



**FOOD AND WINE
NOT A GREAT FIT FOR
YOUR BUSINESS?**

**THERE ARE
PLENTY MORE
OPPORTUNITIES...**

UPCOMING EVENTS:

**Carols in the Park
Mascot**

**Carols by the Sea
Brighton Le Sands**

**New Year's Eve
Fireworks**

**Lunar New Year
Celebrations**

**Bayside Arts Festival
including Sculptures @ Bayside**

bayside.nsw.gov.au/events



**BECOME
A
SPONSOR**

WHAT IS THE BAYSIDE FOOD AND WINE FESTIVAL?

Bayside Council is looking to partner with businesses interested in being part of a vibrant high end Food and Wine Festival in October.

Rebranding the former A Taste of Mascot to reflect the whole of Bayside this high end food and wine festival will target a more mature audience – 20 and above – who enjoy spending a relaxed afternoon tasting the culinary delights on offer, picking up fresh produce and great cooking tips, all while being educated on the finer points of wine and beer making and of course tasting!

It will be held in October, which is traditionally the Good Food & Wine month, set amidst the beautiful gardens in **Mascot Memorial Park** at the corner of Botany Road and Coward Street, Mascot.

The park's beautifully manicured gardens will be transformed into a pleasant outdoor eatery with a 'beer garden' feel.

The event will run from 3:00pm to 9:00pm.



I invite businesses from Bayside and beyond to seriously consider becoming an event sponsor.

Doing something for the community, is one of the most rewarding things a person or business can do. When you sponsor a Bayside event you are supporting local people.

Cr Bill Saravinovski
Mayor



WHY COME ON BOARD AS A SPONSOR?

Becoming a sponsor of the Bayside Food and Wine Festivals means you will be partnering with Bayside Council to host a first class event that attracts patrons from across Sydney.

It's a unique opportunity to promote your brand, goods or services to more than **60,000 households** and on the day to over **10,000 patrons**.

There will be ample social media and online opportunities to showcase your brand and product either as part of group promotion or as an individual coming on board as a sponsor.

Sponsoring a community event builds 'trust and good will' which is priceless!

HOW WILL MY SUPPORT BE SPENT?

All sponsorship money will be invested in the Bayside Food and Wine Festival.

Connect your business to a key activity or master class by choosing to sponsor:

- A headline celebrity chef to provide cooking demonstrations;
- A renown sommelier or wine expert;
- Cooking workshops;
- Beer and wine workshops; and
- Entertainment with buskers, bands and singers.

DON'T MISS OUT

Come on board as a major sponsors to have your brand on promotional collateral including but not limited to:

- Media Releases;
- Posters: placed on bus shelters and in shopping centres;
- Banners: placed strategically in the park;
- Flyers and Newsletters: distributed to over 60,000 homes;
- E-Newsletters: 45,000+ local subscribers;
- Online and Social Media platforms; and
- Electronic bill board advertisement on Qantas Drive near the domestic airport.

Interested? Reserve your spot now!

Call Council's Events Team on 02 9562 1845 to discuss the endless opportunities and how you can be involved in this exciting event.

**EVENT PACKAGES
AVAILABLE AT \$1500,
\$3000 AND \$6000
OR DISCUSS A BESPOKE
PACKAGE DESIGNED
FOR YOUR BUDGET**