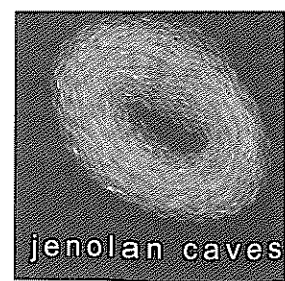


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OBERON COUNCIL

04 OCT 2011

RECEIVED



30 September 2011

Ms Leanne Mash
General Manager
Oberon Council
PO Box 84
OBERON NSW 2787


Dear Ms Mash

Jenolan's 'Carols in the Caves' 10th December, 2011

We are writing to seek support from Oberon Council for one of the Oberon area's biggest, but from an Oberon perspective, largely unrecognised events.

2011 will mark the twentieth anniversary of 'Carols in the Caves' at Jenolan. Thousands of people have enjoyed the spectacle of this wonderful event in Jenolan's magnificent Grand Arch. The event is also an important fundraising event and over the last four years over \$50,000 to support children's cancer research at Westmead Children's Hospital.

The event has been organised under the auspices of Jenolan Caves Reserve Trust in recent years but this year the Trust will receive an important boost with additional support and input from the community via the Oberon Plateau Tourist Association (OPTA). This support will help to generate a greater sense of community and a festival style event where the local and wider community can come together to herald and celebrate Christmas within the beautiful surrounds of the Jenolan Caves valley and the splendour of Caves House. The additional support will also allow us to give a greater focus to the fundraising aspect of the event and the co-ordinating committee have decided that the major goal for 'Carols in the Caves' will be to raise **\$20,000** in support of **children's cancer research**. The event will be officially endorsed by The Children's Hospital at Westmead fundraising department.

We are writing to invite Oberon Council to consider becoming a sponsor of Carols in the Caves through a contribution of \$2,500. Sponsorship is required to maximize our ability to promote, publicise and produce 'Carols in the Caves' and gain the greatest attendance on the day to give us the best opportunity to raise funds for The Children's Hospital at Westmead.

As a sponsor of the 'Carols in the Caves' Oberon Council will enjoy premium endorsement through an association with an important fundraising effort, an association with a community focused event - 'Carols in the Caves' and through association with the iconic Jenolan Caves. The sponsorship arrangement would also be a tangible way of endorsing the relationship between Oberon and Jenolan Caves. A package of sponsor benefits can be developed to help Oberon Council gain maximum exposure from its involvement and could include-

- Prominent listing, including logo and contact details, on all printed literature regarding 'Carols in the Caves'. The program is be professionally printed and provided to each of the anticipated 1500 festival patrons.

- As has previously been the case, we anticipate that 'Carols in the Caves' will be promoted and advertised via Sydney and regional newspapers and magazines as well as regional and city radio stations. Radio Station 2CH and the Rural Press Group (part of Fairfax Media) have already committed to major support packages.
- Provision of 25 free Wonders of the Underworld Passes to distribute among your staff and partners. These passes will allow them to experience tours of the Imperial, Chifley, or Lucas Caves and includes Jenolan's self guided tour through the Devil's Coach House and Nettle Cave.
- Provision of 25 free tickets to distribute among your staff, your partners or the community for the 'Carols in the Caves' that will be held within the Grand Arch.
- Provision of a letter from the Children's Hospital at Westmead acknowledging the value of any in-kind products or services donated to the Festival.

We would like to thank Oberon Council for considering involvement in 2011 'Carols in the Caves'.

Yours sincerely



Peter Austen
General Manager
Jenolan Caves Reserve Trust



Brian Harman
Chair
Oberon Plateau Tourist Association
&
Chair
'Carols in the Caves'
Co-ordinating Committee