



# Sponsorship opportunities

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The City of Gosnells offers many sponsorship opportunities for small, medium and large corporate organisations looking to support the local community and promote their social, environmental or economic responsibility.

The City's range of programs, events and activities is extensive, with many based on increasing community health and wellbeing.

Programs include fitness activities for all ages, art exhibits, music and skill development for children, as well as seniors activities and programs.

The City also has one of the State's most diverse multicultural populations and offers events and programs that not only target many cultural demographics but also different age groups, making sponsorship opportunities just as varied.

For this reason, sponsorship can be tailored to suit individual budgets and target audiences.

It can be financial support or 'in kind' donations of goods and services.

There are also opportunities for sponsors' staff to become actively involved in City programs or events.

Sponsorship negotiations are based on meeting the needs of both parties. Benefits may include:

- Naming rights of sponsor
- Display of business signage at events
- Big screen advertising
- Verbal acknowledgement of sponsorship at events
- Use of logos in promotional material
- Opportunities for sponsor representative to make presentations

The City facilitates large and small events, as well as events focused on arts and culture, health and fitness, community safety, children and young people.



Jessica Mauboy performs at Homegrown Festival, 2016

## Tailor-made sponsorships

The City can tailor packages to suit individual sponsors, as well as develop packages to target specific demographics or interests, such as youth, seniors, environmental, arts and music, performing arts, community events or programs, safety and security.

## Harmony Week

Harmony Week acknowledges the many benefits gained from the City's vibrant multicultural community.

Held in March, this event encourages celebration of the City's cultural, religious, linguistic and ethnic diversity. In the past, free activities have included a community barbecue, outdoor movie and concert.

## NAIDOC Week

Each year, the City hosts a community flag-raising ceremony to formally acknowledge the opening of local NAIDOC Week celebrations.

Held in the first week of July each year, NAIDOC Week provides an opportunity for Australia's Indigenous people to showcase the richness of their heritage and culture to the wider community.

## Eco Adventures

Eco Adventures has an annual season between January and April with events held on weekends. Five events are coordinated across numerous environmental areas, including Bickley Reservoir, Ellis Brook Valley and the Canning River.

Groups of up to 50 people enjoy a variety of activities including quarry abseiling, orienteering, bushwalking, kayaking and mountain biking.

## Safe City Initiative

The City, through its Safe City Initiative, gives residents access to a diverse range of community programs to increase safety and awareness, increase reporting of crime, develop safety strategies, improve community and personal safety and address the fear of crime.

## Programs and events booklet

Four booklets featuring the City's diverse range of programs and events are produced each year on a school-term basis.

Each term, 42,000 copies are distributed to local homes and community centres.

Sponsors' logos are included in the booklet, along with an A5 colour advertisement.

## Rates Incentive Program

Through this program, ratepayers can win cash and other prizes by early payment of their rates in full.

This is an opportunity for local businesses to provide cash or in-kind sponsorship.

## NaNoWriMo

National Novel Writing Month (NaNoWriMo) is an annual month-long novel writing program at each of the City's four libraries.

NaNoWriMo challenges writers to write 50,000 words during November. The writing can be fiction, non-fiction, a collection of short stories, essays or poems.

## Big screen advertising

Big screens are featured at various City events, such as the Multicultural Food Fair and outdoor cinemas, giving businesses a great advertising alternative.

The Food Fair attracts more than 8,000 people for a lively display of music, dance, art, costume, and of course, food. Outdoor cinemas are held from October to March and each can attract up to 2,500 people.

Sponsorship packages for outdoor cinema 'big screen' advertising range from \$550 for community groups to \$1,100 for businesses.

Sponsorship packages for the Multicultural Food Fair 'big screen' advertising range from \$550 to \$3,300.

## Sponsorship

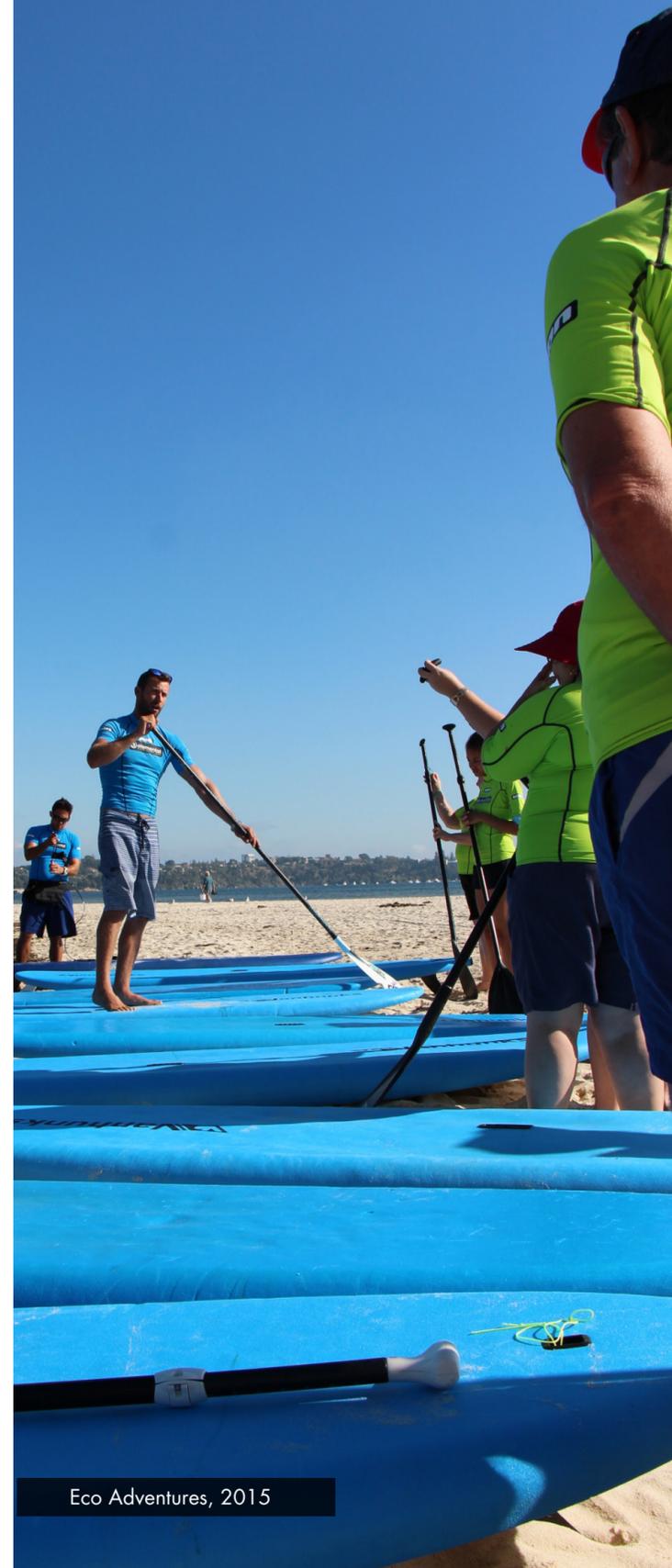
The City of Gosnells is well-known for its quality community programs and is committed to developing these programs to reach more people in the community.

A dedicated group of staff and volunteers run these programs and events and your sponsorship will ensure that they are developed to maximum potential.

The City will endeavour to identify similar synergies with your business and promote your commitment to supporting the local community.

All sponsors will sign a formal Sponsorship Agreement with the City of Gosnells to ensure that agreement details are met throughout the sponsorship term by both parties.

Advertising for the programs will include sponsor logos or name in material such as flyers, booklets, newspaper advertising and online or social media opportunities as they arise. There will also be options for sponsors to supply signage and banners at their sponsored events.



Eco Adventures, 2015

# Homegrown Festival

## Overview

This month-long program held each February/March is the City's annual festival celebrating art, culture, music, family entertainment and community.

Residents can take part in dynamic and informal community events throughout the City's parks, reserves and buildings. Local venues are chosen to encourage greater use of these facilities and promote community safety and awareness.

Homegrown Festival enhances community spirit and participation and gives local community groups and organisations an opportunity to attend these events and showcase their services.

There are opportunities to sponsor the entire program or individual events such as the Illuminate Night Party or Little Scribblers.

Sponsorship packages range from \$7,700 to \$120,000.

## Illuminate Night Party and Concert

Launching the Homegrown Festival, this event offers a fun, community celebration culminating with a headline act performing a free night-time concert.

There are plenty of food stalls, children's activities, displays from local groups and businesses, as well as roving performers, carnival rides, mini stages and live entertainment.

As the sun sets, the party continues with an amazing concert, as a high-profile act takes to the main stage.

Sponsorship packages range from \$7,700 to \$77,000.

## Homegrown Outdoor Cinemas

Homegrown Outdoor Cinemas provides a free entertainment option for families.

Each movie attracts between 1,750 to 2,500 people and events are held at Centennial Pioneer Park or in the grounds of the City's Wilkinson Homestead Museum.

Sponsorship packages are available for up to \$11,000.

## Little Scribblers

Little Scribblers is the finale of the Homegrown Festival and is held on a Saturday at the end of March.

Aimed at children and families, this event has a variety of activities with a creative focus and is a great way for parents and children to have fun through art without having to worry about the mess.

There are also a variety of dance and music workshops, free carnival rides, prizes, stage entertainment, roving performers and food stalls.

Sponsorship packages range from \$7,700 to \$66,000.

## Major events

### Multicultural Food Fair

One of the City's most popular annual events, the Multicultural Food Fair celebrates the rich cultural diversity of our community and promotes acceptance and unity.

This event draws more than 8,000 people for a lively cultural display of music, dance, art, costume and of course, food.

The City is looking for sponsors with an interest in supporting various elements of the event, such as the fireworks finale or stage events.

A major sponsor or several small sponsors are sought to support this event.

Sponsorship packages for a major sponsor range from \$23,000 to \$55,000 for the event.

Sponsorship packages for minor sponsors range from \$5,500 to \$22,000 for the event.

### Australia Day Big Breakfast

Local residents celebrate Australia's national day with this free family event which also welcomes new citizens, as the City hosts one of its biggest citizenship ceremonies of the year.

Sponsorship packages range from \$5,500 to \$11,000 for the event.

## Gozzy Rock

Gozzy Rock, the City's annual contemporary music competition, has successfully promoted original music from emerging bands across WA since 1987.

It provides newly-formed bands and musicians with an opportunity to bring their music to a wider audience.

Sponsorship packages are available for up to \$7,700.

## Ghost Walks

Ghost Walks has an annual season between October and March at five events.

Participants enjoy a moonlight walk from Bickley to Victoria Reservoir, discovering the stories of the Mason and Bird timber milling days while walking the old timber trail. Many of the stories are anecdotes about real people and their lives.

Sponsorship packages range from \$1,100 to \$5,500 for the season.

## Art events

Sponsorship packages for the following events range from \$2,200 to \$8,800.

### Community Art Exhibition and Awards

The City of Gosnells Community Art Exhibition and Awards is an annual exhibit open to all emerging and professional artists. There are 13 categories and entries are exhibited and available for purchase.

### Reactivating our Community – art program

The City invests in a number of public art initiatives to engage the community and create a sense of place. Sponsorship is available for various art projects throughout the City, with the Gosnells Town Centre showcasing a great example of how public art has enhanced the urban landscape.

### Art Uncorked

Held as part of the City's Community Art Exhibition and Awards, this event gives people a chance to view artworks whilst enjoying cheese and wine tasting. Artisan and farmhouse cheeses and carefully selected wines are offered to exhibition visitors with live entertainment.

### Art in the Park

A park event where community members can visit and watch quilters, wood turners and other artists as they demonstrate their work in the scenic surrounds of the Gosnells Town Centre. Visitors can meet a range of artists and purchase handcrafted artwork.

## Arty Kids Picnic

Arty Kids Picnic is a free outdoor art event where children can get creative without worrying about the mess.

## Children's programs

Sponsorship packages for the following programs range from \$5,500 to \$7,700.

### Activ Arvos

Activ Arvos is an exciting, inclusive, multi-sport program designed to introduce primary school children to a variety of different sports. Children are taught basic skills and rules to encourage team work and active participation in a fun environment.

### Tumble Tots

There are four Tumble Tots programs to suit specific age groups from babies and toddlers to pre-primary.

Activities focus on developing and enhancing balance, coordination, motor skills, social interaction, imagination and confidence.

### Sporty Kids

Sporty Kids encourages the development of gross motor skills through fun bat, ball and gym activities. Children aged 2½ – 5 years can take part in different modified sports each week with the assistance of parents and qualified staff.



Little Scribblers, 2016

# City facilities

Sponsorship packages can be tailored for various City venues, including the following facilities:

## Don Russell Performing Arts Centre

This 216-seat theatre attracts quality performers, including national touring acts and international artists for its monthly features, Morning Melodies series and school holiday shows.

These shows and the venue's recently refurbished facilities, which include a studio room for hire, all attract around 20,000 visitors each year.

## Leisure World

Leisure World offers recreational swimming as well as a multi award-winning swim school for all ages and gym and fitness programs. Recent improvements have made the Centre more universally accessible and are expected to increase the Centre's attendance to more than 400,000 visits a year.

## Mills Park

The Mills Park sport and community facility is a new 27 hectare redevelopment that incorporates sporting fields, world-class synthetic soccer pitches, tennis courts, skate plaza, nature play area and an expansive community centre with function rooms and a café.

The community centre has already received national recognition, earning a 6 Star Green Star Public Building Design Rating v1 from the Green Building Council of Australia.

Mills Park is expected to attract thousands of users each year, providing excellent opportunities for sponsors.

## Other opportunities

Sponsorship enables the City to provide many programs, events and activities at an affordable cost for local people. This support includes the provision of equipment, instructors, reduced participation fees and more frequent classes. Sponsorship packages range from \$1,500 to \$22,000.

### World on a Plate

Each month between February and June, a new culture is on display and a gourmet recipe is cooked in front of a live audience.

These free cultural exchange workshops share insights into different cultures and equip participants with the skills to cook a new international dish at home.



Leisure World Open Day, 2014