



Proudly presented by Assumption College

The Event

Assumption College hosted the inaugural RURBAN celebration in 2019 and again in 2021. The event attracts over 10,000 people attending over three days, Fri - Sun. The event will be held on the 25th, 26th and 27th in 2022.

RURBAN is a celebration like no other. It is literally be the largest ride carnival staged in the district. It brings together the biggest and best rides and amusements found at the leading events in Australia such as the Royal Melbourne Show.

Name of Event

Kilmore is one of the great gateway townships to regional Victoria. Our name – **Rurban** – is inspired by our students and pays homage to our unique 'rural' and 'urban' mix. The name also captures our approach that the event is bigger than Assumption College and as an extraordinary initiative for the entire community to engage in and benefit from.

Purpose

Our event is designed to raise funds to support the financing costs of the recently completed **Neale Daniher Community and Sports Pavilion**. This facility is an asset for the whole community to enjoy.

Our Audience

While our own students and their families will ensure a huge turnout, as the event is being backed by our Old Collegian's Association this will attract our thousands of alumni and their families to return to Kilmore and celebrate where their education began.

All Kilmore businesses will be asked to promote the event via display posters at point of sale. Importantly, some 36 primary and secondary schools across the Mitchell Shire will be personally invited to attend.

We expect attendance at RURBAN to be between 10,000 – 20,000 attendees over the course of the three days.

Opportunities

There are three tiers available:

	Gold Sponsor	Silver Sponsor	Bronze Sponsor
<i>Number of sponsors</i>	1	2	10
Signage	Name and logo in <u>primary</u> position all Festival collateral including: <ul style="list-style-type: none"> Website Posters Ticketing 	Name and logo in <u>secondary</u> position all Festival collateral including: <ul style="list-style-type: none"> Website Posters 	Name and logo in <u>tertiary</u> position on Festival collateral including: <ul style="list-style-type: none"> Website
Advertising	Name mentions & recognition on key lead up promotional opportunities including: <ul style="list-style-type: none"> Shandon Calls Magazine (5,500 distribution) – half page ad College Facebook (6,000+ followers) – 5 mentions Alumni Facebook (2,000+ followers) – 5 mentions Major Print Ads – logo added 	Name mentions & recognition on key lead up promotional opportunities including: <ul style="list-style-type: none"> Shandon Calls Magazine (5,500 distribution) – quarter page ad College Facebook (5,000+ followers) – 3 mentions Alumni Facebook (2,000+ followers) – 3 mentions 	<ul style="list-style-type: none"> Logo on key lead up promotional opportunities including: <ul style="list-style-type: none"> Shandon Calls Magazine (5,500 distribution) - Logo
Event recognition	Branded as official Gold sponsor on the main stage and digital signage at the event in addition to naming rights for one of our key areas:	Branded as official Silver sponsor on the main stage and digital signage at the event.	Branded as official Bronze Sponsor on the digital signage at the event.
Onsite	Marquee on site for three days in prime position	Marquee on site for three days in prominent position	Signage on site for three days
Investment	20,000	10,000	5,000

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