

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!

Gordon Bradbery AM Lord Mayor

City of Wollongong

Presented by Wollongong City Libraries, Comic Gong is a one-day festival that brings people from across NSW together to celebrate libraries, a shared love of pop culture and comics. As a library run event, Comic Gong is unique in the comic convention circuit as its focus is on bringing the community together and supporting artists.

Comic Gong is for everyone: the superheroes, the villains, the hardcore fans and those who are just looking for a fun day out. So come join us!

Sponsoring this event will give your organisation great exposure to a broad audience from all corners of the region and beyond.

Your support will ensure the ongoing sustainability of this great community event for both exhibiting artists and Comic Gong participants.

Comic Gong is a non-profit event.

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

Here's what you get...

	All related printed publicity material
70UR LOGO ON	The Comic Gong sponsors webpage, with links to your Facebook/website
	The Comic Gong program
YOUR	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

MAJOR SPONSORS	CASH OR MERCHANDISE TO THE VALUE OF					
\$5,000+ +6ST	\$2,500+ +681	UP TO \$1,000 +6ST	UP TO \$500 +6ST	UP TO \$250 +6ST		
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•						
•		•	•			
•		•	•			

attracts

over 12,000 people



Certificate of sponsorship

Contact us

Wollongong City Council, 41 Burelli Street, Wollongong NSW 2500 The Comic Gong Team phone: (02) 4227 7111

email: comicgong@wollongong.nsw.gov.au

Viva la Gong is Wollongong's premier arts, culture and community festival. Each November this much-loved event takes over MacCabe Park in a colourful celebration of our region's unique creative identity.

On the second Saturday in November, Wollongong is all about Viva la Gong. MacCabe Park, in the city centre, is transformed from a greenspace to an arts and cultural hub. There are multiple stages offering high quality entertainment from both the local area and beyond, creative spaces are set up, kids' play areas are constructed and street and physical theatre and art exhibitions keep the Viva crowds engaged. Plus, each year the international food and arts and crafts markets continue to draw in the crowds.

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.

Here's what you get...

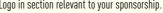
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All publicity, including radio, television & print media	
Event program*	
Outdoor signage	
Marquee to promote your company or host your clients	
Your signage throughout the festival area	
Your signage in your sponsored area	
Opportunity to speak at 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.



Play Zone Workshop Sponsor	Community Stage Sponsor	In Kind Support	
\$5,000 +6ST	\$5,000 +6ST	\$1,500 +6ST	







YOUR LOGO ON...

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



ACORN NEW YEAR'S NEW 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.

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.









Here's what you get...

Naming	rights	for	the	entire	even
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every yea

Marquee area to promote your company or host your clients

6 street banners 3 weeks prior to event

Verbal acknowledgement at event

Invitation to media launch

Opportunity to speak at event and media launch

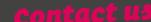
Opportunity to provide merchandise / offers at the event

Advertisement on free Gong Shuttle

Your promotional material in volunteer packs

+Some of these can be negotiable and interchangeable





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



^{*}Corporate sponsors cannot have similar businesses.

^{**}Pending sponsorship, this may not be included at the event.

Australia Day

Attracting up to 50,000 people, this is the largest event on Wollongong's community calendar. Sponsoring this high-profile event is a great way to reach a broad audience base, while demonstrating your pride in our nation and the local community.

Activities start early in the morning with the Illawarra Aquathon and continue throughout the day with multiple entertainment stages, stalls, amusement rides, hands-on children's activities, street theatre, beach and water fun.

This event has a strong family focus, and roads around the harbour foreshore are closed to provide a safe environment for the community to enjoy the range of activities on offer.

We make it easy for people to access the event, with our free Park & Ride service running from JJ Kelly Park and extended Gong Shuttle service.

Throughout the day, we have a team of volunteers working on a range of tasks and interacting with the public to ensure the day runs smoothly and efficiently.

Our Australia Day celebrations also include the largest Citizenship Ceremony of the year, which features the address by Wollongong's Australia Day Ambassador. The Australia Day Dinner is held prior to Australia Day and our Award winners for Citizen, Senior Citizen, Young Citizen, Community, Cultural, Sports and Special Achievement Awards are announced.

The proposed inclusion of a large day/night LED screen to the harbour precinct will also provide an additional benefit to sponsors and highlight the variety of activities across the day in an interactive visual format.

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





Here's what you get...

Fireworks spectacular

Australia Day Awards Dinner

One park area for the day (e.g. Your Company Children's Park)

30s

2

2

Main stage area

Lantern Parade area and Workshop

LED outdoor screen 30m² / 45m²

Chill Out Youth Zone

Accessible Zone

Holding Screen – large logo and wording

Logo on screen only – to be shown minimum 8 times +

Business TVC 15 or 30 seconds +

Marquee area to promote your company or host your clients

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

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

+Some of these can be negotiable and interchangeable

Contact us

to become a sponsor or for further information

The Events Team
Wollongong City Council, 41 Burelli Street, Wollongong 2500
phone: (02) 4227 7111

email: events@wollongong.nsw.gov.au



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Community Events

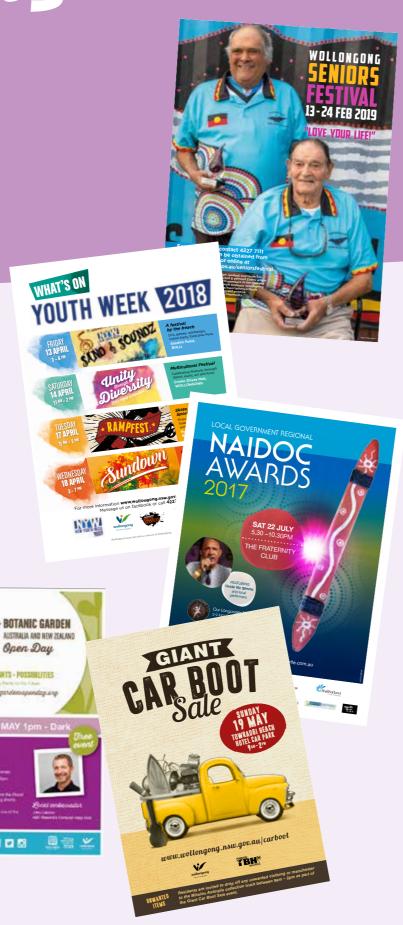
Wollongong City Council organises a number of smaller events throughout the year. These vibrant events are a fantastic opportunity to showcase what a culturally inclusive and diverse-minded city we have become. These free, family-friendly events aim to enhance the region's sense of community and enliven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





Mooneight 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...

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 giveways at event

Opportunity to play 15 or 30 second TVC

\$2,000 -68T Minor Sponsor \$1,000 -68T

MRC III

