



Press Release July 10th 2019

Easter Fair Society urges business support for 150th

The Bendigo Easter Fair Society, custodians of the Bendigo Easter Fair since 1871, has officially launched its sponsorship drive for the 150th Bendigo Easter Fair in 2020

The first Easter Fair was held on April 10 and 11, 1871 at the Lower Camp Reserve (about the location of the Conservatory Gardens), with the aim of raising funds for the Bendigo Hospital and The Bendigo Benevolent Asylum.

President of the Bendigo Easter Fair Society, Simon Mulqueen said the Committee had been working hard on the additional elements they would like to implement in the program for 2020.

“Today we are seeking the support of Business and the Community to ensure this celebration of 150 years is a worthy one and the Society is calling on Businesses large and small to get behind this initiative. In the last few weeks at least 400 proposals have been forwarded to Businesses asking for their help in the form of sponsorship for the event. The funds raised will go directly toward the special elements planned to boost the festival which will return to a 4 day format for the 2020 festival.” Mr. Mulqueen said “It is only with the support of the Business community, can we expect to grow this event”

Sponsorship levels range from \$900(Bronze), \$3000 (Silver), \$6,000(Gold), & \$10,000(150 Partner) and can be paid over 3 Financial years if that assists businesses. We will also accept any contributions business would like to make.

This is a once in a lifetime celebration and we encourage all members of the community to get involved.

The Easter Fair is recognised as the longest, continuously running community festival in Australia and is Bendigo’s largest annual tourist drawcard which injects millions of dollars into the local economy.

The Easter Fair Society handed the operation responsibility to the City of Greater Bendigo’s - Events Department in 2004 due to the magnitude of the event, but has remain an integral part of the event’s planning and in conjunction with council hopes to bring some special elements to 2020 that are either new or have not been seen for some years.

We urge the Business community and the general community to get behind the Society in terms of sponsorship and assistance. Mr. Mulqueen said he also invited members of the community who have any Easter Fair memorabilia including Photo’s, Cards, Medals, Posters or documents to please

contact the society via our website www.bendigoeasterfairsociety.org.au or via email on befs1871@gmail.com

Stay tuned for more exciting news as the 2020 festival approaches (only 270 Days to go).