

# Attachment 11.6.1



Nicole Botica  
Economic and Community  
Development Coordinator  
Nannup Shire  
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Nannup WA 6275

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[www.nannupgardens.org.au](http://www.nannupgardens.org.au)

May 1<sup>st</sup> 2024

Dear Nicole

The Nannup Garden Village Inc (NGV) organises the annual Nannup Flower and Garden Festival and will be celebrating its 27<sup>th</sup> Festival this year, with a 10-day Festival running from the 9th to the 18<sup>th</sup> of August. We attract over 10,000 visitors to Nannup during the Festival. One of the Festivals main attractions are the tulips, with displays all along the main street, visitors love to wander the street to look at the tulips and visit all the shops and cafés.

The Nannup Shire has always been a huge supporter of the festival and we are thrilled that we now have the opportunity for the Nannup Shire to become our main sponsor and have the naming rights for the Festival. This opportunity has occurred due to Healthway, who had the naming rights, no longer sponsoring community events from July 2024.

The NGV therefore would like to request that the Nannup Shire increase their sponsorship by an additional \$5000. This would mean a Nannup Shire contribution of \$15,000 plus the waiving of fees and charges and the current tulip planting and logistical support we get. This increase would then mean that the Nannup Shire would be the largest Sponsor, as we expect to get grants of \$25,000 from Lotterywest, and a new three-year grant from Tourism WA starting at \$22,000 in year 1 and raising to \$25,000 in year 3.

This increase would enable us to offer you the naming rights and the Festival would be renamed the Experience Nannup, Nannup Flower and Garden Festival and include the relevant logo, This heading would appear on all TV and print media advertising, social media posts, posters, flyers and the program, and verbal acknowledgment. We feel that this will really highlight the Nannup Shire and show how they support local events in their town.

Last year we had an Experience Nannup Marquee on the Village Green offering free presentations over the weekends, this was highly successful, we will be doing this again for this years Festival. This year we are also aiming to increase the Festival foot print further up the street with a pop up garden next to the Op shop, our aim is to increase foot traffic all along the business CBD, to support all the business that support us.

The increased sponsorship will be used for the overall running of the Festival, allowing us to attract more high-profile presenters. We already have confirmed for the Festival interstate presenters, Sophie Thomson, Costa and Millie Ross from Gardening Australia and Mathew Evans, Chef, and food writer. Local WA presenters include Chef, Guy Jeffreys and Steve Wood and Nannup locals Dr, Bob, Jono and Sarah Outred and Clint Connor.

We hope that the Nannup Shire will look favourably at our request, and we are happy to work with you and the shire on all aspects of the proposed sponsorship and tailor it to your requirements if needed. I would like to make a short presentation to the May Council meeting which would also enable councillors the opportunity to ask questions on our proposal.

Once again thank and the Shire for your ongoing support of our Festival

Kind regard

A handwritten signature in black ink that reads "M. Longmore".

Maggie Longmore  
Chair Nannup Garden Village Inc.

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