

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.

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.

Get involved

To find out more about promoting your business or supporting local, well-established events and programs, please call the Funding and Sponsorships Officer on 9397 3116 or email council@gosnells.wa.gov.au.



CITY OF GOSNELLS

COMMUNITY

Sponsorship Invitation

City of Gosnells
PO Box 662
Gosnells WA 6990

9397 3000

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www.gosnells.wa.gov.au

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Mayor's message

With a busy annual events calendar, a vast range of programs and one of the State's most culturally diverse communities, the City of Gosnells offers businesses a great way to reach more of their target market.

The City takes great pride in promoting these events and programs and, in this flyer, you'll find out more about who we are, what we do and how you can maximise your sponsorship.

Olwen Searle

Cr Olwen Searle JP
Mayor



About us

Located 17km south-east of the Perth CBD, the City of Gosnells has 11 suburbs and serves a population of more than 124,000 people with a rich cultural diversity.

The City is one of the largest metropolitan local governments and continually strives to meet the changing needs of the community with a strong focus on customer service.

An extensive range of programs and services are provided, including specialised events and activities for children, young people, seniors, people with disability and families.

Sponsorship opportunities

A range of sponsorship opportunities are available for small, medium and large corporate organisations to support community activities and events held by the City.

Throughout the year, events are held to celebrate history, culture, food, music, art, lifestyle and community participation.

The City also facilitates many programs for children, young people, adults and seniors that will benefit from receiving support from local businesses.

Some of these include:

- Homegrown Festival, including Illuminate Night Party, Outdoor Cinemas and Little Scribblers (family/community)
- Australia Day Big Breakfast and Citizenship Ceremonies (family/community)
- Ghost Walks (family/community)
- Gozzy Rock (youth/music competition)
- Multicultural Food Fair (family/community)
- Eco Adventures (community/outdoors)
- NaNoWriMo (writing events)
- Safe City Initiative (community safety)
- Wellness programs (community/health)
- Community Art Exhibition and Awards (community/art competition)

Many City venues, including Leisure World, the Don Russell Performing Arts Centre and various community facilities also provide opportunities for sponsors.

Sponsors' return on investment

To generate the most community interest in the City's events and programs, the City markets its promotional material through various mediums, including print, electronic and social media.

This active marketing also gives sponsors the best possible return for their investment.

Promotion of events and programs through the City's website, in particular, attracts an average 130,000 page views a month and more than 28,000 new visitors each month.

Specialised sponsorship packages are available, including big screen or radio advertising for selected City events, such as the Homegrown Festival. Up to 85 spots are offered through various channels.

Advertising for the events and programs will include sponsor's logo or name in materials such as flyers, booklets, newspaper advertising and online or social media opportunities.

Printed promotional materials, include:

- Promotional flyers, brochures, posters or postcards
- Programs and events booklet, delivered to local households and community centres
- Homegrown Festival booklet, delivered to local households and community centres

Signage or banners supplied by sponsors can also be used at events or programs and volunteer roles may be offered for sponsors' staff at events or programs.