

CITY OF



WHITEHORSE

WHITEHORSE

FESTIVAL



SEASON

SPONSORSHIP PROSPECTUS

Each year the Whitehorse community enjoys the exciting, fun and family-friendly festival season. Heralded as one of the premier art programs in the eastern region, it provides quality artistic entertainment, and a high level of community engagement and participation.

WHY SPONSORING US CAN WORK FOR YOU!

Are you looking for a meaningful way to reach the 60,000 households and 170,000+ residents within the City of Whitehorse?

As a sponsor you'll become an integral part of one of the City of Whitehorse's most-loved programs.

- Gain access to a community open to new experiences and looking to be engaged
- The opportunity to build brand awareness with your local customers
- Position yourself as a socially-responsible organisation within your local community
- Gain exposure at a wide variety of locations in the City of Whitehorse
- Promote your products or services to new audiences.



"CONGRATULATIONS ON THE WHITEHORSE CAROLS! THEY WERE EXCELLENT AND OF A VERY HIGH QUALITY!"



SPRING FESTIVAL
CELEBRATING WHITEHORSE!



"HAVING ATTENDED HUNDREDS OF EVENTS OVER THE PAST SIX YEARS I HAVE TO SAY, THIS WAS BY FAR THE VERY BEST WE HAVE ATTENDED."



"WELL ORGANISED. GREAT ACTIVITIES!"

WHITEHORSE **Swing POP BOOM!**



"IT'S ALWAYS A PLEASURE ATTENDING THE FESTIVAL AT WHITEHORSE. IT'S A GOOD VENUE AND WE ALWAYS HAVE FUN!"



THE WHITEHORSE FESTIVAL SEASON



*Audience: 20,000+ approx.
Sunday 20 October 2019
10am – 4pm
Whitehorse Civic Centre lawns,
Nunawading*

Spring Festival is a free, outdoor festival that celebrates the City of Whitehorse's wonderfully-diverse community. This bustling festival takes over every inch of the Civic Centre precinct and features a fantastic line up of live music and performance across multiple stages. The event also boasts a giant flying trapeze rig, circus workshops, pop-up performances, artistic installations, free rides, children's entertainment, craft, community stalls and sponsor activations.



*Audience: 8,000–12,000
Sunday 15 December 2019
4:30pm – 9:30pm
Whitehorse Civic Centre lawns,
Nunawading*

Ring in the festive season at Whitehorse Carols! This ever-popular carols concert features a fabulous evening of entertainment including a Christmas-themed children's show, community performances and a special headline performance by a Carols by Candlelight favourite. Past performers have included Rob Mills, Marina Prior, Silvie Paladino, Tim Campbell and David Hobson. The Festival Fun Zone at the rear of the precinct features free rides and amusements, photos with Santa, face-painting, roaming entertainment and sponsor activations.



*Audience: 10,000–15,000
Sunday 26 January 2020
5pm – 10pm
Whitehorse Civic Centre lawns,
Nunawading*

The Australia Day Concert and Fireworks is the diamond in the Festival Season's crown, with thousands of locals gathering to enjoy the event with family and friends. The main concert incorporates a presentation of the Australia Day Awards and a huge line-up of top class entertainment. Past performers have included Naomi Price, Darren Percival, The Killer Queen Experience, Luke Kennedy and Bjorn Again. The evening draws to a close with a spectacular 10-minute fireworks display set to music. The Festival Fun Zone at the rear of the precinct features free rides and amusements, face-painting, roaming entertainment and sponsor activations.



*Audience: 500+ approx. per event
3 events at 3 different locations,
over 3 weekends in early 2020*

These three intimate events are a favourite among locals, with the program featuring a combination of open-air cinema and live music performances.

Locations for 2020 are yet to be confirmed. In 2019 events included a symphonic orchestra at the Box Hill Town Hall, swing music and 60s British classics at Blackburn Lake Sanctuary and an outdoor cinema screening 'The Greatest Showman' at Morack Golf Course in Vermont South.



*Audience: 4,000+ approx.
Sunday 15 March 2020
12pm – 4pm
Box Hill Gardens, Box Hill*

Global Fiesta is a celebration of multicultural Whitehorse, bringing together art, food, music, dance, games and activities from around the world. This community festival showcases the many talents of our vibrant, multicultural community. Guests collect a Global Fiesta passport and explore the festival, learning about diverse cultures and trying a range of fun games and activities to receive passport stamps. A full stage line-up is complemented by international food stalls, free rides and children's workshops and activities.

SPONSORSHIP OPPORTUNITIES

A variety of sponsorship opportunities are available, from fully-integrated season packages to sampling and one-off arrangements. We can also create bespoke, tailored sponsorship solutions and in-kind agreements.



Meet our Principal Sponsor

Since 2013 Deakin University has been the Principal Sponsor of the Whitehorse Festival Season.

MAJOR SPONSOR

Cost: \$10,000 (incl. GST)

Status: Major Sponsor for Whitehorse Festival Season

SPONSOR WORKSHOP

Join Council's Festival and Marketing teams for a two-hour creative and digital workshop, to design a unique and targeted 'at event' experience for your business. This strategy will roll-out across the festival season providing collaborative cross-promotional opportunity for you to engage with the Whitehorse community.

AT EVENT

- Integrated activation space in prime location to host 'at event' experience. Equipment package including 3x6m marquee, power, 4 trestle tables and 10 chairs
- Product sampling
- MC acknowledgements

MARKETING & BRANDING

- Inclusion in relevant festival marketing collateral, decorative event signage and programs.
- Delivery of cross-promotional digital marketing campaign.
- Logo included on speaker tower branding for Whitehorse Carols and Australia Day.
- Big-screen advertisements at Whitehorse Carols, Australia Day and Moonlight Movie Night.

ASSOCIATE SPONSOR

FULL SEASON

Cost: \$7,500 (incl. GST)

Status: Associate Sponsor for Whitehorse Festival Season

MAJOR EVENT

Cost: \$3,500 (incl. GST)

Status: Associate Sponsor for a single major event (Spring Festival, Whitehorse Carols or Australia Day)

MINOR EVENT

Cost: \$1500 (incl. GST)

Status: Associate Sponsor for a single minor event (Global Fiesta or the Swing Pop Boom! Event Series)

AT EVENT

- 3m x 3m activation space in prime location to host promotional activities. Equipment package including 3x3m marquee, power, 2 trestle tables and 5 chairs provided.
- Product sampling approval.
- MC acknowledgements

MARKETING & BRANDING

- Inclusion in relevant festival marketing collateral, decorative event signage and programs.
- One pre-event Facebook post promoting sponsor activity at event.
- Logo included on speaker tower branding for Whitehorse Carols and Australia Day.
- Big-screen advertisements at Whitehorse Carols, Australia Day and Moonlight Movie Night.

SAMPLING

Product sampling can be a simple but powerful way of encouraging consumers to try your product for the first time and develop an emotional connection with your company's product. People love freebies, be it food, cosmetics, clothing, discount vouchers – free anything!

FULL SEASON

Cost: \$2,500 (incl. GST)

MAJOR EVENT

Cost: \$750 (incl. GST)

MINOR EVENT

Cost: \$400 (incl. GST)

AT EVENT

- Activation space in prime location to host sampling activities. Equipment package including umbrella, 1 table and 2 chairs provided.
- Product sampling approval to hand out items to the community.

MARKETING COLLATERAL

SPONSORSHIP SUMMARY

SPONSORS (LAST SEASON)

The Whitehorse Festival Season marketing and communications campaign will include:

- Festival Season brochures (distribution 10,000)
- Event-specific posters and roadside signage campaigns
- Festival pages on the Council website www.whitehorse.vic.gov.au/Festivals.html
- Event-specific features in Council's monthly newsletter the *Whitehorse News* (monthly distribution 63,000)
- Event-specific features and print advertisements in the *Whitehorse Leader* for Spring Festival, Whitehorse Carols and Australia Day (monthly distribution 59,000)
- Marketing on the Whitehorse Festivals Season Facebook page www.facebook.com/WhitehorseFestivalSeason

	Major – Season	Associate – Season	Associate – Single event	Sampling
<i>Creative & digital workshop</i>	●			
<i>6m x 3m Activation Space with equipment package</i>	●			
<i>3m x 3m activation space with equipment package</i>		●	●	
<i>Product sampling approval</i>	●	●	●	●
<i>Big Screen AD</i>	●	●	●	
<i>Logo on speaker tower branding</i>	●	●		
<i>Logo in season brochure</i>	●	●		
<i>Logo on posters & REBs</i>	●	●	●	
<i>Logo on Festivals homepage</i>	●	●		
<i>Logo on event-specific web page</i>	●	●	●	
<i>Logo in newspaper features</i>	●	●	●	
<i>Digital marketing campaign</i>	●			
<i>Promotional Facebook post</i>	●	●	●	●

Principal Sponsor

Deakin University

Major Sponsor

Barry Plant Whitehorse

Associate Sponsor

Ryman Healthcare

Event Sponsors

Saward Dawson
Commonwealth Bank
Melstone
Goodlife Health Clubs

Media Partners

The Nine Network
The Whitehorse Leader
Light FM

SPONSORSHIP INFORMATION

For further information or to discuss sponsorship opportunities in more detail, please phone Whitehorse City Council's Festival Coordinator on 9262 6429 or email arts@whitehorse.vic.gov.au

www.whitehorse.vic.gov.au/festivals.html
www.facebook.com/WhitehorseFestivalSeason

CONTACTING COUNCIL

Contacting Council

Whitehorse City Council
379-397 Whitehorse Road, Nunawading VIC 3131

Postal address: Locked Bag 2
Nunawading VIC 3131

Telephone: 9262 6333
Fax: 9262 6490
NRS: 133 677 then quote 9262 6333
Telephone Interpreter Service: 131 450

Email: customer.service@whitehorse.vic.gov.au

Acknowledgement of Country

In the spirit of reconciliation, Whitehorse City Council acknowledges the Wurundjeri people as the traditional custodians of the land on which Whitehorse stands. We pay our respects to their Elders past and present.

IMPORTANT NOTE

The information provided in this sponsorship prospectus is designed to provide an overview of the opportunities available to businesses. Sponsorship costs, status and inclusions will be agreed upon by both parties and written into a formal sponsorship agreement.

Please note that some sponsor applicants may not be considered due to existing partnerships, conflict of interest issues, or not adhering to Council's Vision. Please see our Sponsorship Guidelines for more information. It is important that all potential sponsors read the guidelines in full prior to submitting an application.

The Sponsorship Guidelines are available on request.



WHITEHORSE FESTIVAL SEASON SPONSORSHIP APPLICATION

APPLICANT DETAILS

Business name: _____

ABN: _____

Contact: _____

Position: _____

Phone: _____

Email: _____

Business address: _____

Suburb: _____

Postcode: _____

Website: _____

Is the business local, state wide or national? _____

Please provide a brief description of the main business activities of the applicant business:

Does the applicant business have any current or future procurement arrangements with Council, including requests for tenders, expressions of interest or current contracts? If so, please specify:

Does the applicant business have actual, potential or perceived conflicts of interest with Council? If so, please specify:



WHITEHORSE FESTIVAL SEASON SPONSORSHIP APPLICATION

Please indicate the level of sponsorship you are applying for:

SEASON SPONSORSHIP:

Major Sponsor
\$10,000 incl. GST

ASSOCIATE SPONSORSHIP:

Full Season
\$7,500 incl. GST

Major Event
\$3,500 incl. GST

Minor Event
\$1,500 incl. GST

SAMPLING SPONSORSHIP:

Full Season
\$2,500 incl. GST

Major Event
\$750 incl. GST

Minor Event
\$400 incl. GST

By signing this application you confirm that the details provided herein are true and correct and that you are duly authorised to lodge this application on behalf of the applicant business.

Signature: _____

Date: _____

Print name: _____

Please return this form to:

Festivals Coordinator

Whitehorse City Council

Arts and Cultural Services

Locked Bag 2, Nunawading VIC 3131

Alternatively, email to
arts@whitehorse.vic.gov.au