



**ROYAL SOUTH STREET SOCIETY
BALLARAT EISTEDDFOD**



**SPONSORSHIP & SUPPORT
2026 PROSPECTUS**

OUR VISION

Enriching lives through a lifelong connection to the performing arts.

Our Mission

To conduct Australia's premier eisteddfod – promoting and encouraging participation, enjoyment and enrichment through the performing arts.

Our Values



Respect

Honouring the history, contributions, and individuality of every performer and community member.



Unity

Bringing together diverse talents and voices in a vibrant, inclusive creative community.



Artistry

Celebrating the craft, creativity, dedication, and skill that bring performance to life.



Versatility

Embracing change, exploring new ideas, and excelling across diverse artistic and collaborative opportunities.

We are a not-for-profit organisation that relies on volunteers and financial support to provide and expand our services to the community.

YOUR IMPACT

Imagine being the catalyst for a young performer's journey – helping them grow in confidence, refine their skills, and reach for their dreams. By supporting the Royal South Street Society, you or your organisation becomes a driving force in strengthening community connections and enriching Ballarat's cultural landscape through the transformative power of the performing arts.

Your sponsorship and support directly amplifies diverse voices and talents, supports a wide range of artistic interests, and fosters a deeper appreciation of different cultures and traditions. The performing arts offer vital opportunities for self-expression, creativity, and personal growth, contributing to healthier, more vibrant, and more connected communities.

It's simple to get involved by supporting one or more of our disciplines with prizes, trophies or sponsorship. Whether you have a favourite art form, a personal connection, or see an opportunity to engage audiences who align with your business, your involvement makes a meaningful difference.

Join us in 2026 and play a key role in one of Australia's most significant cultural events.

www.royalsouthstreet.com.au

The Royal South Street Society Ballarat Eisteddfod has been a driving force in Australian performing arts since 1891, attracting thousands of participants each year who boost Ballarat's tourism, hospitality, retail, and cultural sectors. Our events generate significant economic activity, strengthen the city's reputation as a premier destination for major arts events, and enrich its cultural heritage. We play a vital role in developing talent at local, state, and national levels, championing excellence, inclusion, and diversity across schools, communities, and all art forms.

NUMBER OF PARTICIPANTS

25,000+

Performers, supporters and audience in 2025

THE REASON FOR VISITING BALLARAT

86%



86% of our participants indicated the main reason they came to Ballarat in 2025 was for the Eisteddfod

ESTIMATED STAY SPEND



\$2 MILLION +

52% stayed overnight in Ballarat, and 38% stayed two nights or more. (Estimated over \$2million spend on accommodation alone in 2025)

HOW YOU CAN SUPPORT

Prize Support

Prizes* directly helps our participants - not only reward the hours of practice to hone their craft, but cash prizes help young artists with the costs of maintaining musical instruments, dance shoes, costumes, and tuition fees for example.

All donations or support of any value is greatly appreciated. The following are formally recognised as listed:

- **Spotlight \$300** – pays for medals and ribbons in one age group for a specific discipline.
- **Encore \$500** – pays for medals, ribbons AND *cash prizes* in one age group for a specific discipline or *\$800 for one full Calisthenics Division competition.*
- **Champion \$1000 - \$3000** plus (depending on the specific championship) – pays for trophies, ribbons AND *cash prizes* in Senior/Open Championships sections OR a generic donation towards prize fund pool for distribution across specific disciplines.
- **Scholarship** - Tailored to the specific discipline and scholarship offering from the organisation

Crown Support

Premier Crown Support* highlights you or your organisation as a major supporter of the performing arts in our region. Your support directly enables us to plan, promote and conduct each discipline and deliver a premium quality eisteddfod that provides a platform to develop the stars of tomorrow...

- **Bronze Crown \$3000** – Discipline naming rights for RSSS Showcase or a **major discipline Prize sponsor**. May be a dual/shared sponsor.
- **Silver Crown \$5000** – Discipline naming rights (for Vocal, Debating, Pianoforte, Speech & Drama, Choral, All Abilities, Instrumental) or a major discipline sponsor. May be a dual/shared sponsor.
- **Gold Crown \$10000** - Discipline naming rights for Dance or Calisthenics or a major discipline sponsor. May be a dual/shared sponsor.

*plus GST

*Sponsorship, gifts and donations have different personal, legal and taxation requirements and implications. Please indicate if your support is donated or sponsored.



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WHAT DOES THIS LOOK LIKE FOR YOU?

<i>Offerings below valid for year of confirmed donation/support only *Plus GST This publication/information supersedes previous offerings unless under contract.</i>	Spotlight \$300*	Encore \$500*	Champion \$1000 - \$3000*	Scholarship tailored amount	Bronze Crown \$3000*	Silver Crown \$5000*	Gold Crown \$10000*
Name listed on website and printed session programs and guidebooks as an Eisteddfod Prize or Crown Supporter	YES	YES	YES	YES	YES	YES	YES
Included in RSSS Supporter communications	YES	YES	YES	YES	YES	YES	YES
Name / logo listed against section prizes / awards in discipline publications	YES	YES					
Name / logo listed against Championship in discipline printed publications			YES	YES			
Session tickets – to sponsored Championship / unbooked section of choice			YES x 2	YES x 2	YES x 2	YES x 2	YES x 2
Name listed on applicable communications platforms with results			YES	YES			
Tailored advertisement or logo in printed session programs/guide books.			YES	YES	YES	YES	YES
Name/logo listed on RSSS website as a premier Crown Supporter			YES	YES	YES	YES	YES
Banner display option at specific discipline events				YES	YES	YES	YES
Tickets to RSSS Ballarat Eisteddfod SHOWCASE Performance (when advised)					YES x 2	YES x 2	YES x 2
Personal donation/contribution can be invested into a Trust account for prize money and/or adjudicators costs for a negotiated period of time.					YES	YES	YES

Plus.....your personal support of these performers....

