

# 2018

## **SPONSORSHIP PROSPECTUS**

WITH THE PATRONAGE OF



ITALIAN CHAMBER OF COMMERCE AND INDUSTRY  
in australia inc.

# **Ferra gosto**

## **Italian Festival**

**Sunday  
19 August  
Great North Road  
Five Dock**



## Event Details

**Date:** Sunday 19 August 2018

**Attendance:** In excess of 100,000 people

**Time:** 10am – 4pm

**Organised by:** City of Canada Bay

**Location:** Great North Rd, Five Dock

## History

City of Canada Bay's largest event, Ferragosto began in 1998 as an initiative of Five Dock's Main Street Committee. The event was originally held in the Garfield Street car park for the first few years but as it grew, it moved to Great North Road. It has now expanded from Queens Road to Lyons Road – approximately 800 meters in length plus most side streets. As the demand, size and costs of the event increased, so did Council's involvement.

The festival preserves its roots in the strongly-Italian local community, with considerable support and interest from local businesses, entertainers, community organisations and residents.

In 2017, it was estimated that over 110,000 people attended the event – an increase in numbers from previous years, which demonstrates its growing popularity throughout Sydney. As in past years, the event draws a mixed crowd with close to 60 per cent of attendees coming from the City of Canada Bay, the rest from broader Sydney area. The crowd demographics are mixed with all age groups represented and a broad cross section of cultures.



## Why sponsor Ferragosto?

The City of Canada Bay is home to a dynamic and enthusiastic community with a passion for celebration and enjoyment. In getting involved with Ferragosto, you will be directly contributing to the wellbeing and vibrancy of this community.

Ferragosto provides the perfect opportunity to promote your business/brand on a large scale. You will be seen as an active participant in our community, demonstrating how you value your connections to the community, providing an opportunity to create long-term customer loyalty.

By investing in Council events such as Ferragosto, you will have the opportunity to showcase your products and services through a personalised approach. By engaging event goes on the day, you have the capacity to build your database of potential customers.

Sponsorship is flexible. At the City of Canada Bay, we are more than happy to specifically tailor sponsorship to meet your needs.

### Marketing Exposure

Ferragosto has a marketing campaign through a number of mediums. Sponsor recognition is included in many of these, depending on sponsorship level.

- Publicity campaign in Sydney-wide online media
- Event Guide – 80,000 copies distributed as an insert in Inner West Courier, Palace Cinemas, local businesses and Council facilities
- Coverage in local print media
- Council's 'What's On' website
- Council's 'What's On' e-Newsletter
- Advertisements in local print media including Inner West Courier and Ciao Magazine
- Street banners
- Social Media channels
- Bus back advertising
- Bus shelter advertising



# Sponsorship Packages

## Presenting Partner

(1 opportunity available)  
\$10,000 plus GST

**This package will allow one sponsor to enjoy recognition as the exclusive Presenting Partner of Ferragosto 2018, and will include maximum exposure both during the event, and in all lead up promotions of the event.**

- Exclusive rights as Presenting Partner of Ferragosto 2018
- Banner signage on main stage (sponsor to provide)
- Two event activation locations on Great North Rd (inclusive of two 3mx3m marquees if required)
- Event Guide
  - > Full page advertisement
  - > Presenting Partner logo acknowledgement
- Logo in Ferragosto advertising and PR including, but not limited to:
  - > Sydney metro bus backs (4 week campaign)
  - > Bus shelter advertising (2 week campaign)
  - > Street banners (3m x 1.5m) displayed throughout LGA in weeks prior to the event
  - > Various local publications
- Presenting Partner acknowledgement in all event media releases
- Logo acknowledgement on site maps
- Opportunity to show 30sec video and/or still advertisements on the Open Air Cinema screen up to five times throughout the day (subject to approval)
- Online and Social Media
  - > Minimum 3 Facebook posts acknowledging Presenting Partner (3 prior to event, 1 on the day, subject to content approval)
  - > Minimum 1 Instagram post (subject to content approval)
  - > 2 Logo block posts acknowledging all sponsors (1 pre event, 1 post event)
  - > Presenting Partner recognition on City of Canada Bay Ferragosto web page including hyperlink
- Receive copies of event guide and A4 posters to help promote the event and your participation
- Acknowledgement of your support by stage MCs on the event day
- Use of the 'Proud Supporter of Ferragosto' logo for your own marketing purposes
- 2 x VIP parking spots on site
- Generator to power stall activation

## Silver Sponsor

(\$5,000 plus GST)

- One event activation location on Great North Rd (inclusive of a 3m x 3m marquees if required)
- Event Guide
  - > ½ page advertisement
  - > Logo acknowledgement
- Acknowledgement in all event media releases
- Logo in Ferragosto advertising and PR including, but not limited to:
  - > Sydney metro bus backs (4 week campaign)
  - > Bus shelter advertising (2 week campaign)
  - > Street banners (3m x 1.5m) displayed throughout LGA in weeks prior to the event
  - > Various local publications
- Acknowledgement of your support by stage MCs on the event day
- Logo acknowledgement on site maps
- Online and Social Media
  - > Minimum 1 Facebook post prior to event (subject to content approval)
  - > Minimum 1 Instagram post (subject to content approval)
  - > 2 Logo block posts acknowledging all sponsors (1 pre event, 1 post event)
  - > Logo recognition on City of Canada Bay Ferragosto web page including hyperlink
- Receive copies of event guide and A4 posters to help promote the event and your participation
- Use of the 'Proud Supporter of Ferragosto' logo for your own marketing purposes
- 1 x VIP parking spots on site
- Generator to power stall activation



# Sponsorship Packages

## Open Air Cinema

(1 opportunity available  
\$6,000 plus GST)

**In partnership with the Lavazza Italian Film Festival, the City of Canada Bay is proud to host the Ferragosto Open Air Cinema.**

**The Cinema is situated in the St Albans Church grounds on Great North Road.**

**The area is transformed to an outdoor cinema showing classic Italian films through the day. There is an opportunity for one organisation to have exclusive branding rights of the Open Air Cinema.**

- Sponsors will receive all the benefits of the Silver Sponsorship package plus:
- Banner placement along the bottom of the Cinema screen (5m long - sponsor to provide)
- Opportunity to show 30sec video and/or still advertisements on the Open Air Cinema screen up to five times throughout the day (subject to approval).
- Minimum one additional Facebook post promoting the Cinema acknowledging sponsorship, including tags.
- Choice of stall placement within or adjacent to the Cinema grounds.

## Car display sponsor

(\$3,500 plus GST)

- Space for three display vehicles (location to be determined by Council's Event Producer)
- 2.4m x 2.4m fete stall\*
- Event Guide - Logo acknowledgement
- Acknowledgement in all event media releases
- Logo in Ferragosto advertising including, but not limited to:
  - > Sydney metro bus backs (4 week campaign)
  - > Bus shelter advertising (2 week campaign)
  - > Street banners (3m x 1.5m) displayed throughout LGA in weeks prior to the event
  - > Various local publications
- Logo acknowledgement on site maps
- Online and Social Media
  - >1 Facebook post with a group mention of sponsorship including tags
  - >Minimum 1 Instagram post (subject to content approval)
  - >2 Logo block posts acknowledging all sponsors (1 pre event, 1 post event)
  - >Logo recognition on City of Canada Bay Ferragosto web page including hyperlink
- Use of the 'Proud Supporter of Ferragosto' logo for your own marketing purposes
- Receive copies of event guide and A4 posters to help promote the event and your participation

\* Can be upgraded to 3m x 3m at an additional cost

\*\* Generator not included. Can be purchased for an additional cost.



# Sponsorship Packages

## Bronze Sponsor

(\$2,000 plus GST)

- One event activation location on Great North Rd (inclusive of a 2.4m x 2.4m fete stall if required\*)
- Event Guide
  - > Logo acknowledgement
- Acknowledgement in all event media releases
- Logo in Ferragosto advertising including, but not limited to:
  - > Sydney metro bus backs (4 week campaign)
  - > Bus shelter advertising (2 week campaign)
  - > Street banners (3m x 1.5m) displayed throughout LGA in weeks prior to the event
  - > Various local publications
- Online and Social Media
  - > 1 Facebook post with a group mention of all Bronze sponsors including tags
  - > Minimum 1 Instagram post (subject to content approval)
  - > 2 Logo block posts acknowledging all sponsors (1 pre event, 1 post event)
  - > Logo recognition on City of Canada Bay Ferragosto web page including hyperlink
- Receive copies of event guide and A4 posters to help promote the event and your participation
- Logo acknowledgement on site maps
- Use of the 'Proud Supporter of Ferragosto' logo for your own marketing purposes
- 1 x VIP parking spots on site

\* Can be upgraded to 3m x 3m at an additional cost

\*\* Generator not included.

## Friends of Ferragosto

(\$500 plus GST)

### Open to businesses operating in the City of Canada Bay LGA

- One event stall on Great North Rd (2.4m x 2.4m stall)
- Online and Social Media
  - > 1 Facebook post with a group mention of all Local sponsors including tags
  - > 2 Logo block posts acknowledging all sponsors (1 pre event, 1 post event)
  - > Logo recognition on City of Canada Bay Ferragosto web page including hyperlink
- 1 x VIP parking spots on site
- Receive copies of event guide and A4 posters to help promote the event and your participation

\* Generator not included.



For further information, or to take up a sponsorship opportunity, please contact Council's Marketing & Sponsorship Coordinator at [sponsorships@canadabay.nsw.gov.au](mailto:sponsorships@canadabay.nsw.gov.au) or 9911 6322.

Companies or businesses wishing to enter into a sponsorship arrangement with the City of Canada Bay Council are required to submit a 'Proposal to Sponsor City of Canada Bay Council' form found on the Sponsorship and Council page of the our website.



<b>KEY DEADLINES</b>	
<b>14 MAY</b>	<p><b>LOGO</b> Ideally .eps vector format or alternatively, high-res (300dpi) .jpg .tiff .gif</p>
	<p><b>EVENT GUIDE ADVERTISEMENT ARTWORK</b> Recommended formats .eps and .pdf (CMYK). Alternatively, supply original artwork in Adobe InDesign and/or Adobe Illustrator formats with fonts and images included. Any variance from these formats, please contact Council to discuss.</p> <ul style="list-style-type: none"> <li>- Presenting Partner – full page – 99mm (W) 210 (H)</li> <li>- Silver Sponsors – ½ page - 99mm (W), 105mm(H)</li> </ul>
<b>4 JUNE</b>	<p><b>DESCRIPTION OF STALL ACTIVATION ACTIVITY</b> Please advise if you will be:</p> <ul style="list-style-type: none"> <li>- Bringing your own marquee: Dimensions _____</li> <li>- Needing a Council marquee (white, 3m x 3m)*, or</li> <li>- Needing a Council fete stall (coloured, 2.4m x 2.4m)</li> <li>- With or without internal benches</li> </ul> <p>*3mx3m marquee included in Presenting Partner &amp; Silver Sponsor levels only</p>
	<p><b>SOCIAL MEDIA DETAILS INCLUDING:</b></p> <ul style="list-style-type: none"> <li>- Facebook page</li> <li>- Twitter account and handles</li> <li>- Instagram and handles</li> <li>- Any #hashtags used</li> <li>- Images – we will not post without an image</li> <li>- Website</li> </ul> <p>NB: When sharing City of Canada Bay social media, please use #Ferragosto2018 or #Ferra18</p>
<b>16 JULY</b>	<p><b>PL INSURANCE (MINIMUM \$20MILLION)</b></p>
	<p><b>FOOD STALLS ONLY:</b></p> <ul style="list-style-type: none"> <li>- Food Safety Supervisor Certificate</li> <li>- Food Safety Checklist</li> </ul> <p>Both available at: <a href="http://www.canadabay.nsw.gov.au/ferragosto.html">www.canadabay.nsw.gov.au/ferragosto.html</a></p>
	<p><b>POWER REQUIREMENTS INCLUDING:</b></p> <ul style="list-style-type: none"> <li>- What power is being used for</li> <li>- How much wattage/amps it will need to run</li> </ul> <p>*Generator included in Presenting Partner &amp; Silver Sponsor levels only</p>
<b>6 AUGUST</b>	<p><b>VIP PARKING DETAILS</b></p> <ul style="list-style-type: none"> <li>- Contact name and registration details</li> </ul>