

Campbelltown City Council

# ANNUAL EVENT SPONSORSHIP PROSPECTUS

2023/24



CAMPBELLTOWN









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# EVENTS IN CAMPBELLTOWN

Campbelltown's calendar of major events showcase our history, our achievements, culture and aspirations to both our residents and the wider Sydney community and we want you to be a part of it. As we re-imagine Campbelltown and all the amazing possibilities for our future, our annual events are constantly changing and being reinvigorated to celebrate our rapidly growing, unique and diverse community.

Campbelltown is bold and vibrant. We aren't afraid to trial new things and present new event experiences for our community and we have a strong connection to our exciting signature events.

We are naturally welcoming, kind and inclusive. We want everyone to feel comfortable and enjoy our events and we value the partners who help us to do this.

We are proud. We love Campbelltown and we want people to know it. We are proud of the businesses and brands that work alongside us and support our community.

Campbelltown is where opportunity comes to life. We are ambitious about the quality of our Community events and the opportunity to create events that are forward thinking and future focused. We want our partners to be successful and realise this opportunity too.

If Campbelltown aligns with your brand or business then we would love to partner with you on one or a few of our upcoming events. Your support will help us bring events to life in Campbelltown, to continue to create events that are vibrant, innovative, diverse and full of heart; putting your business or brand in front of thousands of local residents and visitors who attend our major events each year.





## Campbelltown City Council - Major Events Calendar for 2023/24

EVENT NAME	EVENT DATES	PAGE
<b>FEAST</b>	16 September 2023	5
<b>Festival of Fishers Ghost (FFG)</b>	3- 12 November 2023	7
<b>FFG - Fun Run</b>	12 November 2023	11
<b>Campbelltown Christmas Carols</b>	2 December 2023	13
<b>New Year's Eve</b>	31 December 2023	15
<b>Australia Day</b>	26 January 2024	17
<b>Campbelltown City Challenge Walk</b>	10 March 2024	19
<b>Ingleburn Alive</b>	March 2024	21
<b>NAIDOC - Community Connection Day</b>	3 July 2024	23

### Key Contact

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# MEDIA SPONSORSHIP





**Campbelltown is known for its vibrant and innovative community events. You can be a part of it with an annual media sponsorship package.**

SPONSORSHIP INCLUSIONS	PLATINUM (ONE SPONSOR ONLY)	GOLD (ONE SPONSOR ONLY)	SILVER (ONE SPONSOR ONLY)
Acknowledgement of your organisation as Exclusive Platinum Media Partner for all our community events.	✓		
Acknowledgement of your organisation as Exclusive Gold Media Partner for all our community events.		✓	
Acknowledgement of your organisation as Exclusive Silver Media Partner for all our community events.			✓
Media partner for (but not limited to) Festival of Fisher's Ghost, Feast, Campbelltown Christmas Carols event, New Year's Eve, Australia Day, Campbelltown City Challenge Walk and Ingleburn Alive.	✓	✓	✓
Logo featured as media partner on event posters and flyers for the above listed community events.	✓	✓	✓
Logo featured in official online and downloadable event programs	✓	✓	✓
Link to your organisations website from the event web pages	✓	✓	✓
Recognition as category media sponsor on our website and social media.	✓	✓	✓
Access to promotional opportunities at all our community events. This includes, but is not limited to, merchandise and sampling distribution, promotional vehicle attendance and promotional staff attendance. The promotional activity needs to be approved by our events team to ensure it is in line with the spirit of the event.	✓	✓	
Promotional space at our community events. (To be activated and staffed by the Media Partner)	6m x 3m	3m x 3m	3m x 3m
The opportunity for your organisation's media personalities to be involved in our events when suitable.	✓		
Exclusive branding and promotional opportunity at Fred's First Night. This is a huge Facebook promotion for Fisher's Ghost Carnival, with wide community engagement and coverage.	✓		
	<b>\$25,000</b> minimum Ex GST	<b>\$15,000</b> minimum Ex GST	<b>\$10,000</b> minimum Ex GST

## SPONSORSHIP TERMS

- The sponsorship fee must be paid in full by 1 September 2023.
- As our promotional media partner, you will proactively engage with us during the term of the sponsorship agreement to assist with the promotion of our annual event calendar.
- You will also provide a point of contact for us to liaise with regarding your sponsorship level inclusions.





**FEAST** is a large celebration of the rich cultural diversity of Campbelltown. Redfern Park Minto comes alive with amazing cultural food stalls, a stage bursting with dance and music from across the globe and cooking demonstrations. Children can complete a cultural activity passport as they partake in fun hands on activities and workshops to learn more about the cultures that contribute to the unique fabric of our community.

Your support will help to highlight and celebrate the unique culture of Campbelltown and continue to grow this event.



# FEAST

Saturday 16 September

SPONSORSHIP INCLUSIONS	PARTNER (ONE SPONSOR ONLY)	MAJOR (ONE SPONSOR ONLY)	SUPPORTING
Naming rights of the FEAST main stage	✓		
Naming rights of the FEAST children's activity trail		✓	
Company logo in full colour on stage banner	✓		
Company logo included (where possible) on: <ul style="list-style-type: none"> <li>• Event Program, and Campbelltown website</li> <li>• What's On event page on Council's website</li> <li>• Event marketing collateral</li> <li>• Newspaper advertisement</li> <li>• Radio advertising</li> <li>• Children's activity book at event</li> <li>• Display screens in Council facilities</li> </ul>	✓	✓	✓
Recognition as a sponsor on the downloadable digital event program	✓	✓	✓
Formal recognition via the public address system during the opening of the event	✓	✓	✓
Promotional space on the day of the event	✓	✓	✓
Recognition in all social media advertising for the event	✓	✓	✓
	<b>\$5,500*</b> minimum Ex GST	<b>\$3,500*</b> minimum Ex GST	<b>\$1,500*</b> Ex GST

## \*PARTNER: 1 SPONSOR

Major sponsorship consists of:

- A financial contribution of at least \$5,500+GST

## \*MAJOR: 1 SPONSOR

Major sponsorship consists of:

- A financial contribution of at least \$3,500+GST

## \*SUPPORTING

Supporting sponsorship recognises one of the following:

- A financial contribution of at least \$1,500+GST
- A combination of in kind + financial contribution to a total of \$1,500+GST

# FESTIVAL OF FISHER'S GHOST





**FESTIVAL OF FISHER'S GHOST** is Campbelltown's signature community festival from 3 to 12 November. This unique festival is inspired by the famous legend of the ghost of Fred Fisher and is rich in community history. Local families have decades of fond memories of attending the much-loved festival since 1956.

The Festival now features a fresh and vibrant re-imagined program of events with new and exciting events popping up across the ten days. The festival aims to foster local pride and creative energy, enrich the social and cultural fabric of our community and fill our city with exciting things to see, do and explore. The festival attracts close to 250,000 attendees across the two week program with a large range of events, activations and activities catering to people of all ages and interests.

Partner with us to present the biggest community celebration in Campbelltown. Benefit from a range of unique promotional opportunities, offering you new audiences, increased visibility and enhanced brand awareness. You will also be helping to continue the amazing legacy of the Festival of Fisher's Ghost for generations to come.







## THE LEGEND

**Everyone loves a good ghost story, don't they?**

It was in 1826 when Campbelltown farmer, Fred Fisher, was reported missing for more than four months. One night, a local farmer and land owner, John Farley claimed he saw the ghost of Fred Fisher sitting on the rail of a local bridge, pointing to a paddock down the creek. The ghostly image then faded away. Namut, an Aboriginal tracker, later discovered the body of Fred Fisher in the same paddock that the ghost had pointed to. Fisher's neighbour, Greg Worrall, was arrested on suspicion of the murder. During the trial, Worrall confessed and was hung. The ghostly image of Fred has been seen in many locations around Campbelltown ever since...





Here are some of the opportunities available for you to get involved with the **FESTIVAL OF FISHER'S GHOST**.

Your benefits include:

<b>PARTNERSHIP OPPORTUNITIES</b>	<b>GRAND</b> (ONE SPONSOR ONLY)	<b>PARTNER</b> (ONE SPONSOR ONLY)	<b>MAJOR</b>	<b>DIVERSITY AND INCLUSIVE</b>	<b>SUPPORTING</b>
Naming rights to Fisher's Twilight Fair Entertainment Zone	✓				
Premier banner display opportunities during the Twilight Fair and Sunset Sounds events. (Banner provided by sponsor)	✓	✓			
Stage banner display and key recognition in on stage announcements as your chosen level of sponsorship	✓	✓	✓	✓	✓
Advertisement in the festival program	Full page	Half page	Quarter page	Quarter page	Quarter page
Logo position in festival program (online/print version)	✓	✓	✓	✓	✓
Logo position in festival pre-promotion and marketing	✓	✓	✓	✓	✓
Recognition in event posters and marketing during the festival	✓	✓	✓	✓	✓
MC announcements and acknowledgements throughout the festival	✓	✓	✓		
Key announcements in radio advertising of Festival of Fisher's Ghost as event sponsor	✓	✓	✓		
Complimentary stall at Fisher's Twilight Fair to promote your business. Saturday 4 November	6m x 3m	6m x 3m	3m x 3m		3m x 3m
Opportunity to activate a space at 2 Fisher's Ghost events. Eg: Provide a Sensory Tent/Zone or provide a diversity or inclusive service that enhances the event				6m x 3m	
Cross promotion highlighting your involvement on the Events in Campbelltown Facebook page	✓	✓	✓	✓	✓
Link to your organisation's website from <a href="http://fishersghost.com.au">fishersghost.com.au</a>	✓	✓	✓	✓	✓
	<b>\$10,000</b> Ex GST	<b>\$7,000</b> Ex GST	<b>\$5,000</b> minimum Ex GST	<b>\$3,000</b> or equivalent in-kind sponsorship	<b>\$2,000</b> minimum Ex GST

**THE FISHER'S GHOST FUN RUN** is a much loved community event that is part of Campbelltown's signature Festival of Fisher's Ghost. The Fun Run takes place on the last Sunday of the festival and attracts a large field of social and competitive runners. Competitors take on either the 5km or 10km scenic course through the grounds of Western Sydney University's Campbelltown Campus.



Festival of Fisher's Ghost

**FUN RUN**

Sunday 12 November



PARTNERSHIP OPPORTUNITIES	TITLE (ONE SPONSOR ONLY)	PLATINUM (ONE SPONSOR ONLY)	PARTNER	MAJOR	SUPPORTING
	<p>Company logo included on: (Title in full colour; major, partner, supporting and contributing in monochrome)</p> <ul style="list-style-type: none"> <li>• Front page of online event entry form</li> <li>• Event page of Campbelltown City Council's website (including link)</li> <li>• Finisher's certificate</li> <li>• Posters displayed throughout the Local Government Area</li> </ul>				
	Company logo displayed on chest number bib Title in full colour; partner, major, supporting, contributing in monochrome				
	Company logo printed on event t-shirts provided to participants				
	Recognition as a sponsor in Festival of Fisher's Ghost advertisements promoting the Fun Run event (where appropriate)				
	Recognition as a Fun Run sponsor in the Festival of Fisher's Ghost program				
	Formal recognition via the public address system during the trophy presentation ceremony immediately following the Fun Run				
	Promotional tent on location on the day of the Fun Run event (supplied and set up by sponsor)				
	Display of promotional banner/s (supplied by the sponsor) on barricades around finish line and stage presentation areas on the day of the fun run event				
	Complimentary promotional site at the Fisher's Twilight Fair on Saturday 4 November				
	Prominent display of promotional banners (supplied by the sponsor) adjacent to the presentation area on the day of the Fun Run				
	Naming rights of the event				
	<b>\$5,500</b> Ex GST	<b>\$4,500</b> Ex GST	<b>\$3,000</b> Ex GST	<b>\$2,500</b> Ex GST	<b>\$1,500</b> Ex GST

# CHRISTMAS CAROLS

Saturday 2 December





Celebrate Christmas in Campbelltown with the return of the popular **CHRISTMAS CAROLS** event. Families and friends gather together and settle in for a night of Christmas cheer complete with Christmas Carols, free kids activities, festive food and a meet and greet with the jolly man in the red suit - Santa.

We are excited to welcome back this much loved event, sharing the Christmas spirit in Campbelltown. This event attracts up to 5,000 excited adults and children ready to sing their hearts out.

SPONSORSHIP INCLUSIONS	PARTNER (One sponsor only)	MAJOR (One sponsor only)	SUPPORTING
Company Logo featured on large stage banner/screens	✓		
Company logo included on <ul style="list-style-type: none"> <li>What's On event page on Council's website</li> <li>Display screens in Council facilities</li> <li>Advertising collateral such as bus shelter advertising</li> </ul>	✓	✓	✓
Recognition in social media advertising for the event	✓	✓	✓
MC acknowledgement on stage	✓	✓	✓
Signage/branding at event (to be supplied by sponsor, banners, teardrop)	✓	✓	
Promotional material/item available to distribute at the event/ Community engagement opportunity	✓	✓	
	<b>\$11,000</b> Ex GST	<b>\$5,500</b> Ex GST	<b>\$2,750</b> Ex GST

Campbelltown's

# NEW YEAR'S EVE

Celebrations Sunday 31 December





**NEW YEAR'S EVE** is Campbelltown's biggest party with up to 18,000 people welcoming the new year in style. This is one of the most anticipated events on Campbelltown's event calendar, making it the perfect event to target a broad audience. The event features a huge entertainment line up on the big stage, tons of food trucks and carnival rides to satisfy our resident thrill seekers. This family friendly event is a much loved yearly tradition for Campbelltown residents who have enjoyed this event over many years.

SPONSORSHIP INCLUSIONS	NAMING RIGHTS SPONSOR (One sponsor only)	MAJOR (One sponsor only)	SUPPORTING
Naming rights for the event	✓		
Company logo included on; <ul style="list-style-type: none"> <li>What's On event page on Council's website</li> <li>Display screens in Council facilities</li> <li>All online and print advertising including bus shelter advertising</li> </ul>	✓	✓	✓
Featured on street banners across the LGA in the lead up to the event.	✓		
Recognition in social media advertising for the event	✓	✓	✓
MC acknowledgement during event	✓	✓	✓
Your signage displayed at event -To be provided by Sponsor	✓	✓	✓
Promotional material/item available to distribute at the event/ Community engagement opportunity	✓	✓	
Complimentary stall to promote your business.	6x3m	3x3m	N/A
	<b>\$13,000</b> Ex GST	<b>\$8,500</b> Ex GST	<b>\$3,000</b> Ex GST



# AUSTRALIA DAY

Friday 26 January





Campbelltown's **AUSTRALIA DAY** event celebrates everything that makes Australia an amazing place to live.

As the heat of the day passes, large crowds gather in Koshigaya Park from 4pm to enjoy a jam-packed entertainment program with live music, free children's rides, delicious food, free family activities and displays. This family focused event has a laid back atmosphere, much like Australia.

SPONSORSHIP INCLUSIONS	NAMING RIGHTS SPONSOR (One sponsor only)	MAJOR (One sponsor only)	SUPPORTING
Naming rights for the event	✓		
Company logo included on; • What's On event page on Council's website • All online and print advertising including bus shelter advertising	✓	✓	✓
Featured on roadside banners across the LGA in the lead up to the event	✓		
Recognition in social media advertising for the event	✓	✓	✓
MC acknowledgement during event	✓	✓	✓
Your signage displayed at event -To be provided by Sponsor	✓	✓	
Promotional material/item available to distribute at the event/ Community engagement opportunity	✓	✓	
Complimentary stall to promote your business	6x3m	3x3m	N/A
	<b>\$8,500</b> Ex GST	<b>\$5,500</b> Ex GST	<b>\$2,000</b> Ex GST

Campbelltown City

# CHALLENGE WALK

Sunday 10 March





The **CAMPBELLTOWN CITY CHALLENGE WALK** is held in March each year in the beautiful grounds of The Australian Botanic Garden, Mount Annan. Up to 2000 people take on either the 6km course, or the very challenging 11km. People can enter as individual or form a team with family and friends, work colleagues or gym buddies. The walk is a family friendly event, with food and festivities in the gardens.

SPONSORSHIP INCLUSIONS	GRAND (One sponsor only)	MAJOR (One sponsor only)	SUPPORTING
Naming Rights for Colour Run Zone		✓	
Naming rights for presentation stage	✓	✓	
Prime positioning for your team at the activation at the end of the event	✓		
Complimentary stall to promote your business at the activation at the end of the event.	6x3m	3x3m	N/A
Logo included on the start and finish banners	✓		
Company Logo included on; <ul style="list-style-type: none"> <li>• What's On page of Campbelltown City Council's website</li> <li>• Display Screens in all Council facilities</li> <li>• All online and print advertising including bus shelter advertising</li> </ul>	✓	✓	✓
Formal recognition via the public address system during the opening of the event	✓	✓	✓
Formal recognition via radio announcements in the lead up to the event	✓	✓	
Recognition in all social media advertising for the event	✓	✓	✓
	<b>\$5,500</b> Ex GST	<b>\$3,000</b> Ex GST	<b>\$1,500</b> Ex GST

Held in March each year

# INGLEBURN ALIVE





Our biggest street party in the heart of Ingleburn CBD. **INGLEBURN ALIVE** brings a fun, vibrant festival spirit to Oxford and Macquarie Roads and Nardoo Street in Ingleburn from 3pm to 9pm. It features a jam packed program with cultural entertainment and live bands on the main stage. Free activities keep children entertained in the Kids Zone and the Carnival rides are always a firm favourite with local families and thrill seekers alike. For those who enjoy a more relaxed festival pace, the market stalls featuring many local vendors offer an opportunity for some retail therapy and foodies can sample delicious cuisine on offer from food trucks and local eateries. Ingleburn Alive truly celebrates the spirit and vibrancy of the Ingleburn community.

SPONSORSHIP INCLUSIONS	PARTNER (one only)	MAJOR (one only)	SUPPORTING (one only)	DIVERSITY AND INCLUSIVE (one only)	FESTIVAL FRIEND
Main stage area naming rights	✓				
Kids Zone naming rights		✓			
Company logo included on: <ul style="list-style-type: none"> <li>What's On page of Campbelltown City Council's website</li> <li>Display Screens in all Council facilities</li> <li>Downloadable event program</li> <li>All online and print advertising including bus shelter advertising</li> </ul>	✓	✓	✓	✓	✓
Acknowledgement by MC throughout event	✓	✓	✓	✓	
Recognition in social media advertising for the event	✓	✓	✓	✓	
Promotional space on the day of event (3mx3m)	✓	✓			
Opportunity to activate a space. (3m x 6m) Eg: Provide a Sensory Tent/Zone or provide a diversity or inclusive service that enhances the event.				✓	
Opportunity to distribute promotional material/item at the event. (to be supplied by the sponsor)	✓				
	<b>\$6,000</b> Ex GST	<b>\$4,000</b> Ex GST	<b>\$2,500</b> Ex GST	<b>\$1,500</b> (or equivalent in-kind sponsorship)	<b>\$500</b> Ex GST

# NAIDOC

Community Connection Day  
Monday 1 July





Campbelltown is on Dharawal land and has a strong Aboriginal community. Our **NAIDOC CULTURAL CONNECTION COMMUNITY EVENT** is celebrated on Monday each **NAIDOC WEEK**. It is an amazing celebration of Aboriginal and Torres Strait Islander culture and history, as well as an acknowledgement of the contribution that First Nation's culture makes to our city, past present and future.

The event takes place from 11am to 3pm in the Campbelltown Arts Centre forecourt and lawn and is well attended by Campbelltown's Aboriginal and Torres Strait Islander community, including local elders, as well as the general Campbelltown community. There are loads of free fun activities for families including cultural arts and craft, workshops, dance, music and a free BBQ lunch.

SPONSORSHIP INCLUSIONS	MAJOR SPONSOR	MINOR SPONSOR
MC Acknowledgement at the event	✓	✓
Company logo included on: <ul style="list-style-type: none"> <li>What's On page of Campbelltown City Council's website</li> <li>Display Screens in all Council facilities</li> <li>Downloadable event program</li> <li>All online and print advertising including bus shelter advertising</li> </ul>	✓	✓
Recognition in social media advertising for the event	✓	✓
Signage at the event ( to be supplied by sponsor)	✓	✓
Logo on Roadside banners around the LGA	✓	
Marquee or Stall at the event to promote your business	✓	
	<b>\$3,000</b> Ex GST	<b>\$1,500</b> Ex GST





**CAMPBELLTOWN**

**For further information, please contact**

Melissa Low, Coordinator Placemaking, Events and Activations

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