



2022 Apple & Grape Harvest Festival Sponsor information

How to sponsor a Young Ambassador

It costs \$200 to sponsor a Young Ambassador. This is an upfront payment and is added to your ambassador's fund raising total.

Your involvement as a YA Sponsor

- All young ambassadors need a committee comprising at least 4-5 people.
- The more committee members the easier it is to organize fundraising events
- All financial transactions need to be recorded on the appropriate form for each fundraising event.
- All disbursements from funds raised should be by cheque not by cash.
- It would help if one of your organisation members could be appointed to liaise or help work with your ambassador. This gives you the opportunity to ensure that your business or organisation is portrayed in the best possible light.
- All ambassadors are entrants in the grand parade and will require help with their float. This is your way of showcasing your business/organisation. It is advised that the float is discussed early in the process so that plans can be put into place to ensure a spectacular outcome.

Benefits to you as a YA Sponsor

- Sustained advertising at all the events, functions, media and paper releases that involve your ambassador. This starts as soon as you sign on the young ambassador and extends to the presentation of the winners at the Gala Ball.
- If your ambassador is crowned 'Ambassador for the Apple and Grape Harvest Festival' or 'Fundraising Ambassador for the Apple and Grape Harvest Festival' then advertising will continue through to the next Apple and Grape Harvest Festival, at which time your ambassador will attend the Gala Ball as outgoing title holder and hand over their title to the new Young Ambassador in that category.

Who can be a Young Ambassador?

Ambassadors must be aged between 18-28 years and they can be single or married, male or female

An ambassador can be someone who is involved with your business or organisation that you believe will promote your brand in a favourable way, such as:

- Employee
- Member
- Friend
- Staff acquaintance
- Producer and/or supplier

Young Ambassador's Benefits

In recognizing the mammoth task that your young ambassador undertakes to fundraise for the Stanthorpe Apple and Grape Harvest Festival, the committee has arranged some fantastic prizes and incentives which include:

- The Ambassador and Fundraising Ambassador for the Apple and Grape Harvest Festival will both receive a trip, luggage, and jewellery items.
- All the young ambassadors including the two winners may receive prizes donated by local businesses which will vary from festival to festival.
- The Apple and Grape Harvest Festival Committee will provide the young ambassadors with Toastmasters and self-awareness courses, as well as facilitate visits to the museum, art gallery and tours around the area to familiarise them with the district. These experiences combine to earn points towards the final judging. Ambassadors will also be required to be on at least one (1) Apple and Grape sub-committee, where they will learn skills such as, but not limited to finance, event planning and media communication.

It is an exciting and rewarding marketing exercise for both your business/organisation and the Young Ambassador, one which contributes to the overall success of our Apple and Grape Festival and promotes our region and your brand to thousands of visitors every year.

Thank you for your interest in becoming a sponsor of a Young Ambassador for the Stanthorpe Apple and Grape Harvest Festival for 2022. We look forward to working with you to make 2022 a wonderful festival year for us all.

Contact: Samantha Wantling - Young Ambassador Director – 0439 420 389 or
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