

# Event Sponsorship Opportunities 2018



# Looking to grow your business?

Why not join Bayside Council  
at one of their premier events  
for 2018.

Extend your reach and recognition  
with a event sponsorship.

## From the Mayor

Bayside Council is proud to host a range of events throughout the year with a focus on our local businesses and communities.

With an aim to enhance the events, provide value for money to the community and to provide opportunities for business to engage with residents, Council has made a range of opportunities available for businesses to get involved.

Each event has a range of packages available with varying costs, this provides more flexibility for your business.

## Why sponsor events?

We do not see your sponsorship as a donation, but as a cost effective promotional tool for your business. There are several benefits that can be gained by businesses who sponsor events;

- Increase your brand awareness with the inclusion of your branding in the marketing materials and with signage throughout the event
- By attending as a sponsor you can engage one-on-one with potential clients, generate leads and make contacts while giving them a taste of your business
- Sponsoring an event can showcase your business as a good corporate citizen by showing that you support the community.
- Get value for money with your logo on event collateral
- Staff engagement opportunities provides a chance for your staff to get out and meet the community.

# Bayside Council's Marketing Strategies

A comprehensive marketing strategy informs residents, businesses, community groups and visitors. Promotion of each event is designed to engage all businesses and residents of Bayside, as well as people Sydney-wide. Marketing campaigns vary for each event to suit the objectives, scale and locale of the event. Aspects of the below will be used.

## Community Newsletter

Events are promoted in the Bayside Council News, a community newsletter with a print run of 60,000.

## Website

Events are advertised and promoted on Council's website. Your company logo could be included. Most of Council's major events are also listed on event websites such as visitnsw.com

## Social Media: Facebook, Twitter

Events are promoted and advertised on Council's Facebook and Twitter pages.

## Banners and Flags

Event banners and flags are flown from Council's flagpoles:

- Banner location on Grand Parade - Approximately 60,000 motorists pass week-daily
- Banner location on Princes Highway- Approximately 20,000 motorists pass week-daily
- Over 70 flags located in key locations throughout the LGA

## Print media

Press releases are distributed to local and metropolitan media outlets. Print ads targeted to the location of the event.

## Direct mail

Flyers are letterbox dropped for each event to residents in the surrounding suburbs.

## Council Information Centres/Libraries

Leaflets, brochures and/ or posters are displayed in Council's Libraries, Community Halls and Customer Service Centres.

## On-Hold Phone Messages

Each event is promoted on our customer service line on-hold service.



Lion Dances
Food Stalls
Activities
Traditional Costumes
Music and Dance

2018 LUNAR NEW YEAR CELEBRATIONS

YEAR OF THE DOG

Saturday 17 February, 4pm - 9pm  
Dacey Gardens, Cnr Gardeners Rd & Anzac Pde, Kingsford  
[www.bayside.nsw.gov.au/events](http://www.bayside.nsw.gov.au/events)

GARDEN  
COMPETITION

you and a guest are invited to the

Bayside Council Garden Competition  
Awards Evening

Thursday 2 November 2017 | 6:30pm to 8:30pm  
Mercure Sydney Airport | 22 Levey Street, Wolli Creek  
RSVP by 23 October | email [rsvp@bayside.nsw.gov.au](mailto:rsvp@bayside.nsw.gov.au) | phone 9562 1845

thank you to our sponsors

CAROLS IN THE PARK  
AND CHRISTMAS MARKETS

Saturday 9 December 2017  
Markets 3:00pm - 7:30pm ★ Carols 6:30pm  
Mascot Memorial Park  
Corner of Botany Road & Coward Street

Special Guest  
Monica Trapaga

SPONSORED BY  
Commonwealth Bank











# Bayside Multicultural Fair – 10 March

Celebrate the diverse cultures of Bayside at this annual event. Put your business in front of the 4,000+ attendees at Eastlakes Reserve, Eastlakes as they experience a world of tastes, smells and sounds.

	Gold \$5,000	Silver \$3,000	Bronze \$1,500
Acknowledgement by MC and in Council official welcome speech	Y	Y	Y
Company logo featured on all marketing collateral	Y	Y	
Company mention in the Bayside Council News	Y	Y	
Your marketing collateral available at the event	Y	Y	
3x3m marquee to use for your promotional activities	Y		
Fete stall to use for your promotional activities		Y	Y
Mention of company sponsorship in media releases	Y		
Signage displayed at event	Y	Y	
Post-event recognition on Council's website and social media	Y	Y	Y

# stART – 15 April

stART is a free event for all ages featuring craft workshops, art displays by local artists, live music and activities.

	Gold \$3,000	Silver \$2,000	Bronze \$1,000
Acknowledgement by MC and in Council official welcome speech	Y	Y	Y
Company logo featured on all marketing collateral	Y	Y	
Company mention in the Bayside Council News	Y	Y	
Your marketing collateral available at the event	Y	Y	
3x3m marquee to use for your promotional activities	Y		
Fete stall to use for your promotional activities		Y	Y
Mention of company sponsorship in media releases	Y		
Signage displayed at event	Y	Y	
Post-event recognition on Council's website and social media	Y	Y	Y

# Anzac Day Dawn Service Breakfast – 25 April

Each year Council recognises those that served by hosting the Dawn Service Breakfast held Mascot Memorial Park. Following the service there is a sit down breakfast for 100 veterans and dignitaries plus BBQ for up to 500 members of the public.

	Gold \$3,000	Silver \$1,000
Acknowledgement by MC and in Council official welcome speech	Y	Y
Company logo featured on all marketing collateral	Y	Y
Referred to as Major Sponsor	Y	
Company mention in the Bayside Council News	Y	Y
Mention of company sponsorship in media releases	Y	
Post-event recognition on Council's website and social media	Y	Y

# Bayside Garden Competition – September

This annual competition provides the opportunity for local residents, schools and businesses to showcase their gardens and compete for the nine categories up for grabs. Each category has a prize of a trophy and a prize (cash and/or voucher) to the value of \$500. Entries open in July and close early September, with winners are announced at the Awards evening in November. Marketing for the competition includes a flyer mail-out to all residents of the Bayside LGA.

	Gold \$2,000	Silver \$1,000	Bronze \$500
Acknowledgement by MC and in Council official welcome speech	Y	Y	Y
Company logo featured on all marketing collateral	Y	Y	
Referred to as Major Sponsor	Y		
Present Garden of the year award alongside Mayor	Y		
Company mention in the Bayside Council News	Y	Y	
Logo on entry form	Y	Y	Y
Mention of company sponsorship in media releases	Y		
Signage displayed at awards evening	Y	Y	
Post-event recognition on Council's website and social media	Y	Y	Y











## A Taste of Mascot – 7 October

A Taste of Mascot is a favourite event of both visitors and locals, with a huge range of food stalls, cooking demonstrations, and entertainment. A Taste of Mascot is a relaxed and fun day for everyone who enjoys great food, wine & beer and music. Approximately 6,000 people attended last year.

	Gold \$7,500	Silver \$5,000	Bronze \$2,500
Acknowledgement by MC and in Council official welcome speech	Y	Y	Y
Company logo featured on all marketing collateral	Y	Y	
Company mention in the Bayside Council News	Y	Y	
Your marketing collateral available at the event	Y	Y	
3x3m marquee to use for your promotional activities	Y		
Fete stall to use for your promotional activities		Y	Y
Mention of company sponsorship in media releases	Y		
Signage displayed at event	Y	Y	
Post-event recognition on Council's website and social media	Y	Y	Y
Opportunity to present on the Kitchen Stage			

## Carols in the Park – 1 December

Join 2000+ patrons in Mascot Memorial Park for an evening of carols and Christmas celebrations. Featuring local performers singing some of your favourite Christmas songs, Christmas gift markets and a community fundraiser BBQ.

	Gold \$5,000	Silver \$3,000	Bronze \$1,500
Acknowledgement by MC and in Council official welcome speech	Y	Y	Y
Company logo featured on all marketing collateral	Y	Y	
Company mention in the Bayside Council News	Y	Y	
Your marketing collateral available at the event	Y	Y	
3x3m marquee to use for your promotional activities	Y		
Fete stall to use for your promotional activities		Y	Y
Mention of company sponsorship in media releases	Y		
Signage displayed at event	Y	Y	
Post-event recognition on Council's website and social media	Y	Y	Y

# Carols by the Sea – 8 December

Enjoy Christmas under the stars at the beautiful beachside setting on Lady Robinsons Beach at Brighton Le Sands. This fun family event held on the first Saturday of December includes entertainment from local performers, church groups, a special guest appearance by Santa and attracts about 2500 people.

	Gold \$5,000	Silver \$3,000	Bronze \$1,500
Acknowledgement by MC and in Council official welcome speech	Y	Y	Y
Company logo featured on all marketing collateral	Y	Y	
Company mention in the Bayside Council News	Y	Y	
Your marketing collateral available at the event	Y	Y	
3x3m marquee to use for your promotional activities	Y		
Fete stall to use for your promotional activities		Y	Y
Mention of company sponsorship in media releases	Y		
Signage displayed at event	Y	Y	
Post-event recognition on Council's website and social media	Y	Y	Y

# Bayside Family Fireworks, New Year's Eve – 31 December

Be part of the second largest fireworks show in Sydney. Celebrate the Eve of the New Year on the picturesque beachfront stretching 5km from Kyeemagh to Ramsgate with a spectacular 15 minute fireworks display in the bay at Brighton Le Sands. With a crowd of over 80,000, this is Bayside Councils largest event of the year.

	Gold \$20,000	Silver \$10,000	Bronze \$5,000
Conduct 'countdown' with the Mayor (NYE fireworks only)	Y		
Photo opportunities with Mayor/VIPs (pending availability)	Y		
VIP area benefits – Premier access and viewing	Y		
Exclusive rights to offer people a gift from your business	Y		
Logo on Council's event webpage and social media pages	Y	Y	Y
Company logo featured on all marketing collateral	Y	Y	
Company mention in the Bayside Council News	Y	Y	
Your marketing collateral available at the event	Y	Y	
3x3m marquee to use for your promotional activities	Y	Y	
Fete stall to use for your promotional activities			Y
Mention of company sponsorship event in media releases	Y	Y	
Signage displayed at event	Y	Y	
Post-event recognition on Council's website and social media	Y	Y	Y









## Custom Packages

We understand that the packages as stated may not suit every business type. Council is willing to negotiate a custom package to suit your business needs or current promotions. Please let us know if there is anything we can do to facilitate your involvement.

For those sponsoring more than one event per calendar year, there is a 10% discount for each sponsorship after the first.

# Taking Up the Opportunity

For more information on individual events, or to get involved, please contact Mark Goddard at Council's Events Team on 9562 1845 or Email [events@bayside.nsw.gov.au](mailto:events@bayside.nsw.gov.au)

Upon acceptance of your involvement, a confirmation letter will be forwarded to your company for signature. On return of this letter, an invoice will be issued for the full amount. Payment is to be made prior to the date of the event.

## Conditions of Sponsorship

Bayside Council is committed to ensuring that any sponsorship arrangements to which Council is a party, whether by accepting either financially and/or in-kind are transparent and conducted in an ethical and lawful manner. Council's sponsorship arrangements should benefit the community and assist Council in providing services and programs to its community. The sponsorship agreement must adhere to Council's Sponsorship Policy in which some of the key points are outlined below:

- ◆ The ten sponsorship principles of ICAC and the Model Code of Conduct must be adhered to.
- ◆ Sponsorship arrangements which could limit, or be seen to limit, Council's ability to carry out its functions fully and impartially shall not be entered into.
- ◆ A sponsorship relationship will not impact on how Council exercises its regulatory and inspection functions.
- ◆ There must be no real or apparent conflict between the objectives and mission of the sponsor and Council.
- ◆ Sponsorship of Council activities will not involve explicit endorsement of the sponsor or the sponsor's products.
- ◆ Where sponsorship involves the provision of a sponsor's product, Council will still evaluate the product for its fitness for the stated purpose against relevant and objective operational criteria.
- ◆ Sponsor logo and text size are subject to final artwork and as set out in the agreement. Every care will be taken to produce the correct logo or text colours however cannot be guaranteed.
- ◆ Councillors and staff are not permitted to receive a personal benefit from sponsorship arrangements.
- ◆ The sponsoring organisation must be compatible with Council's values, must agree to the sponsorship benefits offered, must not be involved in conflict with Council and must be seen to have the capacity to fulfil its sponsorship obligations.
- ◆ The sponsorship arrangement must benefit both parties.

Sponsorship is not refunded if the event is cancelled due to adverse weather.

Helium balloons are not permitted at Bayside Council events.

Copies of Council's Sponsorship Policy and Model Code of Conduct for Local Councils in NSW are available upon request.

