City of Kwinana

Major Events Sponsorship

Prposal

2026 – 2027



City of Kwinana kaditj kalyakool moondang-ak kaaradj midi boodjar-ak ngala nyininy, yakka wer waabiny, Nyoongar moort. Ngala kaditj baalap kalyakoorl nidja boodjar wer kep kaaradjiny, baalap moorditj nidja yaakiny-ak wer moorditj moort wer kaditj Birdiya wer yeyi.

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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This document is available in alternative formats upon request.

Introduction to 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 55,000 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 socioeconomically and culturally, each with unique characteristics and aspirations.

The City's Plan for the future – the Strategic Community Plan 2025-2035 sets out the vision: A vibrant and inclusive community that leads with innovation and sustainability, where our unique identity and strong reputation make Kwinana a place you're proud to call home. 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 grassroots level, to support community events and promote their social, environmental or economic objectives to thousands of community members.

TOTAL LENGTH OF ROADS
501km

LAND AREA
120.21km²

POPULATION
52,103

RATEABLE PROPERTIES
20,579

NATURAL RESERVES
354.4ha

AVERAGE HOUSEHOLD SIZE
2.7

35km
FROM THE CBD

>2,500
LOCAL BUSINESSES

PUBLIC OPEN SPACE
182*

COMMUNITY FACILITIES
264*

*Data cleansing during the migration over to the City's new Corporate Business System has resulted in some variations from previous years due to the recategorisation of some of the City's assets.



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 events for the next three years and you will receive a 10 per cent discount for all three years, locked in at the 2026/27 price (payable annually). If you agree to sponsor more than one event or program with the City of Kwinana in 2026/27, 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.
- Want to include a special VIP experience for your staff or stakeholders at the event? We can help with that.





Summer Sounds Honeywood

Music is the common theme that ties together all our shared cultures. Summer Sounds is to be held in Honeywood. This community concert is open to all, but specifically targets the local community, asking them to walk or cycle to the events to meet with their local neighbours to enjoy an evening of live music together.

17October 2026

Honeywood Oval

Free

5,000+ attendees

Families seeking a fun and affordable family-friendly experience close to home.

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 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.



Cinematic Images

	Platinum $20,000	Gold $10,000	Silver $5,000	Bronze $2,500
SPONSOR BENEFITS				
Naming rights of the event.	✓			
Another sponsor of the same business type will not be signed as an event sponsor without consent.	✓	✓	✓	
PRINT PROMOTION				
Recognition of sponsor's logo on all event flyers	✓	✓	✓	✓
Recognition of sponsor's logo on all event posters	✓	✓	✓	✓
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 sponsor's logo on the vinyl banner, displayed at the event site 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	✓	✓	✓	✓
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 of sponsor on the City of Kwinana 'What's On' webpage with logo and hyperlink to sponsor's webpage.	✓	✓		
Acknowledgment as a sponsor in pre-event SMS, sent to over 2,400 residents.	✓			
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 36,000 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.	✓	✓	✓	
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.	✓	✓	✓	✓

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.

The Kwinana Lolly Run takes place over 7 evenings in the lead up to Christmas. The specially equipped vehicles become moving stages featuring exciting stage lighting and sound systems pumping Christmas Carols. The Kwinana Lolly Run drives every residential street within Kwinana providing sponsors Christmas goodwill and front-door access to over 25,000 excited and engaged community members.

17 to 23 December 2026

Every residential street in Kwinana

Free

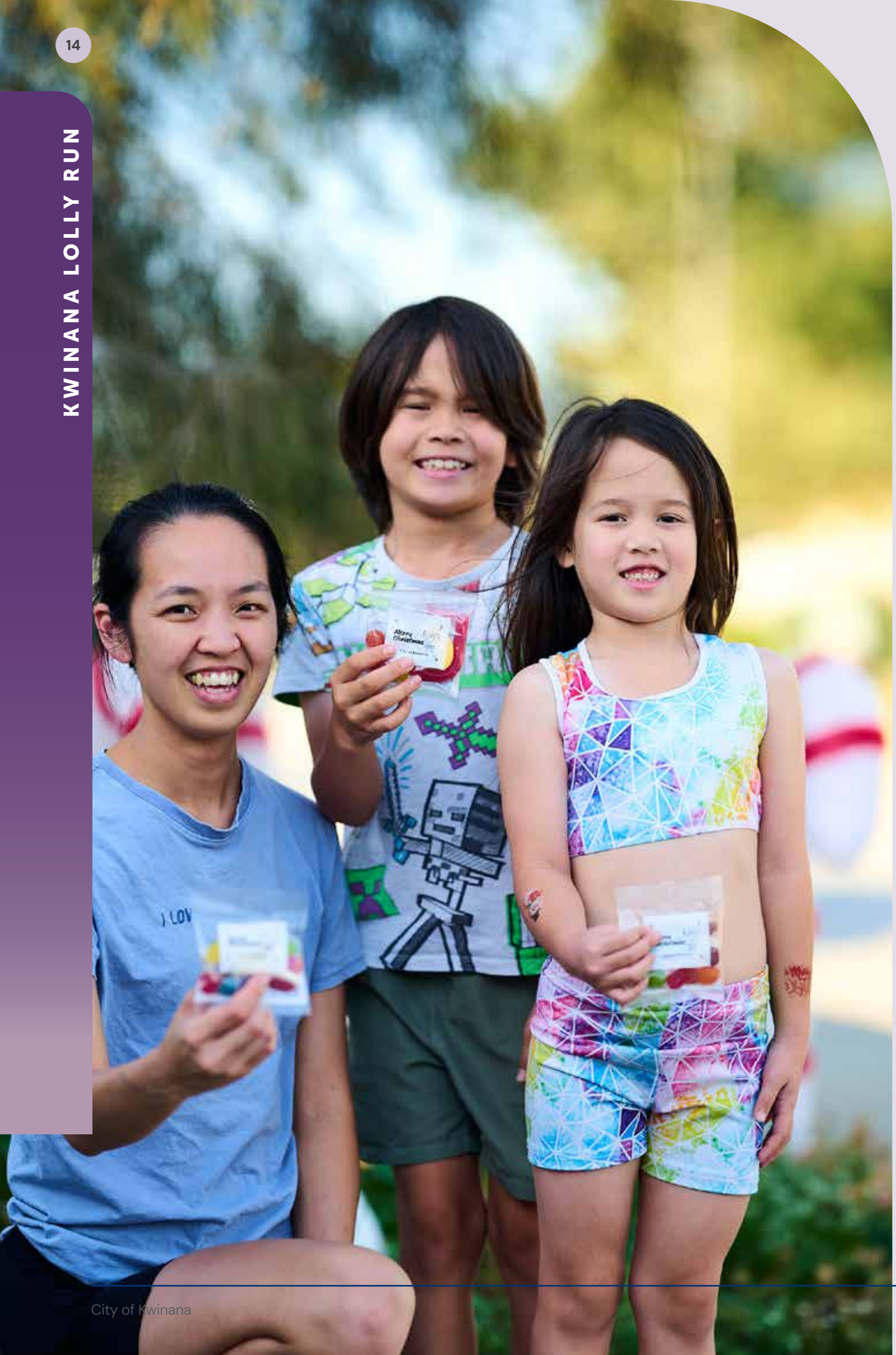
Approx. 30,000 lolly bags distributed

Local residents and families with children seeking a fun and accessible Christmas experience at home

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 $30,000	Gold $20,000	Silver $10,000	Bronze $5,000
SPONSOR BENEFITS				
Logo on all 30,000 lolly bags.	✓			
Another sponsor of the same business type will not be signed as an event sponsor without consent.	✓	✓	✓	
PRINT PROMOTION				
Recognition of sponsor's logo on all event flyers	✓	✓	✓	✓
Recognition of sponsor's logo on all event posters	✓	✓	✓	✓
Recognition of sponsor's logo in the City's quarterly community newsletter 'Spirit of Kwinana' available in City of Kwinana facilities and online.	✓	✓	✓	✓
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 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	4	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 each truck (4) (supplied by the event sponsor).	✓	✓	✓	

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. The event is hosted at Calista Oval and offers free entertainment and activities for children under twelve years of age and their families. 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.

6 March 2027

Calista Oval, Kwinana City Centre

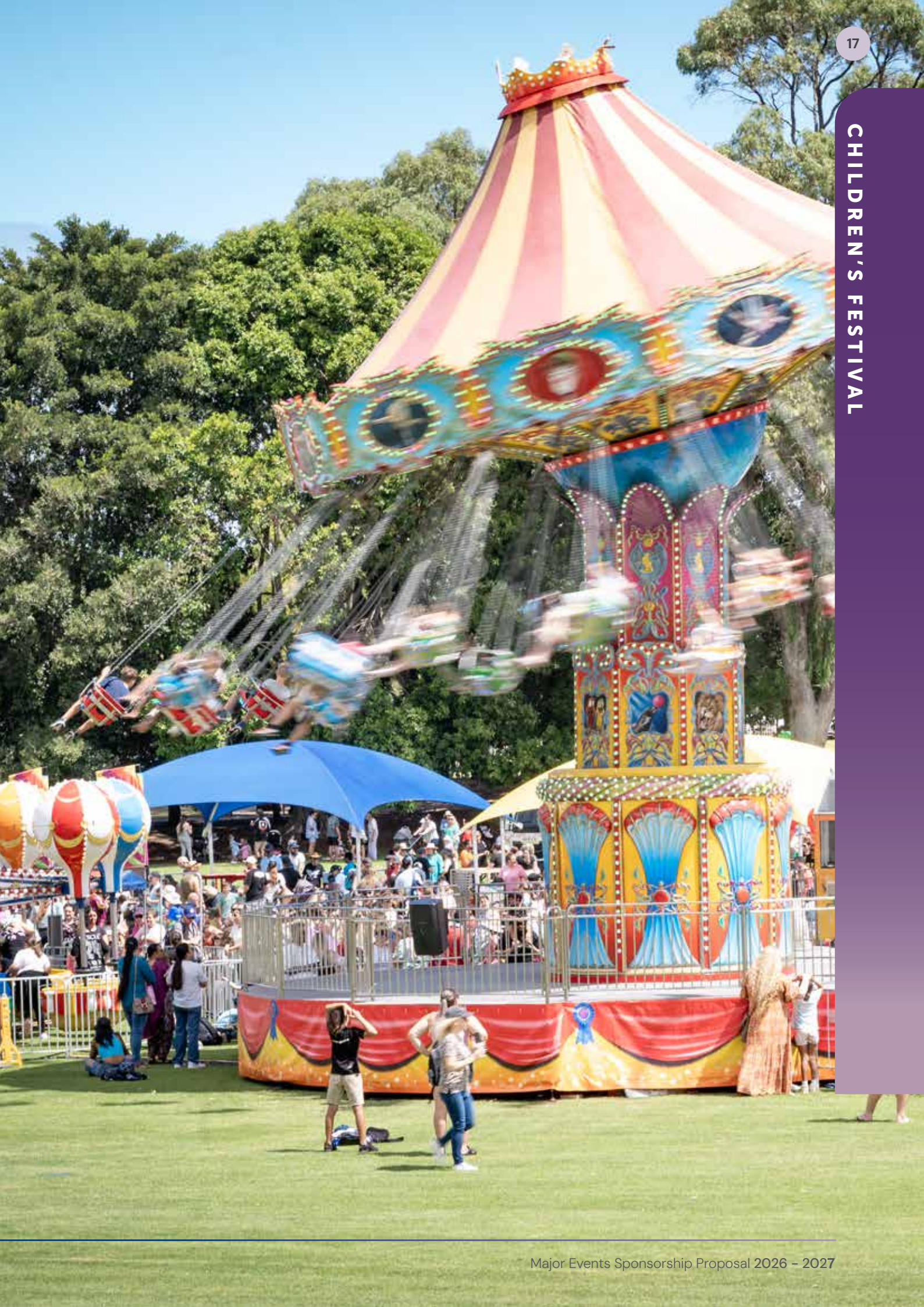
Free

20,000 attendees

Children under 12 and their families

Providing creative and educational activities that stimulate minds and bodies. Enhancing the three B's of wellbeing in children: 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.





CHILDREN'S FESTIVAL

	Platinum $30,000	Gold $20,000	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	✓	✓	✓	✓
Recognition of sponsor's logo on all event posters	✓	✓	✓	✓
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 sponsor's logo on the roadside banner, displayed along Gilmore Avenue in the lead up to the event.	✓	✓		
Acknowledgment on the variable message board signs situated at prime locations in the week prior 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 of sponsor on the City of Kwinana 'What's On' Children's Festival webpage with logo and hyperlink to sponsor's webpage.	✓	✓	✓	
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.	✓	✓		
SOCIAL MEDIA				

	Platinum $30,000	Gold $20,000	Silver $10,000	Bronze $5,000
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 36,000 followers.	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.	✓	✓		
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.	✓	✓		
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.	✓			



OMG! Festival

The City first held the OMG! Fringe Festival in 2021 and over the years it has been growing in popularity. In 2024 the City adapted the event to have a strong focus on arts and culture with an aim to create an emotional and thought-provoking environment, allowing people to connect in a way not previously experienced at City events. The OMG! Festival was held over two weekends, in the Kwinana Town Centre and Wellard Square. With the inclusion of an awe-inspiring large-scale puppet called 'The Guardian', we saw a record-breaking number of attendees.

In 2026, the City of Kwinana presented a reinvented version of the OMG! Festival, centred around a single venue, Calista Oval. This four-day celebration of light, storytelling, and community included immersive art installations, food, live music, and family-friendly entertainment over the long weekend.

Calista Oval became the festival hub, and was activated with food trucks, a pop-up bar, live music, and roving performers. Smaller light installations connected the space to The Edge Skatepark and the Adventure Playground, creating a cohesive precinct experience.

The City continues to work with a well-known, prestigious Public Relations agency, encouraging the growth of the event and increase the attendance. This agency ran a successful campaign for the City in 2024 & 2025, which resulted in a cumulative reach of 10,655,022 and we were featured across Hello Perth, Perth is OK!, STM, The West Online, Sound Telegraph, Urban List, So Perth and 10 News Perth.

The OMG! Festival 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 culture.

10 & 11 April 2027

Calista Oval

Free

20,000 attendees

Families and adults 20-45 years of age.

For young adults to have access to exciting new cultural experiences held within the City of Kwinana. Provide an opportunity for local artists 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.





	Platinum $30,000	Gold $20,000	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	✓	✓	✓	✓
Recognition of sponsor's logo on all event posters	✓	✓	✓	✓
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 sponsor's logo on the roadside banner, 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	✓	✓	✓	✓
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 of sponsor on the City of Kwinana 'What's On' webpage with logo and hyperlink to sponsor's webpage.	✓	✓		
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.	✓	✓		
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.	10	8	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.	✓	✓		

	Platinum $30,000	Gold $20,000	Silver $10,000	Bronze $5,000
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.	✓	✓		
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.	✓			



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:

Shenae Gleeson
Senior Events Officer

shenae.gleeson@kwinana.wa.gov.au

9439 0425

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.

City of Kwinana

Administration

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