



***After a hugely successful
inaugural year ... it is back!!
Better and Bigger!!
and YOU are invited to be part of this
exciting celebration!***

June 2018 will see the return of the award-winning month long initiative from Destination Southern Highlands where the region will once again become known as the Southern Pie-Lands!

After the success of two key events during 'Pie Time', the 'Best Pie Competition' and the revamped 'Pie Fest' will be returning. A great opportunity to not only find the 'Best Pie' but also the taste them all!

To wrap up the month long campaign you can be part of ...

The Best Pie Competition and Pie Fest Celebration





A delicious opportunity awaits you!

These two exciting events will have something for everyone.... ***and you can be part of them.***

The Best Pie Competition

At the inaugural Best Pie Competition in 2017, many local bakers, chefs, apprentices and community groups battled it out for the title of the “Best Pie in the Southern Highlands” ... proudly won by Southern Rise Bakery. In 2018 this competition will be expanded to cover the whole of New South Wales.



There will be five main categories – Red Meat, White Meat, Vegetarian, Seafood and Sweet ... plus special categories – Artisan, Apprentice and Community / Home Cook.

Some of our amazing judges will be returning in 2018 and will put each entry through their paces over two or three full days ... it is certainly going to be another tough competition. Wonder who will take out the honour of being the ‘Best Pie in NSW’!

You can find out all the winners and runner-ups from the 2017 competition on our website – www.bestpiecompetition.com.au

PieFest Celebration

The Competition will then be followed by the extremely popular PieFest. After it’s huge success in the inaugural year, the event will move to its new home at the Bong Bong Racecourse on the 23rd and 24th June. With over 4,000 attending the first year, the 2018 event is sure to attract many more pie lovers and connoisseurs.



Between 10am and 3pm each day, visitors will be able to taste, purchase and enjoy a pie or two ... plus vote for their favourite pie in the “People’s Choice” award... not to mention enjoying local wines, beer, ciders, loads of other activities, cooking demonstrations, entertainment and family fun.

New innovations for the 2018 event will include the ‘Pie Bar’ for boutique bakers and the ‘Sauce Street’ for those tasty condiments.

Both the Competition and PieFest will receive support and exposure through the month long campaign scheduled by Destination Southern Highlands and will wrap up the very busy ‘Pie Time’ month.

Strong marketing, advertising, PR and promotional support will include:



Paid Advertising Campaign in Key Markets (Sydney, Canberra & Illawarra)
Exposure will be across TV, Print and Social Media.



Strong social media presence across all platforms including Facebook, Instagram, Twitter and YouTube.



Local Campaign = Targeting 46,000 Southern Highlands Community Via:

- WSC 'Wingecarribee TODAY' Householder News (25,000 householders)
- Radio 2ST/Local Print Publications/Cinema/Social Media
- Welcome Centre (70k+ visitors pa) via Brochures/Media Wall/Events Board
- DSH Electronic Direct Mail (15,000 database clients)
- DSH Social Media (Facebook/Instagram)
- DSH Website southern-highlands.com.au (30,000 unique visits per month)
- 'Meet the Maker' Videos & QR coding
- Southern Highlands 2017 Destination Planner & MAP





How can you get involved?

It is expected that we will have over 200 entries in the 'Best Pie Competition' and over 4,500 people visiting Bong Bong Racecourse to enjoy the 'PieFest'

So how can you get involved? ... we are currently offering limited sponsorship and exhibitor opportunities for these unique events. Get in quick and don't miss out!!

Exhibitor Packages

PieFest will run 10am and 3pm, 23rd and 24th June with a \$5 entry for adults and kids will be free.

We would also encourage any pie producers who will be exhibiting to sell party sized pies. As we will be holding the "People's Choice Pie Competition" over the weekend, visitors will need to sample as many pies as possible so they can cast their vote. Imagine a 'paddle of pies' – a selection of four small pies. Each pie producer who exhibits will have a box displayed on their stand where visitors will insert a token. Towards the end of the weekend all boxes will be collected and tallied – the pie exhibitor with the most tokens will be crowned the winner of the "People's Choice Award".

It will be licensed to allow alcohol tastings, wine by the glass (plastic only) sales and take away sealed bottle sales. Further details regarding licensing restrictions will be included in your confirmation letter. (Bottle sales for consumption at the event will not be allowed).

So ... to make it easier and more cost effective we are offering site only packages or the option of having a marquee set up and ready for your arrival ... and you add on the extras you need....

🏠 3x3m site only - where you can set up your own marquee and equipment	\$330
🏠 3x3m site including a white marquee all erected and ready to go	\$660
🏠 6x3m site only - where you can set up your own marquee and equipment	\$550
🏠 6x3m site including marquee all erected and ready to go	\$880
🏠 Space in the 'Pie Bar' (staff, pie warmers, equipment supplied)	\$300

Plus the extras you may need:

(please add these prices to the site fee above; ie: 3x3m stand with marquee and power will be \$600+\$30=\$630)

- Power – 10 amps standard (if you need more let us know) \$ 30
- Chairs and trestle tables (2 chairs + table package) \$ 50
- Flooring – timber or food grade is available POA

Sponsorship Packages

If you are looking at greater exposure then you may be interested in becoming a sponsor.

You can choose to sponsor just the 'Best Pie Competition', or the 'PieFest' or both events ... a great way to get exposure and recognition during the very busy and strongly supported 'Pie Time' month.

Major Sponsor

\$5,000 incl GST

- 👑 your logo featured prominently on all advertising, brochures, signage, website – generally anything that is promoting the events both prior and throughout the weekend
- 👑 link to your website on the dedicated Competition and Festival websites, including the programme of events, online map of exhibitors and wherever your logo is seen during our online promotion
- 👑 promotion via our social media campaign with links to your site or Facebook, etc
- 👑 a powered display area at the Festival event – this will depend on what you require but will be around a 3 x 3m area
- 👑 banners displayed around the event perimeter and elsewhere within the venue.
- 👑 conduct your own demonstrations or discussions to inform and promote your products – all promoted online and included in the schedule of events given to all visitors
- 👑 up to three live interviews during the two days with the Pie Fest MC – another reminder to all visitors of your involvement
- 👑 inclusion in all advertising promoting the events. This may include photos of your product being featured in the possible television and magazine advertising
- 👑 ten free tickets for you to give to your customers or use as a giveaway to promote your attendance at the Show
- 👑 four tickets to the Friday night cocktail party where the “Best Pie Competition” winners will be announced.



Minor Sponsor

\$2,000 incl GST

- 🍰 your logo featured on most advertising, brochures, signage, website – generally anything that is promoting the events both prior and throughout the weekend
- 🍰 link to your website on the dedicated Competition and Festival websites, including the programme of events, online map of exhibitors and wherever your logo is seen during our online promotion
- 🍰 promotion via our social media campaign with links to your site or Facebook, etc
- 🍰 one live interview during the two days with the Pie Fest MC – another reminder to all visitors of your involvement
- 🍰 banners displayed within the venue.
- 🍰 inclusion in advertising promoting the events. This may include photos of your product being featured in the possible television and magazine advertising
- 🍰 six free tickets for you to give to your customers or use as a giveaway to promote your attendance at the Show
- 🍰 two tickets to the Friday night cocktail party where the “Best Pie Competition” winners will be announced.

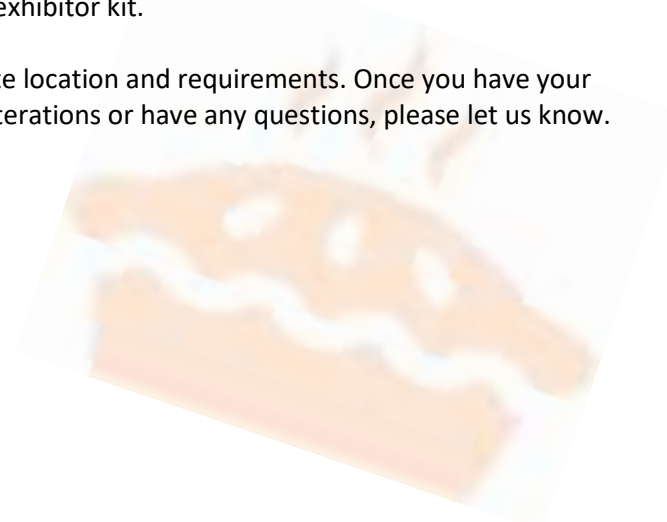
How to book....

If you are interested in securing sponsorship packages, simply give us a call on 4861 7100 to discuss further.

To book one of the limited exhibitor packages, simply visit our website – www.pietime.com.au and complete the online booking form. We will then send through confirmation and invoices. If you are unsure of what you will need, simply give us a call on 4861 7100.

All exhibitors will have a dedicated contact person at the event in case of any questions or need of assistance. Their contact details will be included in your exhibitor kit.

Bump in and out times will be allocated depending on site location and requirements. Once you have your written confirmation, if at any time you need to make alterations or have any questions, please let us know.



Entering the Best Pie Competition

If you would like to register for the Best Pie Competition, simply visit the website, www.bestpiecompetition.com.au and register your entry. There are five main categories – Red Meat, White Meat, Vegetarian, Seafood and Sweet ... plus special categories – Artisan, Best Apprentice and Best Community / Home Cook.

Anyone who commercially produces pies within New South Wales and ACT can enter the five main categories with the winners from each category going onto the National Great Aussie Pie Competition in September for free.

There will also be a 'Best in Show' winner decided. This pie will then be promoted as the 'Best Pie in New South Wales' for twelve months.

The judging for this competition will take place over two days, 13th, 14th, 15th June with the winners being announced at the Cocktail Party on the Friday evening. Tickets will be available for this event closer to the date.

About the Organisers

The team behind the Small Farm Field Day and the Home & Garden Show will be partnering with the Destination Southern Highlands to co-ordinate the 'Best Pie Competition' and the 'PieFest'.

The Big Event Group is renowned for their attention to detail and delivery of big events. For over 20 years the Big Event Group has staged thousands of promotions, street festivals, food & wine events, world championships, sporting festivals and major events worldwide.

If you would like further information about the events or the organisers, contact Elizabeth Newham Nichols on (02) 4861 7100, mobile 0414 566 419, email elizabeth@thebigeventgroup.com.au or visit www.piefest.com.au

We look forward to welcoming you to the Pie Time family.

