COAST
Environment Council

www.scec.org.au

presents



**JUNE 2ND
2019**

WORLD ENVIRONMENT DAY FESTIVAL



United Nations
Environment Programme



**AUSTRALIAN
EVENT AWARDS**
STATE WINNER 2017



**AUSTRALIAN
EVENT AWARDS**
FINALIST 2017

WHAT IS WED FESTIVAL?

The Sunshine Coast Environment Council (SCEC) is proud to once again host the award winning World Environment Day Festival which welcomes over 8000 people to Cotton Tree Park at Maroochydore and **we want you to be a part of it!**

World Environment Day (WED) is the United Nations' principal vehicle for encouraging worldwide awareness and action for the environment. It has been celebrated since 1972 with communities around the world coming together on the 5th June each year. It is the 'people's day' for doing something positive for the environment, galvanising individual actions into a collective power that generates an exponential positive impact on our planet.

SCEC has hosted WED for over **40 years on** the Sunshine Coast and it has grown into the **region's biggest environmental event** and holds the title of the longest running event of its kind in South East Queensland, maybe even the world. Along the way we have also won some prestigious awards.

WED Fest 2012 festival was delighted to win the **United Nations Environment Programme WED challenge!**

WED Fest 2017 was a **National Finalist** and **State Winner** for the Australian Event Awards!



SPONSORSHIP OPPORTUNITIES

We know WED Festival is popular with our local community and visitors. However, sponsorship support is essential for its delivery. There are a variety of sponsorship packages available to suit all businesses, organisations and supporters.

FESTIVAL FRIEND SPONSOR

\$6,000

Be a major supporter of the festival with your logo displayed on both the WED poster, video and website as well as your own high traffic stall at the festival and branding on the main stage. Also includes a tailored social media package and acknowledgment via 2 monthly newsletters.

LOCATION SPONSORSHIP*

Align your organisation with a specific area of the festival and have your logo displayed alongside anywhere the area's title is mentioned. This includes the festival program and on the website along with a tailored social media package.

- Renewables Expo \$3,000
- Children's Forest \$3,000
- Community Village \$3,000
- Solar Sunflower \$2,000
- Festival Trail \$2,000
- Plastic Free Champion + Waste Warrior \$2,000

**Please note this does not constitute naming rights*

COMMUNITY ACTION SPONSORS

\$500

Help contribute to the delivery of the festival and have your business promoted on the festival website and program.



WHY SPONSOR?

WED Fest 2019 builds upon our strong community from across the region, with over **8000 people attending**. By bringing together like-minded organisations and businesses we are truly making a difference together.

The festival is run by the peak regional environmental advocacy group for over four decades, the Sunshine Coast Environment Council, a not-for-profit registered charity. The festival relies on over 600 hours of volunteer support, and the generous contributions of sponsors like you, to go ahead each year.

The festival generates 200+ media stories across print, television and radio:

- Seven Sunshine Coast
- WIN News
- Sunshine Coast Daily
- Sunshine Coast Regionals
- ABC Sunshine & Cooloola Coast
- Mix 92.7
- Noosa Community Radio

WED Fest has developed a strong online network with regular online updates.

- Website: 8500+ views monthly
- 5180 Facebook page likes
- Facebook reach 38,000+/week



WED FESTIVAL 2019

When: Sunday 2nd June 2019, 10am - 5pm

Where: Cotton Tree Park, Maroochydore

Theme: Coming soon, the United Nations are yet to release the 2019 theme

Objective:

To inspire visitors to find at least one local environment group to connect, contribute and collaborate with, while celebrating the unique Sunshine Coast natural environment and strong sense of community. The festival also aims to inspire people to live a low impact, sustainable lifestyle.

Outline:

WED Fest 2019 is presented by the Sunshine Coast's peak environmental advocacy organisation, SCEC and showcases the region's finest artisans, environmental organisations, entertainers and eco-friendly vendors. **With over 100 exhibitors and organisations!**

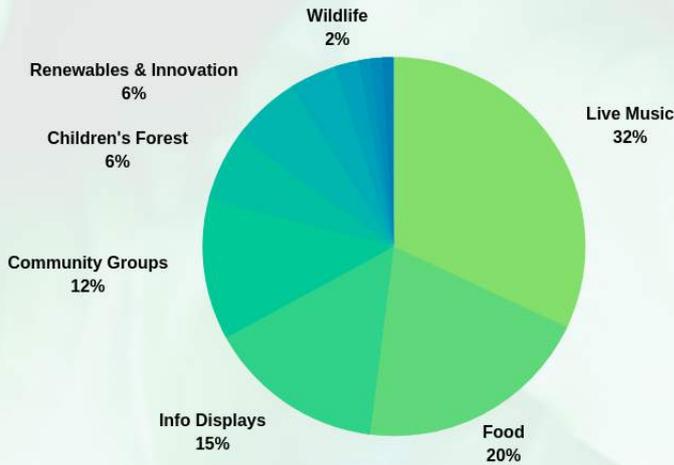
The **free, family-friendly** entertainment program for the day has something for everyone. With educational talks, live music, a children's forest, sustainable fashion show, live art and installations, science and education stalls, and a **Renewables Expo** showcasing the latest innovative technology.



WED FEST OVERVIEW

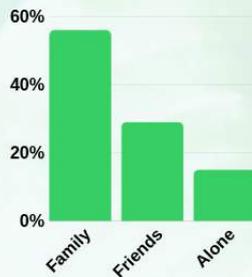
PRESENTED BY SCEC

WHAT THE ATTENDEES LIKED BEST



WHO THE ATTENDEES CAME WITH

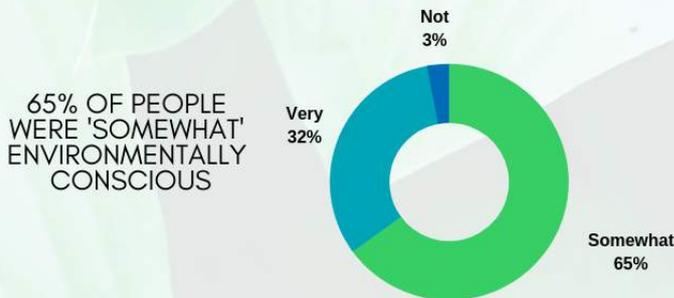
80%
OF WASTE GENERATED
WAS EITHER RECYCLED
OR COMPOSTED



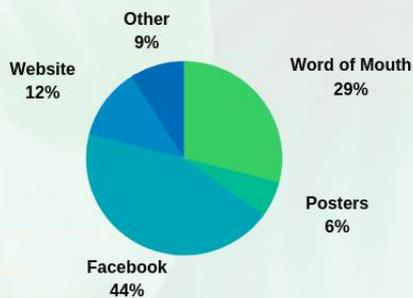
WHY DID THEY COME?



LEVELS OF ENVIRONMENTALLY CONSCIOUS ATTENDEES



REACH OF ADVERTISING PLATFORMS



44% OF ATTENDEES
HEARD ABOUT THE
EVENT THROUGH
FACEBOOK



TAKE ACTION!

We feel there is no better way to celebrate the beauty of our region than to throw an event packed full of activities, opportunities to learn, live demonstrations, music, art, comedy and workshops.

WED Festival is about bringing the **community together** to take action for our precious environment.

If you'd like to join us to take positive action please contact Natalie Frost, Festival Coordinator:

Ph: 075441 5747

E: coordinator@scec.org.au

W: wed.org.au



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