



BE PART OF SOMETHING BIG

WOLLONGONG CITY COUNCIL
EVENT SPONSORSHIP PROSPECTUS
2019-22

MESSAGE FROM THE LORD MAYOR



Wollongong has a vibrant calendar of events showcasing the region's great success and award winning stories including Australia Day, Viva la Gong, New Year's Eve celebrations and more recently, Comic Gong.

I am pleased to be able to provide you with the opportunity to be part of these family-friendly, alcohol-free and vibrant city wide events by becoming a sponsor.

The Sponsorship Prospectus within the following pages of this document outlines these signature community events along with a snapshot of other popular annual celebrations. All these activities combine to have a substantial impact within our diverse and cultural community.

I would encourage you to take this information on board, look at the number of people who have already committed to these events and how your contribution can bring positive feedback to you and your company/organisation.

You could be part of the success story too!

A handwritten signature in black ink, which appears to read 'Gordon Bradbery'. The signature is fluid and cursive.

Gordon Bradbery AM
Lord Mayor
City of Wollongong

A large, crowded indoor event, likely a comic book convention, with many people browsing tables and displays. A purple circular graphic with the text "Event attracts" is overlaid on the bottom right.

In-kind sponsorship must be suitable for Cosplay prizes, major prize draw, raffles and other competitions.

YOUR LOGO ON ...

- All related printed publicity material
- The Comic Gong sponsors webpage, with links to your Facebook/website
- The Comic Gong program
- The event big screen
- A promotion on Wollongong Library digital screens
- Naming rights to the cosplay competitions
- Your signage displayed at multiple event venues (supplied by you)
- Pull-up banner signage at event (supplied by you)
- MC recognition at event
- Certificate of sponsorship

Event attracts over 12,000 people



MAJOR SPONSORS		CASH OR MERCHANDISE TO THE VALUE OF			
\$5,000+ +GST		\$2,500+ +GST	UP TO \$1,000 +GST	UP TO \$500 +GST	UP TO \$250 +GST
●					
●	●	●	●	●	●
●	●	●			
●	●	●	●	●	●
●	●	●	●	●	
●					
●					
●	●	●	●		
●	●	●	●	●	
●		●	●	●	●

Event attracts 20,000 people

The festival is a fantastic opportunity for businesses and organisations to promote their products and services at an event that nurtures Wollongong's cultural, creative and artistic heart.

YOUR LOGO ON ...

- All publicity, including radio, television & print media
- Event program*
- Outdoor signage
- Marquee to promote your company or host your clients
- Your signage throughout the festival area
- Your signage in your sponsored area
- Opportunity to speak at event & media launch
- Invitation to media launch
- Logo on Viva la Gong website
- Link on website
- MC acknowledgement at event
- Opportunity to include merchandise / special offers at event

* Logo in section relevant to your sponsorship.

Sponsor	Amount	Notes
Major Sponsor	\$10,000 +GST	
Main Stage Sponsor	\$8,000 +GST	
La Petite Grande Circus Sponsor	\$5,000 +GST	
Aerial Sponsor	\$5,000 +GST	
Creative Hub Workshop Sponsor	\$5,000 +GST	
Play Zone Workshop Sponsor	\$5,000 +GST	
Community Stage Sponsor	\$5,000 +GST	
In Kind Support	\$1,500 +GST	

Contact us
to become a sponsor or
for further information

The Viva Team
Wollongong City Council, 41 Burelli Street, Wollongong 2500
phone: (02) 4227 7111
email: culturalservices@wollongong.nsw.gov.au

ACORN
LAWYERS **New
Year's Eve**

Our New Year's Eve celebrations are growing bigger every year. Over 20,000 people flock to the foreshore to enjoy Wollongong's celebrations.

Music, roving performers, rides, activities for the kids and stalls provide a lively atmosphere in the lead up to the popular fireworks spectacular over Wollongong harbour upon nightfall.

Wollongong City Council prides itself on being able to provide free family friendly events for the entire community – but your support is needed!

We've secured a naming rights sponsor for the event (Acorn Lawyer's), however there are a range of other sponsorship opportunities available: Corporate sponsors (we can have multiple)*, Fireworks sponsor, large LED Screen sponsors** and Children's Activity Zone sponsor. The Children's Activity Zone provides free hands-on craft, music, face painting and other activities for both the young and the young at heart. See overleaf for details.

*Corporate sponsors cannot have similar businesses.
**Pending sponsorship, this may not be included at the event.



LED Screen capturing live crowd shots New Years Eve 2016



In 2017 Council won the NSW Disability Inclusion Award for providing new and accessible means for the community to view the New Year's Eve celebration.



New Year's Eve celebrations are growing every year.



Here's what you get...

	Naming Rights Sponsor \$12,500 +GST	Fireworks Sponsor \$10,000 +GST	LED Screen Sponsor \$10,000 +GST	Corporate Sponsor \$6,500 +GST x2	Stage Sponsor \$5,000 +GST	Children's Activity Zone Sponsor \$3,000 +GST	Circus Zone Sponsor \$2,000 +GST	Volunteer Sponsor \$1,500 +GST	Accessibility Sponsor \$1,000 +GST
YOUR LOGO ON...	Naming rights for the entire event								
	Naming rights Fireworks spectacular								
	Marquee area to promote your company or host your clients								
	Your signage displayed at event (or in your sponsored Zone)								
	6 street banners 3 weeks prior to event								
	All related print and radio advertising								
LED SCREEN	Wollongong City Council website & social media								
	All related promotional material								
	Event notification letterbox drop to 1,000+ households								
	Holding Screen – large logo and some words+								
	Logo on screen only – to be shown x8 times +								
	Logo on screen only – to be shown x6 times +								
	Business TVC 30 secs + on LED screen								
	Business TVC 15 secs + on LED screen								
	Verbal acknowledgement at event								
	Invitation to media launch								
	Opportunity to speak at event and media launch								
	Opportunity to provide merchandise / offers at the event								
	Advertisement on free Gong Shuttle								
	Your promotional material in volunteer packs								

+Some of these can be negotiable and interchangeable

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for further information

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Wollongong City Council, 41 Burelli Street, Wollongong 2500
phone: (02) 4227 7111
email: events@wollongong.nsw.gov.au

Australia Day culminates in a spectacular fireworks display over Wollongong harbour at 9pm.



Here's what you get...

	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028
NAMING RIGHTS	Fireworks spectacular	●								
	Australia Day Awards Dinner									
	One park area for the day (e.g. Your Company Children's Park)		●							
	Main stage area				●					
	Lantern Parade area and Workshop					●				
	LED outdoor screen 30m ² / 45m ²			●						
	Chill Out Youth Zone							●		
	Accessible Zone									●
LED SCREEN*	Holding Screen – large logo and wording	●	●	●	●					●
	Logo on screen only – to be shown minimum 8 times +	●	●	●	●	●	●	●	●	
	Business TVC 15 or 30 seconds +	●	●	30s	●					
	Marquee area to promote your company or host your clients	●	●	●	●					
YOUR LOGO/NAME ON....	Your signage at event	●	●	●	●	●	●	●	●	●
	Brochure delivered to 85,000 households	●	●	●	●	●	●	●	●	●
	All related publicity material	●	●	●	●	●	●	●	●	●
	8 street banners 3 weeks prior to event	●	●	●						
	All buses & street signage associated with Park & Ride	●	●	●						
	T-shirts & hats worn by volunteers at event	●					●			
	Letters of invitation for Citizenship ceremony & program	●	●					●		
	Letters of invitation for Australia Day Dinner & program	●	●				●			
	Australia Day Awards nomination form						●			
	Train & station stops	●	●	●	●	●	●	●	●	●
	Council's website	●	●	●	●	●	●	●	●	●
	Invitation to & acknowledgement at event launch	●	●	●	●	●	●	●	●	●
	Acknowledgement by radio sponsors	●	●	●	●					
	Tickets to Australia Day Awards Dinner	2	2	2	2	2	2	1	1	1
	Acknowledgement in Australia Day Awards Dinner Program	●	●	●	●	●	●	●		
	Your signage displayed & opportunity to speak at Awards Dinner	●					●			
	Opportunity to provide gift to Australia Day Award Nominees	●	●	●	●	●	●			
	Advertisement on free Gong Shuttle	●	●	●	●	●	●	●	●	●
	Your promotional material in volunteer packs	●	●	●	●			●		
	Opportunity to speak at Citizenship Ceremony	●							●	
	Promotional table or provide gift for new citizen candidates	●	●	●	●				●	
	Opportunity to speak at launch	●	●	●	●					
	Tickets to Lord Mayors thank you lunch	2	2	2	2	1	1	1	1	1
	+Some of these can be negotiable and interchangeable									

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Community Events

Wollongong City Council organises a number of smaller events throughout the year. These vibrant events are a fantastic opportunity to showcase what a culturally inclusive and diverse-minded city we have become. These free, family-friendly events aim to enhance the region's sense of community and enliven our public spaces.

We welcome your contribution both financially or in-kind to enhance these events and therefore enriching our City. Contact us to find out about these event opportunities.

Community events available for sponsorship are:

- Senior's Week Activities
- Youth Week Activities (Youth 12-24years)
- Children's Week Activities
- NAIDOC Week Activities
- Environment Activities
- Car Boot Sale
- Botanic Garden - Easter Family Fun Day
- Botanic Gardens Day
- Clean Up Australia Day
- Paint the Gong REaD
- Sculpture in the Garden



Moonlight Movies Spring/Summer



Everyone loves a good movie and picnic with friends and family! Outdoor movie nights are a great way of achieving both while bringing a community together at the same time.

Wollongong City Council has held free outdoor family-friendly movie nights at various suburbs within the city over the last few years. This spring/summer we are hoping to expand the popular Moonlight Movies program into more suburbs, providing a great opportunity for the socially conscious organisation. If you want to engage with families in your community then our Moonlight Movies could be the right fit for your brand.

Here's what you get...

YOUR LOGO ON...

- All publicity, including television
- Publicity, radio and print media only
- Outdoor signage
- Movie screen, at start and finish of the movie
- Marquee or stall at event to promote or host your clients
- Website and social media
- MC acknowledgement of one event
- Opportunity to include special offers or giveaways at event
- Opportunity to play 15 or 30 second TVC

Major Sponsor
\$2,000 +GST

Minor Sponsor
\$1,000 +GST

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BE SEEN

For further information contact:

Events Team
Wollongong City Council
41 Burelli Street Wollongong 2500
phone: (02) 4227 7111
email: events@wollongong.nsw.gov.au
www.wollongong.nsw.gov.au



TWITTER
[@Wollongong_City](https://twitter.com/Wollongong_City)



FACEBOOK
Wollongong City Council

