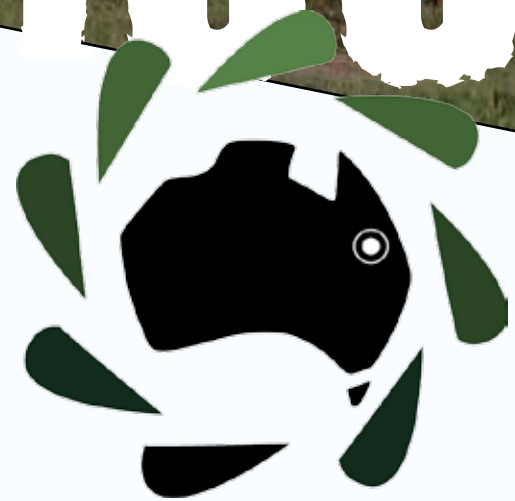




BLACKWATER
INTERNATIONAL
COAL CENTRE



BIGG



**CORPORATE
SPONSORSHIP
PACKAGE**
2017

'building community & culture'

SUCCESSFUL PARTNERSHIPS

The Blackwater International Coal Centre is a major tourist attraction, educational mine museum and community centre based in the Central Queensland region. The Centre connects surrounding communities with an educational experience about the **'mighty coal mining industry'** and hosts cultural experiences that contribute to a collective sense of community wellbeing.

A partnership with the Blackwater International Coal Centre has the potential to:

- Provide unique cross-marketing opportunities to promote your company through special events, attractions and facility upgrades.
- Demonstrate corporate and industry leadership through active support of a respected Central Queensland tourist attraction and educational museum.
- Host events, training, conferencing and networking functions in our unique surroundings.
- Strengthen brand awareness through association with the Blackwater International Coal Centre: a dependable organisation known for its input into boosting local tourism and providing community cohesion.

The Blackwater International Coal Centre is excited to offer several sponsorship opportunities suitable for large enterprise to small business. Our sponsorship program is managed in-house and we work closely with all sponsors to fulfil key business objectives and provide successful sponsorship outcomes for all partners.



SUSTAINABLE VISION

Successful Projects implemented with sponsorship

- Solar Farm installed on the building
- Operating Coal Mine Tours from the BICC
- Two New Exhibits in the Museum
- Addition of two new function rooms
- Installation of a 3D QUBE Digital Cinema Unit
- Outdoor Childrens Playground
- School holiday movie screenings

Future Centre Projects

- Install our 'Educational Kids Minefield' Exhibit
- Install a Virtual Reality Experience
- Outdoor cultural display expansion in the Timeless Gardens
- Upgrade our main entrance roundabout and carpark facility
- Upgrade the centre's airconditioner unit
- Minor renovations to the Centre interior to freshen its appearance

Future Community Projects

- Host 4 'new' community events over the next 12 months
- Offer a weekend cinema screening experience
- Increase our school excursion and mine tour portfolio
- Provide an online community portal for local events and business directory
- Collaborate with interested parties in the publication of a Blackwater tourism brochure
- Increase awareness of our Coal Train RTO based at the BICC
- Host several visiting cultural exhibitions in the museum

"The BICC is a unique showcase of the coal mining industry, situated right in the heart of Central Queensland"

*Jason McCallum - Operations Manager
Yarabee Coal Company*



SPONSORSHIP OPPORTUNITIES

We are excited to offer several sponsorship opportunities suitable for large enterprise to small business. Our sponsorship program is managed in-house and we work closely with all sponsors to fulfil key business objectives and provide successful sponsorship outcomes for all partners.

Major Partner

- Inclusion as a major sponsor for all BICC events in the next 12 months
- Top tier sponsor signage for the sponsor board at the BICC
- Logo on tourist brochures distributed at tourist locations around the country
- Logo placement on sponsor welcome TV screen located in museum foyer
- Logo on BICC website as a major partner
- Logo featured on static trailer before Cinema screenings
- 12 x 'Awe Experience' mine tour passes
- 15 x Family movie passes
- Logo inclusion for any special events hosted at the BICC
- VIP Invites to special BICC events
- Organic online marketing, social media and newsletter mentions

Sponsor Investment
\$50,000 p/a

Partner

- Inclusion as a major sponsor for all BICC events in the next 12 months
- Sponsor signage for the sponsor board at the BICC
- Logo on tourist brochures distributed at tourist locations around the country
- Logo placement on sponsor welcome TV screen located in museum foyer
- Logo on BICC website as a partner
- Logo featured on static trailer before Cinema screenings
- 8 x 'Awe Experience' mine tour passes
- 10 x Family movie passes
- Logo inclusion for any special events hosted at the BICC
- VIP Invites to special BICC events
- Organic online marketing, social media and newsletter mentions

Sponsor Investment
\$20,000 p/a



SPONSORSHIP OPPORTUNITIES



Major Sponsor

- Sponsor signage for the sponsor board at the BICC
- Logo on tourist brochures distributed at tourist locations around the country
- Logo on BICC website as a major sponsor
- Logo featured on static trailer before Cinema screenings
- 4 x 'Awe Experience' mine tour passes
- 6 x Family movie passes
- Logo inclusion for any special events hosted at the BICC

Sponsor Investment
\$10,000 p/a

Bronze Partnership

- Sponsor signage for the sponsor board at the BICC
- Logo on BICC website as a sponsor
- Logo featured on static trailer before Cinema screenings
- 2 x 'Awe Experience' mine tour passes
- 4 x Family movie passes
- Logo inclusion for any special events hosted at the BICC

Sponsor Investment
\$2,500 p/a

"BHP Billiton Mitsubishi Alliance (BMA) has been a proud partner with the Blackwater International Coal Centre (BICC) since inception. Central to our support has been the opportunity to present the industry to the visiting public in an educational manner. We continue to see the BICC grow from its initial concept to its position in today's market as a leading tourism, industry and community facility"

Peter Dowling - Manager Community Bowen Basin South
BHP Billiton Mitsubishi Alliance

SPONSORSHIP COMMITMENT FORM

If your company would like to partnership with the BICC through one of our above sponsorship packages, please fill out the commitment form below and our General Manager will contact you to discuss in detail.

Alternatively if you are interested in sponsoring the centre through a monetary contribution, volunteer or in-kind services, equipment donation or providing an artifact of educational and preservation value, please contact the centre on 4982 7755.

“Your sponsorship is highly valued and will be used to improve and build on this magnificent community icon”

Contact Person: _____

Company: _____

Company Address: _____

Business Phone: _____

Email: _____

Website: _____

Type of Company: _____

Please choose your sponsorship level:

Major Partner

Partner

Major Sponsor

Sponsor

Other

Acknowledgement of Commitment

By filling out this form, your company agrees to pay the above sponsorship level dollar amount, as outlined by the sponsorship package. In return, your business will receive the sponsorship package benefits specified. Having carefully read the sponsorship package, I do hereby agree to enter into a contract with **Blackwater International Coal Centre**.

Authorised Signature

Authorised Name (Print)

____/____/____
Date Signed

Our cheque is enclosed

We will pay directly to your nominated bank account
BSB 084-646 Account Number 82-147-8773 Reference: Your Organisation Name

Please return the completed form by mail or email. Once the form is received, our office manager will contact you regarding your artwork and sponsorship specifications.

“Jellinbah Group are proud to be an ongoing supporter of the Blackwater International Coal Centre. It is a unique facility that enables the local community and visitors to the region to experience the coal mining industry, including the history, current operational methods and the future challenges facing the industry. The BICC also provides services to the local community such as meeting and training rooms, a coffee shop, arts and crafts, a movie theatre, and special functions to support various clubs and charities. It is for these reasons that Jellinbah Group will continue to support the BICC as it provides significant benefits to the region.”

Ian Cooper
General Manager - Jellinbah Mine



BLACKWATER INTERNATIONAL COAL CENTRE

CAPRICORN HIGHWAY
PO BOX 83, BLACKWATER QLD 4717
ACN 120 447 850 ABN 66 120 447 850



P | 07 4982 7755 E | manager@bicc.com.au