



Thinking of running an event during the Festival?  
Here are some details that might help you.

## Questions and Answers

**Q: What is the Festival all about?**

A: The Festival is now in its 29<sup>th</sup> year and incorporates a number of eclectic events, held in the Mansfield district. Over the years as the community has diversified, different aspects have become the focus.

**Q: What sort of Festival is it?**

A: Overall it is a community event that incorporates community groups, individuals and businesses running different events over a 12 day period in Spring, ending on Melbourne Cup day. There is a common theme "Wild at Heart" which all events incorporate to keep the Festival cohesive.

**Q: What does the theme Wild at Heart mean?**

A: This theme can represent many things depending on the nature of each event. For example, it can represent 'running horses' to a pony club, or 'fresh food' to a farmers market etc.

**Q: What sort of events are included in the Festival?**

A: Events include visual and performing arts, food, historical, picnics, horse racing, fireworks, parades, music events and youth activities etc. The idea is that there is a range of activities for all people from all walks of life. For locals and visitors.

**Q: Is any event considered?**

A: Yes. Community Groups, individuals and businesses can propose any type of event for inclusion in the Festival program.

**Q: What is the procedure for proposing an event to be part of the Festival?**

A: The Festival website [www.highcountryfestival.com.au](http://www.highcountryfestival.com.au) has an online form where you can submit details of your proposed event. Information on this form helps us decide if the event will work in the overall picture. We may call you to discuss it further if necessary. You can also contact the Festival Coordinator direct to put your idea forward. Call Karen Pirie 0403 219 188

**Q: Is there a cost to including an event in the Festival Program?**

A: No. All individual events are put on at the expense of you, the event organizer. Once your event is approved to be in the Program, Mansfield Shire Council does not charge for your event to be included.

**Q: What are the benefits of having an event in the Festival Program?**

A: Your event in the Program becomes part of a massive festival and connects you to the Mansfield community and tourists visiting the area during a peak time in tourism terms. It provides you with the opportunity to maximize exposure and attendance to your event.

**Q: What is the Festival Program?**

A: The Festival Program is a coordinated scheduled list of events working together to provide an interesting selection of activities for locals and visitors.

**Q: Is there a printed version of the Program?**

A: Yes! 11,000 copies of the program are printed on high quality stock and distributed to Visitor Information Centres in Victoria and local strategic venues.

**Q: What about online?**

A: There is a Festival website and the web address is promoted clearly on all printed marketing material. The website can highlight other aspects of your event ie images, contact details etc, that could not be included in printed material due to the nature of available space.

**Q: Can I get funding from Council to help run my event?**

A: Possibly. Council has a process for assessing grants for community organisations, more information is on the Mansfield Shire Website: [www.mansfield.vic.gov.au](http://www.mansfield.vic.gov.au)

**Q: I am a business, but don't want to hold an event. Is there a way I can still be part of the Festival buzz?**

A: There sure is! You could become a sponsor at a relatively small cost. This is a business opportunity to see your logo displayed in an uncluttered environment on all printed material, the Festival website and other advertising and promotional opportunities. You can connect your brand to the local crowd and visitors alike through the one of Victoria's leading established Festivals and the longest running community event in this district.

If you want to discuss sponsorship call the Festival Coordinator, Karen Pirie on 0403 219 188.

If you want to help a community group in a volunteer capacity during this busy time, contact the Festival Coordinator, Karen Pirie, 0403 219 188 and she can put you in touch with a group that is looking for help.

**Who to contact for more information:**

Festival Coordinator:

Karen Pirie

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