

Major Events Sponsorship Proposal



Acknowledgement of Country

City of Kwinana acknowledges the Traditional Custodians of the land on which we live, work and play, the Nyoongar people. We recognise their connection to the land and local waterways, their resilience and commitment to community, and pay our respect to Elders past and present.



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Introduction to the City of Kwinana

Situated just 25 minutes south of the Perth CBD, the City of Kwinana is a vibrant metropolitan City proud of its rich heritage and cultural diversity. Kwinana is a unique community, set amongst extensive native bushland and public open spaces. It is currently undergoing rapid growth in population, investment and industrial expansion, and includes Western Australia's premier heavy industry zone – the Kwinana Industrial Area, which generates billions of dollars each year for the State's economy. The City's current population of over 40,000 is predicted to double in the next 20 years, with Kwinana being the second fastest growing local government area in Western Australia.

With this urban growth has come development of new estates with diverse communities, both socio-economically and culturally, each with unique characteristics and aspirations.

The City's Plan for the future – the Strategic Community Plan 2017-2027 sets out the vision:

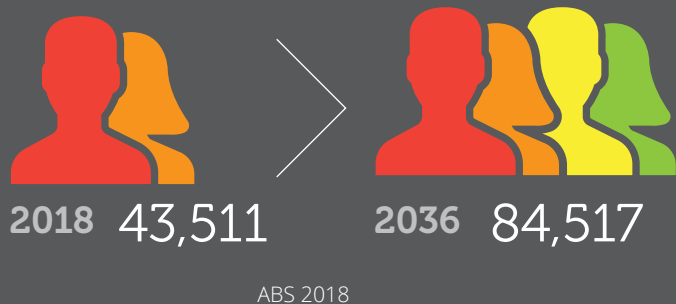
Rich in spirit, alive with opportunities, surrounded by nature – it's all here!

The City organises a range of annual community events for the enjoyment of local residents and visitors to the area. The City's events are offered to the community at the City's premium and award-winning locations, attracting a high level of public attention and participation each year.

The City's larger events are open to corporate and community sponsorship opportunities, giving sponsors high profile exposure before, during and after the event. They provide an innovative and cost-effective platform for sponsors to gain exposure to the City's diverse community base.

The City's events aim to celebrate community, culture and diversity; build community identity; and provide opportunities to connect and engage. Event sponsors are offered the opportunity to be involved at a grass roots level, to support community events and promote their social, environmental or economic objectives to thousands of community members.

POPULATION



GENDER



Male

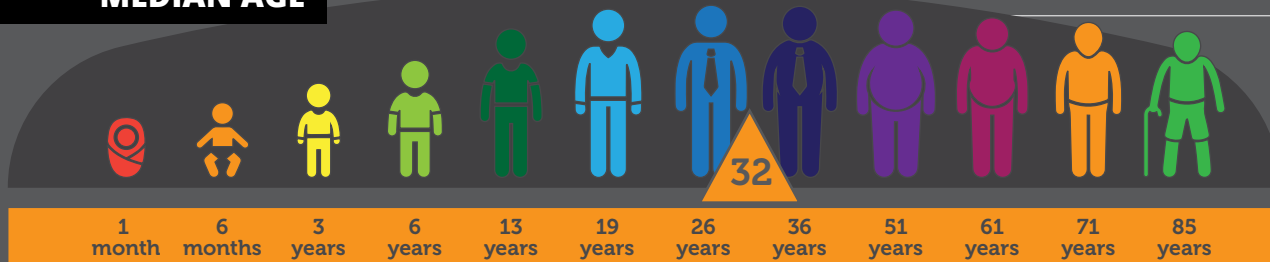
51.3%



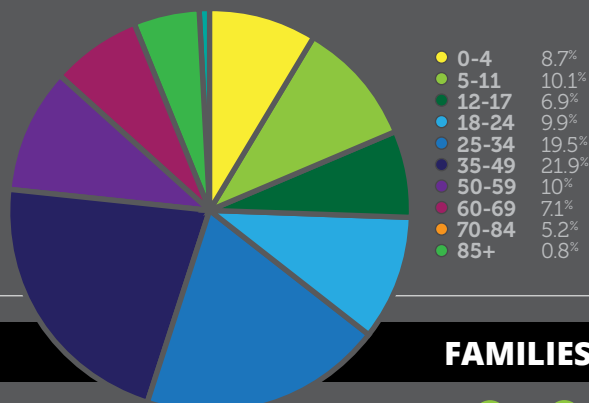
Female

48.7%

MEDIAN AGE



AGES



Snapshot of Kwinana

HOUSEHOLDS



People per household

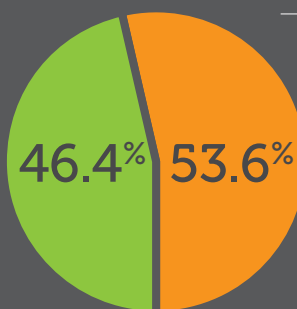
2.7

(average)

FAMILIES



Families with children



Families without children

BIRTHPLACE



People born overseas

36.1%

EMPLOYMENT

Work full time

64%



Work part time

33%

INCOME

Income of \$1,750+

40.8%



The dominant work sector is manufacturing and construction

Event Sponsorship

SPONSORSHIP OUTCOMES

With successful marketing campaigns and a reputation for high-quality, innovative entertainment, the City's events attract both local residents and visitors alike. The City welcomes Event Sponsors across multiple events. This will enable your organisation to reach the broadest cross-section of the community. Alternatively, it may better suit your organisation's objectives to partner on a strategically aligned event to more directly connect with your target markets.

SPONSORSHIP OPPORTUNITIES

The City of Kwinana invites your business to become part of its events program, enjoying the successes realised by aligning your brand with the City, and having the opportunity to promote your brand to this diverse and unique community.

With a range of corporate and community sponsorship opportunities available, there is sure to be one that will align with your company's objectives and requirements. We are also able to tailor-make a sponsorship package to align with your business and strategic intent in the areas of community programs and events, children, youth, arts and culture, environment, recreation, health and wellbeing, safety and security, and seniors.

COMBINATION SPONSORSHIP

Agree to sponsor one of the summer events for the next three years and you will receive a 10 per cent discount for the following two years, locked in at the 2021/22 price (payable annually). If you agree to sponsor more than one event or program with the City of Kwinana in 2021/22, a 10 per cent discount will be offered for each subsequent sponsorship agreement.

BENEFITS OF BECOMING AN EVENT SPONSOR

The City of Kwinana's summer events program provides an exciting opportunity for businesses to align their brand with a vibrant and progressive local government, as well as to engage directly with the City's local communities.

The City's events are designed and delivered by experienced staff and supported by individual and extensive marketing campaigns attracting optimal crowds to each event. Sponsors benefit through the opportunity to leverage off these events and increase their level of brand exposure in the community.

The City is delighted to offer you an exciting opportunity to connect your business directly with the community and play a highly visible role in supporting cultural events which celebrate the local community and all that Kwinana offers. The benefits of partnering with our events include:

- Increase your brand awareness with residents within the City and beyond.
- Enhance your corporate image and brand recognition.
- Engage at a grass-roots level with your customers and our community.
- Be involved in events that build valuable relationships with the broader community and instil a sense of civic pride and connection.
- Support your corporate social responsibility objectives through contributing to significant community events.



Kwinana Lolly Run

The Kwinana Lolly Run is a beloved event for local families. This long running tradition was established in the 1950's and has seen over 3 generations of Kwinana residents experience the joy of Santa and his helpers driving past their houses throwing out lolly bags to all who come outside.

In 2020 the Kwinana Lolly Run event was revamped to take place over 8 evenings in the lead up to Christmas. The vehicles were upgraded to moving stages featuring exciting stage lighting and pumping Christmas Carols. This successful format of event will continue in 2021.

The Kwinana Lolly Run drives every residential street within Kwinana providing sponsors Christmas goodwill and front-door access to over 15,000 excited and engaged community members.

When	Multiple evenings in December 2021 4.30pm to 8.30pm
Where	Every residential street in Kwinana
Cost	Free
Attendance	Approx. 21,000 lolly bags distributed
Audience	Local residents and families with children seeking a fun and accessible Christmas experience at home.
Objectives	<ul style="list-style-type: none"> To help our community celebrate the end of the year in their local neighbourhood setting. Creating opportunities for City residents to engage with their neighbours and create a sense of belonging and safety. To be accessible and engaging for our diverse community. Building the identity of Kwinana as a vibrant place to live and visit.



Platinum \$20,000	Gold \$15,000	Silver \$10,000	Bronze \$5,000
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SPONSOR BENEFITS

Naming rights of the event.	✓			
Logo on all 25,000 lolly bags.	✓	✓		
Another sponsor of the same business type will not be signed as an event sponsor without consent.	✓	✓	✓	
Framed event memorabilia, including recognition of sponsor.	✓	✓		

PRINT PROMOTION

Recognition of sponsor's logo on all event flyers, distributed through the City's five satellite sites and directly mailed to all City of Kwinana residents and surrounding areas.	✓	✓	✓	✓
Recognition of sponsor's logo on all event posters displayed at the City's five satellite sites and local cafés and retailers (where permitted).	✓	✓	✓	✓
Recognition of sponsor's logo on all external lamp post wraps distributed throughout the City of Kwinana City Centre, the Edge Skate Park, Kwinana Adventure Park and local neighbourhood community hubs.	✓	✓	✓	✓
Recognition of sponsor's logo in the City's quarterly community newsletter 'Spirit of Kwinana' available in City of Kwinana facilities and online.	✓	✓	✓	✓
Recognition of the sponsor's logo on the roadside banners, displayed along Gilmore Avenue in the lead up to the event.	✓	✓	✓	

ADVERTISING

Recognition of sponsor's logo on all print advertising promoting the event.	✓	✓	✓	✓
The City will provide the sponsor with digital or hardcopy promotional material to be displayed at office/branches or online as required.	✓	✓	✓	✓

ELECTRONIC PROMOTION

Acknowledgment as a sponsor in the Facebook event.	✓	✓	✓	
Recognition of sponsor's logo in the City's events and corporate e-newsletters.	✓	✓	✓	✓
Acknowledgment as a sponsor in pre-event SMS, sent to over 2,400 residents.	✓	✓		
Acknowledgment of sponsor on the City of Kwinana 'What's On' webpage with logo and hyperlink to sponsor's webpage.	✓	✓		

SOCIAL MEDIA

Acknowledgment as a sponsor in pre and post event Facebook posts, tagging in sponsor in each post, from the City's corporate Facebook page with over 30,000 followers.	8	8	5	2
Acknowledgment as a sponsor on all Facebook ads promoting the event.	✓	✓		

MEDIA RELATIONS

Acknowledgment of sponsor in all Media Releases promoting the event.	✓	✓	✓	✓
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SIGNAGE

Banners on the truck (supplied by the event sponsor).	✓	✓	✓	
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Children's Festival

The City of Kwinana Children's Festival began as the 'Children's Party' in 1997 and has been delivered annually ever since. The Children's Party format has transformed since the project's inception from an offering of community service providers to one of the most anticipated entertaining children's events in Perth's southern corridor. A different theme has been adopted each year providing free entertainment and activities for children under twelve years of age and their families. Ridley Green, in Medina, played host to the Children's Party, with Calista Oval and the award winning Adventure Park the preferred venue in recent years.

This much-loved annual event is a celebration of family and community, bringing magic to children through music, craft, nature and exploration. This festival delivers something for everyone, including live entertainment and an array of fun and creative children's activities, inspiring them to use their imagination as they create, explore, discover and play in a beautiful, natural outdoor setting.

The event gives sponsors the opportunity to interact in a positive way with children and their families through supporting an event that encourages creativity and health and wellbeing among children.

When	Saturday 30 October 2021 11am to 3pm
Where	Calista Oval, Kwinana City Centre
Cost	Free
Attendance	5,000 to 10,000
Audience	Children under 12 and their families
Objectives	<ul style="list-style-type: none"> • Providing creative and educational activities that stimulate minds and bodies • Enhancing the three B's of wellbeing in children: <ul style="list-style-type: none"> • a sense of belonging • feel confident in being; and • engage in experiences that contribute to becoming • Encouraging participation by providing free activities • Enhancing a strong sense of belonging in the City of Kwinana community • Promoting a creative and healthy lifestyle to children aged under 12.



	Platinum \$20,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500
SPONSOR BENEFITS				
Full event naming rights.	✓			
Another sponsor of the same business type will not be signed as an event sponsor without consent.	✓	✓	✓	
Framed event memorabilia, including recognition of sponsor.	✓			
PRINT PROMOTION				
Recognition of sponsor's logo on all event flyers, distributed through the City's five satellite sites.	✓	✓	✓	✓
Recognition of sponsor's logo on all event posters displayed at the City's five satellite sites and local cafés and retailers (where permitted).	✓	✓	✓	✓
Recognition of sponsor's logo on all external lamp post wraps distributed throughout the City of Kwinana City Centre, the Edge Skate Park, Kwinana Adventure Park and local neighbourhood community hubs.	✓	✓	✓	✓
Recognition of sponsor's logo in the City's quarterly community newsletter 'Spirit of Kwinana' available in City of Kwinana facilities and online.	✓	✓	✓	✓
Acknowledgment on the variable message board signs situated at prime locations within the City in the week prior to the event.	✓			
Recognition of sponsor's logo on the roadside banners, displayed along Gilmore Avenue in the lead up to the event.	✓	✓		
ADVERTISING				
Recognition of sponsor's logo on all print advertising promoting the event.	✓	✓	✓	✓
The City will provide the sponsor with digital or hard copy promotional material to be displayed at office/branches or online as required.	✓	✓	✓	✓
ELECTRONIC PROMOTION				
Acknowledgment as a sponsor in the Facebook event.	✓	✓	✓	
Recognition of sponsor's logo in the City's events and corporate e-newsletters.	✓	✓	✓	✓
Acknowledgment as a sponsor in pre-event SMS, sent to over 2,400 residents.	✓			
Recognition of sponsor's logo on the digital billboard located on the Kwinana Freeway.	✓	✓	✓	
Acknowledgment of sponsor on the City of Kwinana 'What's On' Children's Festival webpage with logo and hyperlink to sponsor's webpage.	✓	✓		
SOCIAL MEDIA				
Acknowledgment as a sponsor in pre and post event Facebook posts, tagging sponsor in each post, from the City's corporate Facebook page with over 30,000 followers.	10	5	3	1
Acknowledgment as a sponsor on all Facebook ads promoting the event.	✓	✓		

Platinum \$20,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500
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MEDIA RELATIONS

Acknowledgment of sponsor in all Media Releases promoting the event.

✓	✓	✓	
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SIGNAGE

Teardrop banners on event site (supplied by the event sponsor).

8	6	4	2
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Recognition as a sponsor on roadside bin signage in the City of Kwinana.

✓			
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EVENT ACTIVATION PACKAGE

Opportunity for sponsor to showcase their organisation at the event. This could be via an interactive stand, giveaways or other onsite activation activities in-line with the event theme. (Details to be agreed through discussions with the City). Marquee supplied by the City of Kwinana.

✓	✓		
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EVENT DAY BENEFITS

Recognition as a sponsor in the MC speech at the event.

✓	✓	✓	✓
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Recognition as a sponsor in the Mayoral speech at the event.

✓	✓	✓	✓
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Sponsor has the opportunity to provide a question for inclusion in the event survey undertaken by the City.

✓			
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OMG! Fringe Fest

The OMG! Fringe Fest was launched in 2021 and was the first fringe style event to be hosted in Kwinana. Despite a number of COVID-19 lockdown challenges, 70% of the event program was delivered with rave reviews from locals and visitors alike.

OMG! Fringe Fest will be back in 2022 and will include between 8 and 15 concerts, performances and events over two weeks in May, held in a number of venues across Kwinana. OMG! Fringe Fest provides an opportunity for the community to see world-class acts and participate in cultural and entertaining activities in their own town.

This festival will deliver the delights of Fringe-style entertainment to the residents of Kwinana on an intimate scale.

When	May 2022
Where	Various locations across Kwinana
Cost	Free to low cost (under \$30 per ticket)
Attendance	3,000 to 5,000
Audience	30% of shows will be targeted to families. 70% of shows will be targeted to adults (predominately 20-45 years of age).
Objectives	<ul style="list-style-type: none"> • For young adults to have access to exciting live entertaining experiences held within the City of Kwinana. • Provide an opportunity for local performers to develop and showcase their skills. • Enhancing community connection - a sense of safety, structure, and belonging. • Enhancing a strong sense of belonging and pride in the City of Kwinana community.

The event gives sponsors the opportunity to interact in a positive way with residents of the City of Kwinana by supporting an event that encourages connection, participation and wellbeing.



	Platinum \$20,000	Gold \$15,000	Silver \$10,000	Bronze \$5,000
SPONSOR BENEFITS				
Full Event Naming Rights	✓			
Another sponsor of the same business type will not be signed as an event sponsor without consent.	✓	✓	✓	
Framed event memorabilia, including recognition of sponsor.	✓	✓		
PRINT PROMOTION				
Recognition of sponsor's logo on all event flyers, distributed through the City's five satellite sites.	✓	✓	✓	✓
Recognition of sponsor's logo on all event posters displayed at the City's five satellite sites and local cafés and retailers (where permitted).	✓	✓	✓	✓
Recognition of sponsor's logo on all external lamp post wraps distributed throughout the City of Kwinana City Centre, the Edge Skate Park, Kwinana Adventure Park and local neighbourhood community hubs.	✓	✓	✓	✓
Recognition of sponsor's logo in the City's quarterly community newsletter 'Spirit of Kwinana' available in City of Kwinana facilities and online.	✓	✓	✓	✓
Recognition of the sponsor's logo on the roadside banners, displayed along Gilmore Avenue in the lead up to the event.	✓	✓		
ADVERTISING				
Recognition of sponsor's logo on all print advertising placed promoting the event.	✓	✓	✓	✓
The City will provide the partner with digital or hardcopy promotional material to be displayed at office/branches or tailored for you online platforms as required.	✓	✓	✓	✓
ELECTRONIC PROMOTION				
Acknowledgment as a sponsor in the Facebook event.	✓	✓	✓	
Recognition of sponsor's logo in the City's events and corporate e-newsletters.	✓	✓	✓	✓
Acknowledgment as a sponsor in pre-event SMS, sent to over 2,400 residents.	✓	✓		
Recognition of sponsor's logo on the digital billboard located on the Kwinana Freeway.	✓	✓	✓	
Acknowledgment of sponsor on the City of Kwinana 'What's On' webpage with logo and hyperlink to sponsor's webpage.	✓	✓		
SOCIAL MEDIA				
Acknowledgment as a sponsor in pre and post event Facebook posts, tagging sponsors in each allocated post.	10	10	5	1
Acknowledgment as a sponsor on all Facebook ads promoting the event.	✓	✓		
MEDIA RELATIONS				
Acknowledgment of sponsor in all Media Releases promoting the event.	✓	✓	✓	
SIGNAGE				
Teardrop banners on event site (supplied by the event sponsor)	6	6	4	2

Platinum \$20,000	Gold \$15,000	Silver \$10,000	Bronze \$5,000
✓	✓		

Recognition as a sponsor on roadside bin signage in the City of Kwinana.

HOSPITALITY

Complimentary double passes to the City of Kwinana VIP function (this includes complimentary drinks, food, VIP area to view the show) and reserved parking.

6	6	4	2
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EVENT ACTIVATION PACKAGE

Opportunity for sponsor to showcase their organisation at the event. This could be via an interactive stand, giveaways or other onsite activation activities in-line with the event theme. (Details to be agreed through discussions with the City).

✓	✓		
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EVENT DAY BENEFITS

Recognition as a sponsor in the MC speech at the event.

✓	✓	✓	✓
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Sponsor has the opportunity to provide a question for inclusion in the event survey undertaken by the City.

✓	✓		
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Recognition of sponsor logo on screen slideshow pre-show and in the interval (if applicable).

✓	✓	✓	
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Kwinana Film Fest

The Kwinana Film Fest is an exciting new concept to launch in November 2021. This multi-day film festival will be hosted in partnership with Koorliny Arts Centre with the support of The Grove pop-up space providing a fun and welcoming atmosphere for the community to enjoy a bite to eat or rotating activities and entertainment.

This event will take place over 3 days and provide a mix of family friendly films, cult classics and locally produced short films.

This festival will deliver new experiences for the Kwinana community.

When	November 2021
Where	Koorliny Arts Centre and The Grove
Cost	Free to low cost (under \$15 per ticket)
Attendance	2,000 – 4,000
Audience	40% of shows will be targeted to families.
Objectives	<ul style="list-style-type: none"> • 60% of shows will be targeted to adults (predominately 20-45 years of age). • For young adults to have access to exciting live entertaining experiences held within the City of Kwinana. • Provide an opportunity for aspiring film makers to develop and showcase their skills. • Enhancing community connection - a sense of safety, structure, and belonging. • Enhancing a strong sense of belonging and pride in the City of Kwinana community.

Gold \$15,000	Silver \$10,000	Bronze \$5,000
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SPONSOR BENEFITS

Another sponsor of the same business type will not be signed as an event sponsor without consent.	✓	✓	
Framed event memorabilia, including recognition of sponsor.	✓		

PRINT PROMOTION

Recognition of sponsor's logo on all event flyers, distributed through the City's five satellite sites and directly mailed to all City of Kwinana residents and surrounding areas.	✓	✓	✓
Recognition of sponsor's logo on all event posters displayed at the City's five satellite sites and local cafés and retailers (where permitted).	✓	✓	✓
Recognition of sponsor's logo on all external lamp post wraps distributed throughout the City of Kwinana City Centre, the Edge Skate Park, Kwinana Adventure Park and local neighbourhood community hubs.	✓	✓	✓
Recognition of sponsor's logo in the City's quarterly community newsletter 'Spirit of Kwinana' available in City of Kwinana facilities and online.	✓	✓	✓
Recognition of the sponsor's logo on the roadside banners, displayed along Gilmore Avenue in the lead up to the event.	✓	✓	



Gold \$15,000	Silver \$10,000	Bronze \$5,000
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ADVERTISING

Recognition of sponsor's logo on all print advertising promoting the event.



The City will provide the sponsor with digital or hardcopy promotional material to be displayed at office/branches or online as required.



ELECTRONIC PROMOTION

Acknowledgment as a sponsor in the Facebook event.



Recognition of sponsor's logo in the City's events and corporate e-newsletters.



Acknowledgment as a sponsor in pre-event SMS, sent to over 2,400 residents.



Acknowledgment of sponsor on the City of Kwinana 'What's On' webpage with logo and hyperlink to sponsor's webpage.



SOCIAL MEDIA

Acknowledgment as a sponsor in pre and post event Facebook posts, tagging in sponsor in each post, from the City's corporate Facebook page with over 30,000 followers.

8

5

2

Acknowledgment as a sponsor on all Facebook ads promoting the event.



MEDIA RELATIONS

Acknowledgment of sponsor in all Media Releases promoting the event.



SIGNAGE

Banners on the truck (supplied by the event sponsor).



EVENT ACTIVATION PACKAGE

Opportunity for sponsor to showcase their organisation at the event. This could be via an interactive stand, giveaways or other onsite activation activities in-line with the event theme. (Details to be agreed through discussions with the City). Marquee supplied by the City of Kwinana.



EVENT DAY BENEFITS

Recognition as a sponsor in the MC speech at the event.



Recognition as a sponsor in the Mayoral speech at the event.



Community Concert

Music is the common theme that ties together all of our shared cultures.

Previous concerts held within the City of Kwinana have been pivotal events with in the annual events portfolio and 2022 promises to be no different.

The 2022 Community Concert will be sure to provide an exciting and entertaining evening for young and old.

When	February 2022
Where	Wellard
Cost	Free
Attendance	1,500 to 3,000
Audience	Families with young children seeking a fun and affordable family-friendly experience close to home.
Objectives	<ul style="list-style-type: none"> To provide high-quality music performances to City residents and the wider community. Creating opportunities for City residents and the wider community to engage with a free, high quality cultural experience. Continue to build an appreciation of the arts and culture amongst Kwinana residents. To be accessible and engaging for our diverse community. Building the identity of Kwinana as a vibrant place to live and visit.

Gold \$15,000	Silver \$10,000	Bronze \$5,000
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SPONSOR BENEFITS

Another sponsor of the same business type will not be signed as an event sponsor without consent.	✓	✓	
Framed event memorabilia, including recognition of sponsor.	✓		

PRINT PROMOTION

Recognition of sponsor's logo on all event flyers, distributed through the City's five satellite sites and directly mailed to all City of Kwinana residents and surrounding areas.	✓	✓	✓
Recognition of sponsor's logo on all event posters displayed at the City's five satellite sites and local cafés and retailers (where permitted).	✓	✓	✓
Recognition of sponsor's logo on all external lamp post wraps distributed throughout the City of Kwinana City Centre, the Edge Skate Park, Kwinana Adventure Park and local neighbourhood community hubs.	✓	✓	✓
Recognition of sponsor's logo in the City's quarterly community newsletter 'Spirit of Kwinana' available in City of Kwinana facilities and online.	✓	✓	✓
Recognition of the sponsor's logo on the roadside banners, displayed along Gilmore Avenue in the lead up to the event.	✓	✓	

Gold \$15,000	Silver \$10,000	Bronze \$5,000
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ADVERTISING

Recognition of sponsor's logo on all print advertising promoting the event.	✓	✓	✓
The City will provide the sponsor with digital or hardcopy promotional material to be displayed at office/branches or online as required.	✓	✓	✓

ELECTRONIC PROMOTION

Acknowledgment as a sponsor in the Facebook event.	✓	✓	
Recognition of sponsor's logo in the City's events and corporate e-newsletters.	✓	✓	✓
Acknowledgment as a sponsor in pre-event SMS, sent to over 2,400 residents.	✓		
Acknowledgment of sponsor on the City of Kwinana 'What's On' webpage with logo and hyperlink to sponsor's webpage.	✓		

SOCIAL MEDIA

Acknowledgment as a sponsor in pre and post event Facebook posts, tagging in sponsor in each post, from the City's corporate Facebook page with over 30,000 followers.	8	5	2
Acknowledgment as a sponsor on all Facebook ads promoting the event.	✓		

MEDIA RELATIONS

Acknowledgment of sponsor in all Media Releases promoting the event.	✓	✓	✓
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SIGNAGE

Banners on the truck (supplied by the event sponsor).	✓	✓	
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EVENT ACTIVATION PACKAGE

Opportunity for sponsor to showcase their organisation at the event. This could be via an interactive stand, giveaways or other onsite activation activities in-line with the event theme. (Details to be agreed through discussions with the City). Marquee supplied by the City of Kwinana.	✓		
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EVENT DAY BENEFITS

Recognition as a sponsor in the MC speech at the event.	✓	✓	✓
Recognition as a sponsor in the Mayoral speech at the event.	✓	✓	✓

Youth Fest

The City of Kwinana's Youth Festival is an annual event providing free live entertainment and activities for high-school aged young people. In recent years, the event has been a smaller, grass roots, activity and stall-based event held at various locations around the City with a DJ and amplified music.

In 2022, the youth event will focus on live music entertainment and support youth development by involving Kwinana youth with opportunities of training, mentoring and leadership. The City will collaborate with a diverse group of young people to increase their skills, opportunities and capacity with an aim to empower them to develop and build on their unique interests, talents and ambitions through a positive experience.

When	March 2022
Where	The Edge Skate Park or Medina Oval (TBC)
Cost	Free
Attendance	1,500 – 3,000
Audience	High-school aged young people
Objectives	<ul style="list-style-type: none"> For young adults to have access to exciting live entertaining experiences held within the City of Kwinana. Provide an opportunity for local performers to develop and showcase their skills. Enhancing community connection - a sense of safety, structure, and belonging. Enhancing a strong sense of belonging and pride in the City of Kwinana community.

The event gives sponsors the opportunity to interact in a positive way with the City of Kwinana's youth by supporting an event that encourages connection, participation and health and wellbeing.

Platinum \$20,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500
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SPONSOR BENEFITS

Full event naming rights.	✓			
Another sponsor of the same business type will not be signed as an event sponsor without consent.	✓	✓	✓	
Framed event memorabilia, including recognition of sponsor.	✓			

PRINT PROMOTION

Recognition of sponsor's logo on all event flyers, distributed through the City's five satellite sites.	✓	✓	✓	✓
Recognition of sponsor's logo on all event posters displayed at the City's five satellite sites and local cafés and retailers (where permitted).	✓	✓	✓	✓
Recognition of sponsor's logo on all external lamp post wraps distributed throughout the City of Kwinana City Centre, the Edge Skate Park, Kwinana Adventure Park and local neighbourhood community hubs.	✓	✓	✓	✓

	Platinum \$20,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500
Recognition of sponsor's logo in the City's quarterly community newsletter 'Spirit of Kwinana' directly mailed to more than 15,300 households within the City of Kwinana.	✓	✓	✓	✓
Acknowledgment on the variable message board signs situated at prime locations within the City in the week prior to the event.	✓			
Recognition of the sponsor's logo on the roadside banners, displayed along Gilmore Avenue in the lead up to the event.	✓	✓		

ADVERTISING

Recognition of sponsor's logo on all print advertising placed promoting the event.	✓	✓	✓	✓
The City will provide the partner with digital or hardcopy promotional material to be displayed at office/branches or tailored for you online platforms as required.	✓	✓	✓	✓

ELECTRONIC PROMOTION

Acknowledgment as a sponsor in the Facebook event.	✓	✓	✓	
Recognition of sponsor's logo in the City's events and corporate e-newsletters.	✓	✓	✓	✓
Recognition of sponsor in the post-event video.	✓	✓		
Acknowledgment as a sponsor in pre-event SMS, sent to over 2,400 residents.	✓			
Recognition of sponsor's logo on the digital billboard located on the Kwinana Freeway.	✓	✓	✓	
Acknowledgment of sponsor on the City of Kwinana 'What's On' Youth Festival webpage with logo and hyperlink to sponsor's webpage.	✓	✓		

SOCIAL MEDIA

Acknowledgment as a sponsor in pre and post event Facebook posts, tagging sponsors in each allocated post.	10	5	3	1
Acknowledgment as a sponsor on all Facebook ads promoting the event.	✓	✓		

MEDIA RELATIONS

Acknowledgment of sponsor in all Media Releases promoting the event.	✓	✓	✓	
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SIGNAGE

Teardrop banners on event site (supplied by the event sponsor)	8	6	4	2
Recognition as a sponsor on roadside bin signage in the City of Kwinana.	✓			

EVENT ACTIVATION PACKAGE

Opportunity for sponsor to showcase their organisation at the event. This could be via an interactive stand, giveaways or other onsite activation activities in-line with the event theme. (Details to be agreed through discussions with the City). Marquee supplied by the City of Kwinana.	✓	✓		
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EVENT DAY BENEFITS

Recognition as a sponsor in the MC speech at the event.	✓	✓	✓	✓
Sponsor has the opportunity to provide a question for inclusion in the event survey undertaken by the City.	✓			
Recognition of sponsor logo on screen slideshow pre-show and in the interval (if applicable).	✓	✓	✓	





Further information and to confirm your sponsorship

For further information or to confirm your place as a sponsor with the City of Kwinana, please contact:



Alexi Peacock
Coordinator Community Events, Engagement & Grants



alexi.peacock@kwinana.wa.gov.au



9439 0429

The City is delighted in your interest in sponsoring the City's events and looks forward to working with you in a mutually successful partnership.







ADMINISTRATION

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