

DOUGSTOCK

MUSIC & CAMPING FESTIVAL

SPONSORSHIP PROPOSAL

Established in 2020, Willunga's highest festival takes place annually on the first Friday and Saturday of December. At a privately owned, rural property on South Australia's Fleurieu Peninsula, Dougstock enjoys cinematic views of Gulf St Vincent and the McLaren Vale wine district.

December, 2024

Willunga SA 5172

Prepared by:

The Dougstock Team

Prepared for:

Prospective Sponsors

Contact

Phone 0403 018 501

Website www.dougstock.com.au

Email info@dougstock.com.au

Address Range Road Willunga SA



TABLE OF CONTENTS

EVENT INTRODUCTION

01

EVENT DETAILS

02

CHOOSING US

03

CORE CREW

04

SPONSORSHIP PACKAGES

05

SMALLER SCALE SUPPORT

06

TESTIMONIALS

07

TERMS & CONDITIONS

11

CONTACT INFORMATION

12

EVENT

INTRODUCTION

We would like to introduce you to the Dougstock Music & Camping Festival, a unique and vibrant event that has become a celebrated part of South Australia's cultural landscape & the southern suburbs calendar. We are seeking sponsors to join us in our endeavor to create a memorable experience for music enthusiasts while contributing to the preservation of our stunning natural surroundings.

In its 5th year, Dougstock Music Festival has evolved from humble beginnings into a much-anticipated gathering of music lovers, set in the breathtaking Willunga Hills of South Australia. Our festival grounds on a large acreage at Willunga are only around 50kms from the Adelaide CBD & boast an awe-inspiring backdrop of panoramic views over the Fleurieu Peninsula and Gulf St Vincent, surrounded by diverse and picturesque natural bushland.



At Dougstock, we are committed to providing an eclectic blend of musical genres, showcasing over a dozen of South Australia's highest caliber live acts. We pride ourselves on our ability to attract exceptional talent, such as Grammy-nominated saxophonist Dustin Cox, the incredibly talented multi-instrumentalist Adam Page, renowned award-winning vocalist Zyke Compson-Harris, New York Blues Hall of Fame guitarist Chris Finnen, and the highly acclaimed original band, Wanderers from Adelaide.

Furthermore, we take great pride in our collaborations with conservation groups like BIO-R and McLaren Vale Biodiversity, demonstrating our commitment to preserving the local environment for generations to come. By supporting Dougstock, you would be aligning your brand with an independent festival that actively contributes to both the local arts and environmental communities.



EVENT DETAILS

We want to assure you that all necessary preparations for Dougstock Music & Camping Festival 2024 have been meticulously undertaken. We have secured comprehensive insurance coverage, obtained all required planning approvals, and acquired relevant licenses to ensure a safe and enjoyable, outdoor experience for all attendees.

DATE & TIME



6th, 7th & 8th Dec, 2024



3pm Fri to 12pm Sun



141 Range Rd Willunga SA

INCREDIBLE PAST PERFORMANCES HAVE INCLUDED



THE CHRIS FINNEN BAND



JEB CARDWELL



ZKYE & CUSTARD PIE

CHOOSING US

Events organised by us in the past

We've already planned and executed many successful events and music festivals within Adelaide attracting thousands of participants, including:

Vintage Vulture Jazz Club 2016 – 2021

Dougstock (inaugural) 2020

Dougstock 2 2021

Dougstock 3 2022

Dougstock 4 2023

Past Dougstock performances have included multi-piece bands, prominent names & incredible music from some of Australia's top musicians.

Why should you sponsor this event?

Beyond the festivities, we are deeply committed to supporting our local community and economy. The Dougstock Music Festival plays a significant role in promoting regional tourism, as visitors flock to our heritage town for the event. Moreover, our festival provides a platform for local businesses, food & wine vendors and artisans to showcase their offerings, boosting their visibility and bolstering the live music industry & economy within the region.

Your valuable support as a sponsor will enable us to enhance the festival's offerings, provide even better facilities, and expand our outreach to a broader audience. We are excited to present various sponsorship opportunities that can expose your brand to a wide & diverse new clientele & be tailored to align with your brand's values and marketing objectives.

In addition to perusing our comprehensive sponsorship packages, we encourage you to view captivating photos and highlights from our previous festivals on our official website & socials:

Website: www.dougstock.com.au

Facebook Page: [Dougstock Music Festival](#)

Instagram account: [dougstock_festival](#)

We would be delighted to discuss this sponsorship opportunity with you in more detail and explore ways to collaborate for mutual benefit.

DOUGSTOCK CORE CREW



**Founder &
Main Music Man**

Doug



**IT &
Communications**

Gabe



**Set Up &
Infrastructure**

JoJo



**Sponsorship
& Promotion**

Jen



**Venue Prep &
Property Owners**

Jeff & Donna



**Dougstock
Creative**

Deb



**Volunteer
Coordinator**

Bruce



**Dragonfly Lounge
Markets & Stalls**

Tric



**Adorable Festival
Attendee**

Tallulah

SPONSORSHIP PACKAGES

Level	Sponsorship Package	What's Included
1	'Headliner' \$10,000	<ul style="list-style-type: none"> • Recognition as a major sponsor during the event by the Dougstock MC. • 6 complimentary adult tickets to the 2-day event, including camping. • Priority parking for 3 vehicles with an escort from the gate to the festival site if required. • Sponsor name/brand prominently featured on the main stage • Prime position on the Dougstock website before, during, and after the event. • Extensive visibility on Dougstock's Facebook and Instagram pages before, during, and after the event. • Prime position on Dougstock print marketing collateral prior to the event. • Ability to provide (Dougstock-approved) promotional material, merchandise or display to festival attendees. • Speaker Slots – Two x 15-minute brand/company introductions on stage on Friday & Saturday.
2	'Main Stage' \$5000	<ul style="list-style-type: none"> • Recognition as a sponsor during the event by the Dougstock MC. • 4 complimentary adult tickets to the 2-day event, including camping. • Priority parking for 2 vehicles with an escort from the gate to the festival site if required. • Sponsor name/brand featured on main stage at the festival. • Prominent position on the Dougstock website before, during, and after the event. • High visibility on Dougstock's Facebook and Instagram pages before, during, and after the event. • Prominent position on Dougstock print marketing collateral prior to event. • Speaker Slots – One x 15-minute brand/company introduction on stage on Friday & Saturday.
3	'Opening Act' \$1000	<ul style="list-style-type: none"> • Recognition as a sponsor during the event by the Dougstock MC. • 2 complimentary adult tickets to the 2-day event, including camping. • Promotion on the Dougstock website before, during, and after the event. • Promotion on Dougstock's Facebook and Instagram pages before, during, and after the event. • Promotion on Dougstock print marketing collateral prior to event.

SMALLER SCALE SUPPORT

Many hands make light work...



\$500 Donations

If you would like to support Dougstock but on a smaller scale, this option is for you! \$500 may seem minimal, but it means the world to us! As a thank you for your donation, we will pop your company's (or individual) business logo on a thank you page on the Dougstock website following the event & also offer you one complimentary day pass to either the Friday or Saturday events.

In-Kind Sponsorships

In-Kind Sponsorships are when a business provides goods &/or services instead of physical currency. Own a business & would like to offer in-kind sponsorship? In-kind sponsorships could include:

Printing & stationary

Equipment hire (generators, lighting, bins)

Graphic design and marketing

Advertising spaces (TV, radio, print, digital)

Volunteering

& so much more!



FESTIVAL FANS & TESTIMONIALS

Hon Dr Jane Lomax-Smith AM (Adelaide Lord Mayor)

"I write in support of DougStock as a joyful, established, and well-run small music festival with the potential to grow significantly without losing its alternative feel.

The event has taken place on three occasions and is built on high-quality curation of a stellar music line-up of iconic local bands and singers. It is run on private land and has all the elements of a major event: clear signage, committed program, tight time keeping, with good range of quality food and beverage facilities. In addition, there is obvious attention to good risk management with medical attendance, security, and detailed traffic management. It seemed absolutely flawless.

DougStock encourages camping on site, but many attendees used local accommodation providers. When I attended DougStock 3, we were fortunate to secure the last room available in the Willunga region and I have no doubt that the event, which was delivered over two days, allowed significant local tourism benefits. Like many people we drove from Adelaide on Friday to attend the festival but spent Saturday morning at Willunga market and Sunday touring.

The event appears privately funded and is well priced but could not easily grow and provide wider benefits without sponsorship. I have attended many medium and large-sized music festivals, as well as being involved in funding major events. I believe this event has a proven track record; is an absolute gem and deserves support."

Don Morrison (Singer & Songwriter)

"After more than forty years of performing all over Australia and elsewhere, I have found Dougstock to be unique and very positive experience. Set in a beautiful location overlooking the towns and vineyards (and even out to the sea) of Willunga and McLaren Vale, it attracts a diverse, positive, and happy audience.

From young kids with their parents, dancing teens in the mosh pit through to what could be their grandparents getting into the music and having a good time.

From a musician's perspective, it's very satisfying to be exposed to a new and wide-ranging audience and the road crew are friendly and supportive. Dougstock supports local, South Australian musicians and brings them into contact with a largely new audience. It's a one-off event and we need it to continue."

Jojo Krause (Owner Adelaide Marquees & Events)

"I am fortunate enough to see what it takes to put on a festival from behind the scenes and it is no easy feat. Dougstock, in my view, is heading in the direction of something very special. Doug Tapfield works extremely hard to pull the festival together and in doing so he is supporting local business, local community and local musicians. He creates a safe family friendly space where everyone can enjoy the day.

With additional financial support and sponsorship this festival will be here for years to come."

FESTIVAL FANS & TESTIMONIALS

Andrew Casey (Jazz Pianist & Musician)

"My names Andrew Casey. I'm an award-winning jazz pianist with a Bachelor of Music (Jazz Performance) First Class Honours from the University of Adelaide's Elder Conservatorium of Music. I am also the band leader, keyboardist, and primary composer of 5 Sided Cube, an Adelaide based jazz fusion band who have recently released our debut album, Sunset Skies. In 2022 we performed at Dougstock 3 and are looking forward to playing Dougstock 4 again in 2023. From the bands point of view, the festival was a huge success and gave us an opportunity to play to an appreciative audience, as well as build a larger following for the band.

Within the SA music industry, my band and I are part of a happening scene of musicians creating music with a jazz influence blended with other contemporary and popular genres of music, including Hip-hop, EDM, funk and neo-soul. This is part of a broader world-wide trend in music that is currently growing in popularity. Great music is not created in a vacuum and is often the result of a thriving scene of artists who are supported by venues, festivals, and the broader community at large. Dougstock and those involved are a major supporter of established and developing artists such as myself. It has the potential to grow to greater heights, and bring more national and international visibility to this thriving and creative original music scene in Adelaide."

Dustan Cox (*The University of Adelaide*)

"It is a pleasure and a privilege to write in support of the music festival Dougstock, its founder and tireless servant of SA music and tourism, Doug Tapfield. I've known Doug for several years through his work at the Vintage Vulture music venue and into three years of his very valuable production with the music festival Dougstock.

The festival has grown incredibly in each of its three years of existence; crowd numbers have expanded as has the collection of performers. This music festival embraces all styles of music and therefore attracts an all-ages patronage, I've seen entire families (and their pets) at the festival each year. Not only does this promote artistic diversity, it also attracts a very wide demographic of people from all age brackets, which in turn, attracts a wider audience to music in general. SA artists are most grateful for the opportunity to showcase their original works on a big stage to a huge audience, which has embraced these performers as a whole.

Not only does the festival employ musicians (who are all badly in need of work after suffocating through the pandemic), but far beyond including sound and lighting technicians, many food trucks and those that operate them, security and parking officials and more. Local businesses would also benefit from many at the festival that would choose to stay in accommodations close to the site as well as restaurants and other businesses in the area.

The location of Dougstock is breathtaking in its natural beauty. There is literally no other location in South Australia that I have experienced that has a vista, a sweeping view of much of the coastline of the area from the top of the hill as well as everything in between. It is a picture-perfect postcard for SA tourism, I was stunned the first time I saw all that can be taken in from Doug's beautiful property. This is reason enough for many to attend the festival, to take in the natural wonder of the area.

Dougstock benefits not only artists but technicians, business owners, private and public enterprise. Doug Tapfield has worked tirelessly and inclusively on behalf of so many and we all support his efforts with no reservations whatsoever, we would appreciate your support as well."

FESTIVAL FANS & TESTIMONIALS

Jeb Cardwell (Award Winning Guitarist, Singer, Songwriter)

"To whom it may concern, I was fortunate enough to have the opportunity to perform at Dougstock 3 in 2022. I had never been to the location before so when I arrived I was absolutely amazed. The festival is situated on top of a beautiful hill with an incredible view that spans for miles, it's breathtaking.

It was obvious to me upon arrival that Doug had invested a lot of time and thought into creating and organising the event. He has great attention to detail, not only does he care that the event runs smoothly, he cares about the staff, the performers and festival goers being able to enjoy themselves and feel safe.

I've performed at dozens of festivals over the years, both large and small. Some festivals can be quite a shambles and lacking in vibe, but not Dougstock, it's up there with the best of them. I feel that this festival is a complete success and an asset to the region which will generate more tourism to Willunga.

I'm looking forward to the next one!"

Geoff Hayter (Co-founder of Biodiversity McLaren Vale)

"I have compered the last two 'Dougstocks' and, alongside this, have been a close observer of their formation.

In my opinion, Dougstock is a most worthy addition to the cultural landscape of the Willunga Basin and the McLaren Vale wine region.

Its setting is second to none. More than a kilometre off the road, the site sits on and among steep sweeping hills. Perched high above Willunga, with a forever view out to and across the Gulf beyond, you can almost see Yorke Peninsula. Watching the sun go down is one of the highlights of the festival. Last year even provided a full moon.

As does the Botanic Park for WOMAD, it all engenders a sense of remove from the rest of life for a moment, which is very conducive for a cultural and social gathering.

In the events to date (I have attended all three Dougstocks), this sense has ben heightened by the staging and, in particular, its 'structural' elements such as Jo Jo Krause's giant tepee tents and various old caravans, which are more artful and create better atmosphere than run-of-the-mill hire pavilions. The modest scale of the staging also creates a relatively intimate performing space.

All in all, it's a great set-up, and getting better with each passing year.

The centrepiece of the festival though is the music which, speaking as a long standing music fan and appreciator, is wide and varied in style and generally of the highest calibre – with a number of bands routinely appearing to include players who have come through the Adelaide Conservatory. Doug's connections into the Adelaide music scene have clearly enabled the curation of a programme with a special quality to it. Which is not to say that the night-time parade is in any way lacking in its own get up and go.

In all, Dougstock is an event with its own emerging character centred on the presentation of great music in a great setting."

FESTIVAL FANS & TESTIMONIALS

William John-Gabriel Hyde (IT/Media Production Proprietor)

"Over the past decade, I have had the privilege of knowing the founder of the festival, Doug. His unwavering dedication to promoting music and culture in our community has impressed me since our initial encounter. Doug has almost single-handedly organized public music events that have grown in both attendance and recognition. His passion for music and fostering shared experiences is the driving force behind his success.

Why should private investors, local and state governments be eager to support and advance the Dougstock Music Festival?

Since its inception, the festival has experienced substantial growth, providing opportunities for numerous local hospitality vendors and artists. These talented individuals sell a range of products, such as clothing and handmade jewelry, to an enthusiastic audience of music lovers. The emphasis on local products and talent is intentional and will likely continue to expand with the festival in the coming years.

My involvement with Dougstock has not only enriched my skillset but also facilitated the establishment of my IT/Media Production Consulting business. This opportunity would not have been possible without Doug's support and the platform provided by the festival. I have witnessed Doug extend similar opportunities to numerous small businesses over the years. Some of these businesses continue to participate in the festival, while others have propelled their ventures to new heights, thanks to the initial boost from Dougstock.

I appreciate you taking the time to learn about my personal experiences with the Dougstock Music Festival. I am confident that there are countless other stories like mine, and I look forward to the festival's bright and promising future."

Cheri George (Local Radio Presenter & Event Co-ordinator)

"I have had the absolute pleasure of attending all 3 Dougstock Festivals and MCing at 2. From the moment you arrive you realise this is something very special and totally unique. The environment is stunning! A well managed property with easy access and parking. The views are amazing!

The festival is well laid out and the artist selection has been top notch, a superb showcase of local and interstate performers. The overnight camping option is great for those travelling from afar and the provision of various food, info and drinks stall, plus shade marquees, gives the attendee all that you will need for a great 2 days of music.

Dougstock has gained traction with festival goers since it's inception with room to grow in the future. This festival has huge potential to be a "must do" for tourists and locals alike."

All original testimonials are available to sight on request.

TERMS & CONDITIONS

Payments

All sponsorship or donation payments are due in full no later than 14 days of written/email acceptance of this agreement. Payments can be made via electronic funds transfer (EFT) using the details below. Dougstock reserves the right to cancel the Sponsorship Contract if payment has not been received in full.

Dougstock Pty Ltd
BSB: 105-134
Account: 089 982 240

Cancellation

Any changes made to this Contract must be made in writing/email and acknowledged by all parties. In the highly unlikely event that the festival is cancelled, then Dougstock shall be fully responsible to refund an amount deemed fair & reasonable (given the amount of promotion the sponsor may have already received prior) back to the sponsor.

Dougstock Authority

The sponsor recognises the authority of Dougstock's event manager and team members, understanding that they may take any decision they regard as necessary to ensure the health, welfare, and safety of those taking part in the event.

Copyrights

Dougstock retains rights to images taken on behalf of the sponsor. Where the sponsor has paid for photography, Dougstock gives the sponsor permission to use such images freely. The sponsor gives Dougstock permission to use images or video taken during the event in Dougstock marketing and advertising materials.

Disclaimer

Dougstock may postpone the event where forces outside of Dougstock's control such as bad weather or other events that cannot be reasonably mitigated against, impact the running of the event. No liability for any costs or expenses incurred by the sponsor is accepted by Dougstock in the event of cancellation or postponement.



CONTACT INFORMATION

To learn more about our exciting music & camping festival proposal and explore the various sponsorship opportunities available, please don't hesitate to contact us.

Phone 0403 018 501

Website www.dougstock.com.au

Email info@dougstock.com.au

Address 141 Range Rd Willunga SA

GET IN TOUCH WITH US TODAY

& Play Your Part in This Extraordinary
Celebration of Local, Live Music

