CITY OF GOSNELLS

Community Events Sponsorship Prospectus



Making the City of Gosnells a great place

Document Set ID: 9403754
Version: 1, Version Date: 02/10/2026

Welcome to Gosnells!

MAYOR'S MESSAGE

I'm pleased to present this Prospectus, which showcases a range of the City's popular and highly-regarded events and programs – along with exciting opportunities for sponsorship and partnership.

At the City of Gosnells, we take pride in delivering events and programs that celebrate our diverse community and bring people together. These programs offer meaningful opportunities for connection and highlight the vibrant lifestyle we enjoy and the area where we live, work and play.

Our events and programs engage a wide range of audiences, including families, children, youth, seniors and those with interests in the environment, the arts, music, performance and more.

Whether your business is local or from further afield, we offer tailored sponsorship packages designed to meet your objectives and help you connect with the community in a meaningful way.

To find out more about how you can support of partner with the City, please contact our Sponsorship and Grants Officer at events@gosnells.wa.gov.au or call (08) 9397 3107.

Thank you for considering this opportunity. We hope to see you at one of our upcoming events – they're not to be missed!

Terresa Lynes

Mayor Terresa Lynes



Scan here to learn more about the social impact of and media interest in City of Gosnells events

Document Set ID: 9403754
Version: 1, Version Date: 02/10/2026

A thriving community

The City of Gosnells is a vibrant, richly multicultural community with residents from 164 countries, people speaking 157 languages other than English at home and more than 3,400 Indigenous local residents.

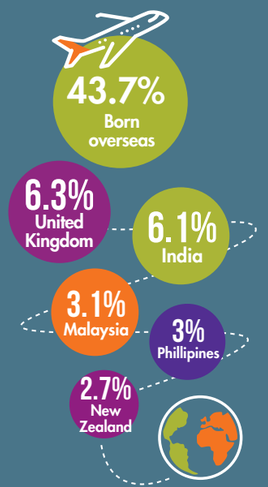
Since it was established in 1907 and formally declared a City in 1977, the City of Gosnells has grown and grown. It now covers 127km² and serves more than 140,000 people across 11 suburbs in Beckenham, Canning Vale, Gosnells, Huntingdale, Kenwick, Langford, Maddington, Martin, Orange Grove, Southern River and Thornlie.

The City of Gosnells runs a range of events, programs and exhibitions for the community – for people of all backgrounds, ages and abilities. These events attract tens of thousands of community members every year.

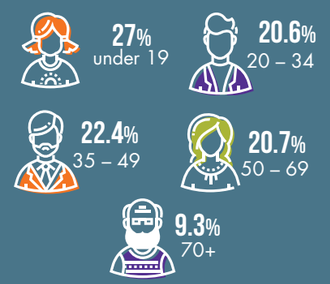
The City of Gosnells proudly offers the opportunity for businesses of all sizes to support these events and the local community – and benefit from the significant associated exposure and marketing opportunities.

THE GOSNELLS COMMUNITY

BORN OVERSEAS



AGE DEMOGRAPHICS



POPULATION



median age 36

141,279

FAMILY COMPOSITION



37.3% couples with children

21.7% couples with no children

21% lone person

11.8% lone parents

8.2% other

Document Set ID: 9403754
Version: 1, Version Date: 02/10/2026

A unique opportunity

City of Gosnells events and programs offer a significant opportunity for brands and businesses to boost exposure, community awareness and consideration – but they are just one part of a number of significant channels businesses can benefit from through partnering with the City.

Events and programs run by the City of Gosnells attract literally tens of thousands of engaged participants and visitors each year, and that engagement stretches across a range of other channels too.

Partners with the City of Gosnells events and programs benefit from a range of different exposure community 'touchpoints' – engagement channels that reach hundreds of thousands of people, within the City of Gosnells and further afield, each and every year.

Partners with the City of Gosnells benefit from exposure and marketing opportunities around a range of channels, with sponsor logo and company acknowledgement included in social media, website content, electronic newsletters, flyers, posters, booklets, newspaper advertising, the Mayor's speeches, LED screen artwork and more.

Partnerships with the City of Gosnells also provide significant community awareness opportunities to complement the goodwill and social responsibility that is associated with partnering around community activities.



Engaging audiences

The City of Gosnells has cultivated a suite of well-developed digital channels that engage families, seniors, business owners and more – and provide sponsors valuable opportunities.

City of Gosnells has seven active eNewsletters with more than 20,000 combined active subscribers. These eNewsletters have an average open rate of 39 per cent, which is more than 10 per cent above industry average.

The City also manages 10 social media channels across Facebook, Instagram and LinkedIn, with a combined total of more than 40,000 followers. Together, these targeted channels have a yearly reach in excess of 3 million, as well as more than 369,000 active engagements per year.

The City of Gosnells website – gosnells.wa.gov.au – welcomes more than 500,000 users and 3.5 million views each year.

Document Set ID: 9403754
Version: 1, Version Date: 02/10/2026

Fun for everyone!

The annual City of Gosnells calendar of events and programs has appeal for people of all backgrounds, ages and abilities – and sponsor opportunities are significant.

Here is a snapshot of a typical City of Gosnells events and programs calendar. Email events@gosnells.wa.gov.au for the latest dates, activities and sponsor opportunities.

Australia Day Big Breakfast

Local residents celebrate Australia's national day with this free family event which also welcomes new citizens. The City hosts one of its biggest citizenship ceremonies of the year and presents the annual Citizen of the Year Awards at this event, attracting around 3,000 people each year.

Community Concerts

Each year the City presents large-scale or smaller outdoor community concerts to provide an opportunity for local residents and the wider community to experience performances by quality Australian and Western Australian acts. The large-scale concerts feature several acts, food trucks, carnival rides and roving entertainers, while the smaller concerts include food trucks and entertainment. The concerts also serve to highlight the benefits of the City of Gosnells as a great place to live, work and play.

Fusion Food and Culture Festival

One of the City's most popular annual events, the Fusion Food and Culture Festival celebrates the rich cultural diversity of our community and promotes acceptance and unity. This event is held over two evenings in November, attracting around 40,000 people from all over Perth for a lively multicultural display of music, dance, art, traditional dress and, of course, food. As the City's flagship event, Fusion Festival took top honours in the Arts and Culture category of the 2025 National Awards for Local Government.

Hoedown at Harmony

Get ready to saddle up for a rootin' tootin' time at Harmony Fields in Maddington, where the City of Gosnells presents Hoedown at Harmony – a free, family friendly event with a country theme.

With a mix of line dancing, live music, hoedown activities, food trucks, free carnival rides and a petting farm, Hoedown at Harmony provides the perfect opportunity to do-si-do and have a good time with family and friends.

Jingle All the Way

This joyful free event transforms the City's Civic Centre Gardens and Centennial Pioneer Park into a magical Christmas wonderland, with an interactive trail featuring roving entertainers, arts and crafts, large inflatables and light installations, Christmas carols, a community concert and an appearance by Father Christmas to delight the young and young at heart.

Sunset Cinemas

This series of outdoor cinema events provides a free entertainment option for local families. Cinema events are held at outdoor locations across the City of Gosnells, with each movie attracting between 500 and 2,000 people. In addition to family favourite films under the stars, these popular events feature live entertainment, children's activities, lawn games and food trucks, for a guaranteed great night out.

Document Set ID: 9403754
Version: 1, Version Date: 02/10/2026

Art and cultural events

Each year, the City of Gosnells runs a range of art programs and workshops for amateur and experienced artists. The workshops offer attendees opportunities to build new or develop existing skills and meet other like-minded people.

The City of Gosnells Community Art Exhibition and Awards, which attracts hundreds of entries and attendees, is an annual competition and exhibition open to all emerging and professional artists. There are a number of prize categories, including an overall acquisitive award, with all entries displayed and available for purchase.



Other events and opportunities

Sponsorship opportunities also exist around the City's other community events and programs, including but not limited to children's and seniors' activities, the annual Rates Incentive Program and community safety initiatives.

The City is also interested in speaking to potential sponsors of cultural celebrations such as NAIDOC Week.

Sponsorship enables the City to provide many programs, events and activities for free or at low cost to the community.

Partnerships with punch

The City of Gosnells offers many sponsorship opportunities for small, medium and large organisations looking to support the local community – partnerships that provide a genuine and significant win-win-win for the community, the City of Gosnells and businesses/organisations.

Sponsorships are tailored to the needs of individual businesses and organisations, and partnerships are available at a range of different investment levels.

Available bands of sponsorship vary depending on sponsorship percentage of total project cost and include:

- Presenting partner
- Major partner
- Supporting partner

All sponsors sign a formal Sponsorship Agreement with the City of Gosnells to confirm contracted details and to ensure objectives are met by both parties throughout the term of the partnership.

Partners receive a range of benefits through promotion of events and programs such as exposure opportunities on event days; sponsor logo and/or name recognition via flyers, booklets, advertising, website promotion and social media; event signage and banner displays; official speeches, media backdrops and more.

To find out more about how you can promote your business or organisation while supporting well-established community events and programs through a sponsorship with the City of Gosnells, email events@gosnells.wa.gov.au or phone (08) 9397 3107.

The City of Gosnells thanks you for your consideration.

Document Set ID: 9403754
Version: 1, Version Date: 02/10/2026



City of Gosnells
PO Box 662
Gosnells WA 6990

(08) 9397 3000
info@gosnells.wa.gov.au
gosnells.wa.gov.au

Sponsorship enquiries
events@gosnells.wa.gov.au

Printed on unbleached 100% recycled and recyclable paper.

This brochure is available in alternative formats.

These events are subject to change or cancellation.

08/2025

Document Set ID: 9403754
Version: 1, Version Date: 02/10/2026