



Sponsor Update

24 January 2008

Dear "I'm a real local" campaign sponsor,

Welcome to the first campaign update for 2008.

"Real Local" Street Fiesta

Preparations for the "Real Local" Street Fiesta on Saturday 2 February are in full swing.

The Fiesta aims to give local residents a colourful opportunity to celebrate all that is great about living in Innisfail. It will also provide an excellent opportunity to spread the "I'm a real local" key campaign messages about why it pays to shop locally.

The main stage, information, "I'm a real local" merchandise and food stalls will be located in Canecutter Court, but entertainers and other activities will be spread across the CBD, including the Central Arcade.

The Fiesta will offer THREE HOURS of non-stop entertainment showcasing a kaleidoscope of local talent, including rock, classical, pop and folk music performers, belly dancing, contemporary dance and Hmong dancing displays, Children's story-tellers, roving circus performers and giant "butterflies" on stilts.

The Fiesta will have something for everyone: from an art exhibition to the Emergency Services male wet T shirt competition, giveaways and more!

All this activity and the additional people drawn into the CBD on the day will provide you, the campaign sponsor, with a range of opportunities to "capitalise" on the event. Here are some suggestions:

What you can do on the day

- **Offer special Fiesta discounts** to customers. You may even decide to offer additional incentives to customers wearing "I'm a real local" campaign merchandise, which will be available for sale at the event. Any discounts you offer will be promoted on stage throughout the event by our MC.
- **Provide items/vouchers** that we can use as prizes for competitions that will take place on the day. Again your business will be mentioned whenever the prizes are mentioned by the MC.

- **Set up a stall outside your shop.** Roving entertainers will be moving up and down the footpaths of the central CBD, so a stall outside your business will put you in the thick of things and further promote your business.
- **Decorate your business to promote the “Real Local” Fiesta theme,** which aims to celebrate what’s great about Innisfail. If you own a food outlet, you make decide to create a special “Real Local” Fiesta menu, featuring local primary produce.
- **Set up a stall in Canecutter Court.** For those sponsor businesses not located in the central CBD area, we offer the option of setting up a market stall in the Canecutter Court area - right in the middle of the action.

The bottom line is that you can do whatever you wish to be part of the day.

Please call us to discuss your plans and we can include them in the pre-event publicity.

Merchandise

“I’m a real local” merchandise is now available to the public at Anita’s Souvenirs and Gifts in Edith Street and at the Information Centre at Mourilyan.

We do, however, hope that additional businesses in the Innisfail CBD decide to obtain and display “I’m a real local” merchandise before the Fiesta. (The merchandise will still be available afterwards, of course.)

“I’m a real local” merchandise locations will be promoted in the lead up to the Fiesta. If you are able to assist, please contact us.

Posters

You will have all received your “I’m a real local” campaign posters by now. You’d have to agree that they look great! The important thing now is to ensure that they are displayed where shoppers will see them – to spread the “buy local” message.

To this end, we urge you to place your posters in prominent positions on your businesses premises/shop window as soon as possible. We are looking to run some on-air radio give-aways in connection with the posters, so the more locations displaying them, the better.

Real Local Business Directory – last call

We are currently finalising the print and web versions of the *Real Local Business Directory* and require the following information urgently from all campaign sponsors who have not previously supplied it.

Business name:

Contact name (where applicable):

Street address:

Postal address:

Phone:

Mobile (where applicable for general business contact):

Fax:

Email (business):

Website (where applicable):

PLUS a description of your business in 15 words or less.

A complete list of campaign sponsors will appear in the *Innisfail Advocate* on Saturday 26 January.

Professional Development Workshops

The “I’m a real local” professional development workshops will be conducted next month, commencing on 12 February. The focus for the half-day sessions will be Customer Service and Client Communication (2 sessions) and Effective Sales and Merchandising (2 sessions).

The sessions form part of the Level 2 sponsor package but will also be available to Level 1 sponsors and non-campaign members at a cost of \$30.00 per person per session. There will also be a limit of one representative per business per session with the option of more if space is available.

Dates and venues will be finalised in the coming days after which invitations will be distributed.

That’s all for this first update for ‘08. Thanks again for your support of the “**I’m a real local**” campaign.

Jude and Phillip Ridinsky

Campaign Coordinators

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