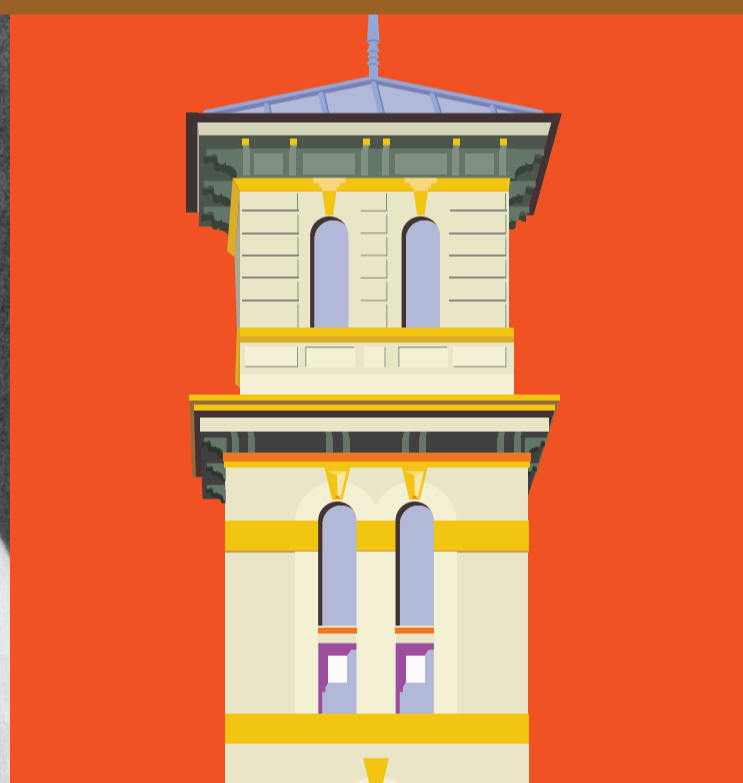
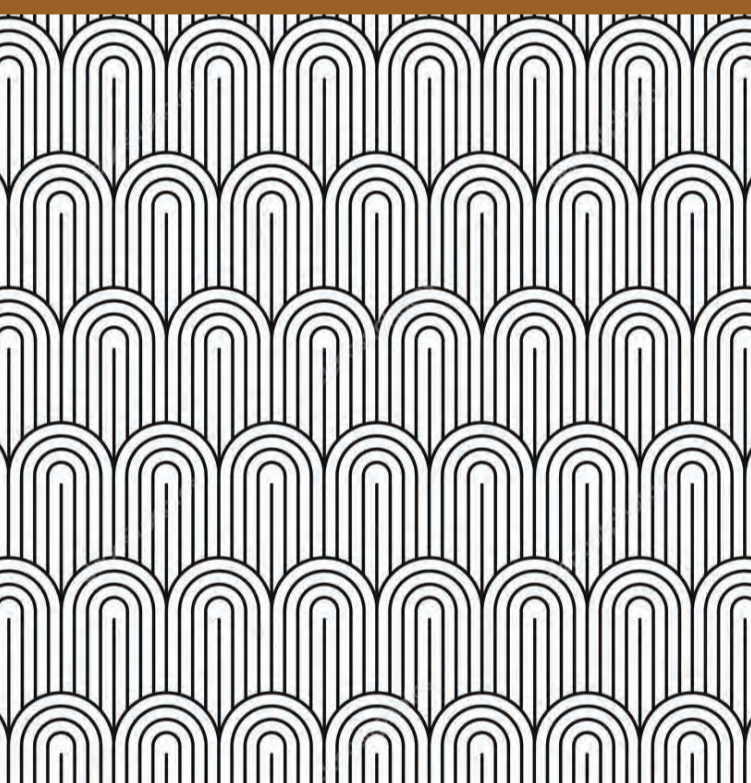


CONCORD CARNIVAL

HALCYON DAYS

CELEBRATE THE
HERITAGE OF CONCORD



2020 SPONSORSHIP PROSPECTUS



Event Details

Date: Sunday 15 March 2020

Attendance: In excess of 30,000 people

Time: 10am – 4pm

Organised by: City of Canada Bay

Location: Greenlees Park, Concord

History

Concord Carnival, our annual family event is returning to Greenlees Park on Sunday, 15 March 2020. It is a fun family day attracting over 30,000 people from Concord and the wider City of Canada Bay area. The Carnival provides great opportunities for businesses to connect with residents and families throughout the City.

In 2017, it was estimated that over 32,000 people attended Concord Carnival with approximately 60 per cent of attendees coming from Concord. The crowd demographics are mixed with all age groups represented and a family day out being the main motivation for visiting.

In 2020 we are celebrating the Halcyon Days of Concord which was a significant period of time for the area. The end of the war signalled the beginning of a housing boom and the philosophy of a garden suburb influencing many planning decisions. New land releases from the Thomas Walker Estate were developed and the areas 1920s townscape character has survived essentially unaltered. Great examples include typical 1920s bungalows and the small neighbourhood shopping centres on Concord Road and Majors Bay Road.

The roaring Twenties was a period of economic prosperity and growth for the middle class. The significance of women grew, after they were recognised for the contribution in war efforts, in the community and culture. The media began to focus on celebrities, especially sporting heroes and movie stars. Communities built sports stadiums for the fans, in addition to palatial cinemas. Automobiles, electric lighting, radio broadcasts and more became commonplace among populations in the developed world.

Our next Concord Carnival is a fantastic time to pay homage to the historical significance of the Halcyon Days, forming the City that we know today. Council will be working closely with media partners to promote the event and will develop an extensive marketing campaign through social media, bus shelter and print advertising to ensure another year of high attendance.



Benefits of sponsorship

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

Concord Carnival provides the perfect opportunity to promote your business to the City of Canada Bay Community.

Sponsorship is a powerful marketing platform. Unlike traditional forms of marketing, sponsorship allows you to demonstrate how you value your connections to the community, providing an opportunity to create long-term customer loyalty.

Sponsorship can be easily integrated into your own activities through cross-marketing. You could promote your sponsorship of Concord Carnival on your own website and social media channels to highlight your ongoing commitment to the event and its patrons. By engaging event goers on the day, you have the capacity to build your database of potential customers. These are just some of the ways to get the most out of your investment.

Sponsorship is also an exceptionally flexible form of marketing. At the City of Canada Bay, we are more than happy to specifically tailor sponsorship packages to meet your needs.

Please contact Council's Marketing and Sponsorship Coordinator, Nicole Matthews at sponsorships@canadabay.nsw.gov.au or 9911 6432 if you would like to discuss any of the packages listed or individual requirements you may have.

Sponsorship Packages

Presenting Partner

(1 opportunity available)
\$5,000 plus GST

This package will allow one sponsor to enjoy recognition as the exclusive presenting partner of the event, and will include maximum exposure both during the event, and in all lead up promotions of the event.

- Exclusive rights as presenting partner of Concord Carnival 2020
- A 6x3m white marquee at the event with priority positioning
- Exclusive branding on the main stage (sponsor to supply)
- Up to 4 additional banner branding locations around event site (sponsor to supply – maximum area of banner 3.5m2)
- Presenting Partner logo recognition on key promotional material including:
 - o Event day signage
 - o Inner West Courier advertisement
 - o Bus shelter advertising (2 week campaign)
 - o Street banners displayed throughout LGA in the weeks prior to the event
- Promotional blurb read by MC on the main stage
- Online & Social media:
 - o 2 Facebook posts acknowledging Presenting Partner
 - o Presenting Partner recognition on City of Canada Bay Concord Carnival webpage including hyperlink
 - o Presenting Partner recognition on Concord Carnival listing on City of Canada Bay 'What's On' webpage and e-newsletter
- Acknowledgement in all event media releases
- Acknowledgement in Bayside Brief, Council's community newsletter to 36,000 households in the City of Canada Bay
- Council staff to distribute your promotional flyers (sponsor to supply flyers) at the main stage on the event day
- Certificate of acknowledgment
- Use of the 'Presenting Partner of Concord Carnival' logo for your own marketing purposes.

Major Sponsor

(\$3,000 plus GST)

A number of stages and arenas will feature a variety of entertainment and activities including the popular free amusement rides area. This sponsorship provides the opportunity to closely connect to event-goers, with exclusive sponsorship of each area.

- A 3x3m white marquee at the event
- Exclusive branding of a stage/demonstration area (sponsor to supply)
- Major Sponsor logo recognition on key promotional material including:
 - o Event day signage
 - o Inner West Courier advertisement
 - o Bus shelter advertising (2 week campaign)
 - o Street banners displayed throughout LGA in the weeks prior to the event
- Promotional blurb read by MC on the main stage
- Online & Social media:
 - o 1 Facebook post acknowledging Major Sponsor
 - o Major Sponsor recognition on City of Canada Bay Concord Carnival webpage including hyperlink
 - o Major Sponsor recognition on Concord Carnival listing on City of Canada Bay 'What's On' webpage and e-newsletter
- Acknowledgement in all event media releases
- Acknowledgement in Bayside Brief, Council's community newsletter to 36,000 households in the City of Canada Bay
- Certificate of acknowledgment
- Use of the 'Proud Supporter of Concord Carnival' logo for your own marketing purposes.

Event Supporter

(\$1,000 plus GST)

This sponsorship level provides maximum on the day exposure giving you the opportunity to closely connect to event-goers with priority stall positioning over regular stall holders.

- A 2.4m x 2.4m stall at the event
- Priority stall positioning over regular stallholders (to be negotiated dependant on space)
- Event Supporter logo recognition on key promotional material including:
 - o Event day signage
 - o Street banners displayed throughout LGA in the weeks prior to the event
- Mention by MC on the main stage
- Logo recognition on Council's webpage and Facebook page for Concord Carnival
- Certificate of acknowledgment
- Use of the 'Proud Supporter of Concord Carnival' logo for your own marketing purposes.