



Garden Competition Sponsorship Opportunities

2019



Looking to grow your business?

Why not join Bayside Council
at one of their premier events
for 2019

Extend Your Reach and Recognition
With an 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.

Cr Bill Saravinovski, Mayor

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 Garden Competition

Bayside garden competition is open to all residences in the Bayside LGA. We encourage all keen gardeners to enter, with prizes awarded across 11 categories:

- ▶ Best Front Garden
- ▶ Best Back Garden
- ▶ Best Balcony/Courtyard in a Multi Dwelling Complex
- ▶ Best Residential Complex
- ▶ Best Native Garden
- ▶ Best Vegetable Garden
- ▶ Best Nature Strip
- ▶ Best School/Childcare Centre
- ▶ Best Annuals Display
- ▶ Best Overall
- ▶ Bilton Memorial Encouragement Award

Independent professional garden judges are engaged to undertake the judging of all garden entries.

An awards night is hosted by council in November where each winner receives a trophy as well as a prize to the value of \$500.

Marketing

A comprehensive marketing strategy will inform residents, schools, and groups of the competition.

Mail-out

Bayside Council will conduct a full LGA letterbox drop encouraging residents to enter. 59,000 postcard size flyers will be sent.

Posters

Paper and electronic posters will be located in Council Customer Service Centres, in libraries and across other Council properties.

GARDEN COMPETITION 2 0 1 8

The **Bayside Council Garden Competition** is open to all properties in the Local Government Area. Each category has a prize to the value of \$500.

There are 9 categories to choose from and the judges will be taking into consideration garden design and layout, maintenance and plant/lawn health.

The categories are:

- ✿ Best Front Garden
- ✿ Best Back Garden
- ✿ Best Native Garden
- ✿ Best Annuals Display
- ✿ Best Vegetable Garden
- ✿ Best School/Childcare Centre Garden
- ✿ Best Balcony/Courtyard
- ✿ Best Nature Strip
- ✿ Best Industrial, Commercial or Residential Complex

Sponsored by



Enter online now!
Entries close Monday 10 September 2018
www.bayside.nsw.gov.au/events



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Sponsored by



Enter online at www.bayside.nsw.gov.au/events
or call (02) 9562 1845
Judging is scheduled from Monday 24 September





Taking Up the Opportunity

For more information or to get involved, please contact Council's Events Team on 02 9562 1593 or Email events@bayside.nsw.gov.au

Conditions of sponsorship will be made available upon request and prior to any agreement being finalised.

Sponsorship Packages

Major Sponsor – \$3000

- ▶ Acknowledgement by MC and in Council official welcome speech
- ▶ Company logo featured on all marketing collateral
- ▶ Referred to as Major Sponsor
- ▶ Present Best Overall award alongside Mayor (or representative)
- ▶ Company mention in the Bayside Council News
- ▶ Logo on entry form
- ▶ Logo on awards night invitation
- ▶ Mention of company sponsorship in media releases
- ▶ Signage displayed at awards evening
- ▶ Post-event recognition on Council's website, in "the winners are" press release and on Council's social media
- ▶ 4 tickets for the Garden Competition Awards Night

Category Sponsor – \$500/Category, Cash or Gift Voucher For Your Business

- ▶ Acknowledgement by MC as category sponsor
- ▶ Present prize for category alongside Mayor (or representative)
- ▶ Company mention in the Bayside Council News
- ▶ Logo on awards night invitation
- ▶ Signage displayed at awards evening
- ▶ Post-event recognition on Council's website, in "the winners are" press release and social media
- ▶ 2 tickets for the Garden Competition Awards Night



Bayside Council

Serving Our Community

Eastgardens Customer Service Centre, 152 Bunnerong Road
Rockdale Customer Service Centre, 444-446 Princes Highway
Phone **1300 581 299** | **9562 1666**
Email **council@bayside.nsw.gov.au**

www.bayside.nsw.gov.au/events