



Event Sponsorship Proposal 2018

Investing in Your Local Community

Introduction

Community events have a unique ability to bring local communities together, giving people a sense of ownership and pride in their local areas and an opportunity to celebrate and embrace local diversity.

Strathfield Council's annual events program features a range of events that target a wide variety of demographic, cultural and interest groups, attracts people to Strathfield and incorporates a comprehensive promotional program covering traditional, online and social media.

It is with great pleasure we invite you to invest in our local area and participate in a valuable opportunity to enhance life within our community, whilst also promoting positive brand awareness for your organisation.

Why partner with Strathfield events?

Strathfield Events are long-running annual events, with a proven history of community engagement. When you invest in a Strathfield event, you are investing in the local community and aligning yourself with a well-known and respected brand.

Strathfield offers a diverse event program with integrated marketing opportunities across a variety of platforms, providing some of the most powerful marketing media there is:

- **On the ground marketing** - the opportunity for personal one-on-one time with local consumers, as well as emerging markets.
- **Emotional relevance** - reaching a local, targeted audience through a medium which enhances people's lives, rather than traditional advertising which interrupt people's lives.
- **Integrating marketing goals** - event sponsorship can be used to launch products, gain new customers, reward loyal customers, anchor promotions, build databases and more.
- **Unparalleled flexibility** - the power of your sponsorship is only limited by your input, with opportunities to be included in a variety of advertising mediums including on the ground marketing, print, digital and social.
- **Brand recognition** - enhance your corporate image through partnership with community events and generate community goodwill by way of community event association.



Who are the residents of strathfield?*

+14.6% Population Growth since 2011



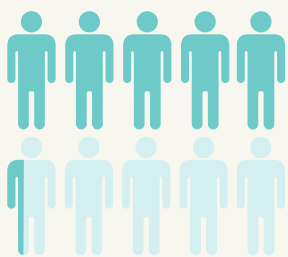
38% of residents live in a 2 parent household with children

18% of this group have young children

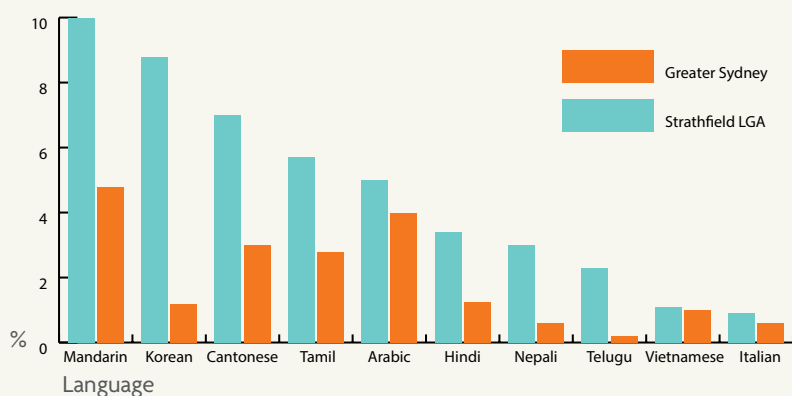
32

Median age of Strathfield LGA residents

\$\$\$\$ +25% income increase since 2011



56.3% of residents were born overseas



50%

of Strathfield residents speak a language other than English.

10%

Mandarin accounts for 10%, closely followed with Korean at 9%.

Strathfield is a dynamic and rapidly growing LGA, one of the fastest growing in Greater Sydney. The population is getting younger and the main demographic is families with young children.

It is also one of the most culturally diverse LGAs in the country, one of only 11 with over 50% of the population speaking a language other than English at home.

Incomes are also rapidly increasing, and Strathfield attracts in more workers than leave the area.

These statistics demonstrate Strathfield as an area for growth both as a community and commercially.

Strathfield Events target markets

Strathfield Events offer something for everyone, with families and young people accounting for the main demographics.

FAMILIES

- Age** Adults 25-39; children 0 - 14
- Family Status** Couples with children and single parents
- Location** Strathfield and surrounding areas in Western Sydney and the Inner West
- Psychographics**
 - Seeking affordable activities for children
 - Looking to interact as a family
 - Focussed on memories and experiences

YOUNG ADULTS

- Age** 15 - 34
- Family Status** Singles and couples without children
- Location** Strathfield and surrounding areas in Western Sydney and the Inner West
- Psychographics**
 - Seeking new experiences
 - Activities to enjoy after the work week
 - Interested in food and lifestyle experiences

Marketing Plan

An integrated marketing plan, across multiple platforms, will target key demographics and drive awareness through engagement.

- **Newspaper advertising:** personalised advertisements in local and metro newspapers and across a variety of ethnic-based newspapers.
- **Street banners:** eye-catching banners displayed in high-traffic and prominent places across Strathfield LGA.
- **Website:** prominent advertisements on Strathfield Council website and dedicated event website.
- **Social media:** regular posts across multiple platforms including Facebook, Twitter and Instagram with engagement driving traffic to the website.
 - Collective reach - 59,262
 - Collective Impressions - 139,609
 - Collective engagements - 15,665
 - Collective likes - 4,714

* Strathfield Council and Events pages month of December 2017 and Cooks River Fun Run pages month of June 2017.

- **Digital:** targeted advertisements through Council's weekly eNews. *Circulation 15,000*
- **Print:** event specific flyers distributed in letterboxes across entire LGA. *Distribution totalling 16,000+ residences.*



Our Events

24
MAR
2018



Harmony Day

- Saturday 24 March 2018, Airey Park

Cultures combine in this celebration of the many communities who come from across the globe to call Strathfield home! There's something for everyone with activities, performances and food inspired by our local communities including Korean, Indian, Chinese and more.

24
JUN
2018



Cooks River Fun Run

- Sunday 24 June 2018, Freshwater Park

Back for its eighth year, Council's premier sporting and fitness event now enjoys over 500 race registrations. The Cooks River Fun Run has grown in popularity and position in the Sydney Running calendar whilst showcasing the Cooks River and promoting a healthy and active lifestyle.

1
SEP
2018



Strathfield Spring Festival

- Saturday 1 September 2018, Strathfield Park

Strathfield's flagship annual event welcomes spring and brings the family together for a day of fun on Father's Day weekend in one of the largest outdoor family festivals in the Inner West. Last year's Strathfield Spring Festival saw a dazzling festival of fun, colour and life featuring headline artists with over 30,000 attendees at Strathfield Park.

27
OCT
2018



Strathfield Food & Jazz Festival

- Saturday 27 October 2018, Strathfield Square

The Strathfield Food and Jazz Festival is a buzzing event with bite! As part of the Sydney Morning Herald Good Food Month, you can expect food stalls of all types showcasing delicious dishes and tasty treats. Learn tips of the trade with live cooking demonstrations and discover hidden foodie gems within Strathfield. As well as treating your tastebuds, treat your ear-buds with the vibrant sounds of jazz bringing Strathfield to life.

SEP -
APRIL
18/19



Movies in the Park

- Saturday nights, September - April, Strathfield Park

A long-term favourite for Strathfield locals - free outdoor movies throughout Spring, Summer and Autumn in Strathfield Park. The hassle free way to enjoy movies under the stars.

8
DEC
2018



Strathfield Christmas Carols

- Saturday 8 December 2018, Strathfield Park

Be immersed in the spirit of Christmas with this family festival! Local dance and music groups take to the stage while kids are entertained with activities, leading up to a special Movies in the Park screening. Pack a picnic and relax in the summer twilight - but keep an eye out for the Man in the Red Suit! A brilliant fireworks display tops off the night, ensuring your family are in the mood for the holiday season.

26
JAN
2019



Australia Day 2019

- Saturday 26 January 2019, 8.30am - 1pm, Strathfield Park

Strathfield Council's annual Australia Day activities encourage the local community to come along and enjoy a morning of community celebrations and fun activities. The morning starts with a ceremony to welcome new Australian citizens to the area, followed by games and activities to encourage physical activity and fun for all the family in the beautiful surrounds of Strathfield Park.

Sponsorship that suits you

We want to meet the sponsorship goals of your organisation. Choose from our options below, or contact the team for a tailor made package.

SPONSORSHIP LEVEL

Benefit	Festival Friend \$2,000	Amazing Ally \$5,000	Sponsorship Superstar \$10,000	Presenting Partner \$15,000
Logo on event website and/or Council's primary website	✓	✓	✓	✓
Acknowledgement on event website and/or Council's primary website	✓	✓	✓	✓
Logo present in printed event program posters around site (amount proportional to investment)	✓	✓	✓	✓
Right to use event logos	✓	✓	✓	✓
Acknowledgement certificate	✓	✓	✓	✓
Verbal acknowledgement by MC	✓	✓	✓	✓
Opportunity to distribute pre-approved sample items at Festival events		✓	✓	✓
Promotional stall at event		✓	✓	✓
Acknowledgement on selected event signage (amount proportional to investment)		✓	✓	✓
Single item 'Presented by' your Company			✓	✓
Logo inclusion on event marketing materials			✓	✓
Logo & profile of your company to be included in eNews (circulation of 15,000)			✓	✓
Option to display 3 banners throughout event			✓	✓
Presenting rights - 'Event presented by Your Company'				✓
In addition to logo, your company detailed on event website				✓
Category exclusivity				✓
Speaking opportunity for company representative at event				✓
Corporate logo on main stage of relevant event (signage to be provided)				✓
Media release detailing your sponsorship of event (Media reserve the right of final content for publication)				✓
Complimentary entries (Cooks River Fun Run only)	2	5	10	15



In-kind sponsorship

There are many ways organisations can contribute to community events. Council is always on the lookout for partnerships with organisations offering in-kind services, such as:

- Water suppliers to provide bottles of water to guests and staff, or refilling stations
- Media suppliers providing advertising opportunities and media coverage
- Print material both for on the day and marketing leading up to event
- Equipment suppliers including stalls, furniture and staging
- Competition prizes

Depending on the level and quantity of products or services provided, Council will provide in-kind sponsors with:

- Logo and acknowledgment on event website and/or Council's primary website
- Logo inclusion on event marketing materials
- Logo present in printed event program posters around site (amount proportional to investment)
- Right to use event logos
- Acknowledgement certificate
- Acknowledgement on selected event signage (amount proportional to investment)
- Verbal acknowledgement by MC



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Investing in Your Local Community

More Information

If you are interested in investing in your local community as well as reaching your customers on a personal level, please contact us for a detailed sponsorship proposal or to arrange a meeting.

We look forward to working with you.

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