



# CONCORD CARNIVAL

## HALCYON DAYS

CELEBRATE THE  
HERITAGE OF CONCORD



# 2023 SPONSORSHIP PROSPECTUS





## Event Details

**Date:** Sunday, 2 April 2023

**Attendance:** In excess of 30,000 people

**Time:** 10am – 4pm

**Organised by:** City of Canada Bay

**Location:** Greenlees Park, Concord

## History

Concord Carnival is returning to Greenlees Park on Sunday, 2 April 2023. The Carnival provides great opportunities for businesses to connect with residents and families from Concord and the wider City of Canada Bay area.

At our last event 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.

This year, we're celebrating our community's heritage. We'll be reliving the Halcyon Days of Concord, a significant and iconic period that spanned from the 1920s through to the late 1940s.

The roaring twenties was a period of economic prosperity and growth for the middle class. Women's rights grew following their indispensable contribution to the war effort. There was a celebrity craze in the media with movie stars and sporting heroes attaining unprecedented fame. Sport stadiums and palatial cinemas were built. Cars, lighting, radio broadcasts and more became commonplace.

The visual identity born from this time still defines the character of Concord. The event will include over 80 food, merchandise and information stalls, horse and carriage rides, vintage vehicle displays and free amusements.

The 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 advertising and print 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 or 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 and providing an opportunity to create long-term customer loyalty.

By investing in Council events such as Concord Carnival, you will have the opportunity to showcase your products and services through a personalised approach. By engaging event goers 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.

## Return on investment

To generate maximum community interest, Concord Carnival has a comprehensive communications and marketing campaign through a number of mediums. Sponsor recognition is included in many of these, depending on sponsorship level:

- Online media campaign in the lead up to Concord Carnival
- Event guide/postcard — 46,000 copies distributed to local residents, businesses and Council facilities
- City of Canada Bay print newsletter — 34,000 copies distributed
- Council's What's On website
- Council's What's On newsletter
- City of Canada Bay news online
- Street banners and flags
- Social media channels
- Bus shelter advertising.



# Sponsor benefits

BENEFITS	PRESENTING PARTNER	MAJOR PARTNER	COMMUNITY PARTNER
Event activation (includes marquee, table and chairs)	6m x 3m (Including Generator)	6m x 3m	3m x 3m
Generator	✓	*	*
Space for branded vehicle on site	✓	*	*
Logo recognition on street flags	✓	*	*
Exclusive branding on main stage (sponsor to supply)	✓	*	*
Sponsor competition promotion via Council's social media	✓	*	*
Stall consultation and event planning support	✓	✓	*
Logo recognition on bus shelter advertising	✓	✓	*
Category exclusivity	✓	✓	*
Exclusive branding of a demonstration area (sponsor to supply)	Main stage	✓	*
Stage demonstration	✓	✓	*
Dedicated social media post	✓	✓	*
City of Canada Bay print newsletter (34,000 copies distributed) February edition	✓	✓	*
City of Canada Bay print newsletter (34,000 copies distributed) March edition	✓	✓	✓
Logo recognition on street banners	✓	✓	✓
Logo recognition in Council newsletters	✓	✓	✓
Logo recognition on event postcard	✓	✓	✓
Logo recognition on event posters	✓	✓	✓
Logo and link on Council's website	✓	✓	✓
Acknowledgement by MC on main stage	✓	✓	✓
Acknowledgement in all event media releases	✓	✓	✓
Logo recognition on t-shirts worn by volunteers	✓	✓	✓
VIP Parking	4	3	2





# Sponsor packages

## PRESENTING PARTNER – ONE OPPORTUNITY AVAILABLE

### \$10,000 +GST

This package will allow one sponsor to enjoy recognition as the exclusive Presenting Partner of Concord Carnival 2023, and will include maximum exposure both during the event, and in all lead up promotions of the event.

#### PRE-CARNIVAL

- Presenting Partner logo placement on street flags
- Stall consultation and event planning support
- Two Facebook posts
- Opportunity to run a competition via Facebook
- Category exclusivity
- Priority logo placement and recognition on:
  - City of Canada Bay website, including hyperlink
  - City of Canada Bay print newsletter sent to 34,000 households (February and March editions)
  - Digital advertising on screens located at Council facilities
  - Bus shelter advertising
  - Street banners
  - Event flyers and posters
- Acknowledgement in all media releases
- Festival posters and associated material made available to you to promote the partnership.

#### AT EVENT

- 6m x 3m marquee including table, chairs and power access (or provide your own branded marquee)
- Prime position for your marquee at the festival so that you are seen and recognised
- Display signage/banner on main stage (provided by sponsor)
- An allocated speaking time (or demonstration) on the main stage to promote your work and services (subject to approval)
- Space for your branded vehicle on site
- 4 x VIP parking spaces
- Logo featured on event signage
- Name recognition in VIP speeches and MC announcements throughout the event
- Priority logo placement on volunteer t-shirts.





# Sponsor packages

## MAJOR PARTNER

**\$5,000 +GST**

This package provides the opportunity to connect to event goers with exclusive sponsorship of an area within the Carnival. The following areas will feature a variety of entertainment and activities:

- o La Petite Grande Spiegel Tent – 100 seater circus tent featuring popular entertainment from local performers
- o Cobb & Co horse and carriage rides
- o Vintage vehicle display – including Museum of Fire and Sydney Bus Museum
- o WWII Memorabilia display
- o Free children’s rides and activities.

### PRE-CARNIVAL

- Stall consultation and event planning support
- Dedicated Facebook post
- Category exclusivity
- Logo placement and recognition on:
  - o City of Canada Bay website, including hyperlink
  - o City of Canada Bay print newsletter sent to 34,000 households (February and March editions)
  - o Digital advertising on screens located at Council facilities
  - o Bus shelter advertising
  - o Street banners
  - o Event flyers and posters
- Acknowledgement in all media releases
- Festival posters and associated material made available to you to promote the partnership.

### AT EVENT

- 6m x 3m marquee including table and chairs (or provide your own branded marquee)
- Exclusive branding of a demonstration area (sponsor to supply)
- An allocated speaking time (or demonstration) on the main stage to promote your work and services (subject to approval)
- 3 x VIP parking spaces
- Logo featured on event signage
- Name recognition in MC announcements throughout the event
- Logo placement on volunteer t-shirts.





# Sponsor packages

COMMUNITY PARTNER	
<h2>\$2,000 +GST</h2> <p>This package is exclusive to small local businesses and community groups looking to boost their exposure to residents of the City of Canada Bay, giving you the opportunity to closely connect to event goers with priority stall positioning over regular stall holders.</p>	
PRE-CARNIVAL	AT EVENT
<ul style="list-style-type: none"> <li>• Logo placement and recognition on:               <ul style="list-style-type: none"> <li>◦ City of Canada Bay website, including hyperlink</li> <li>◦ City of Canada Bay print newsletter sent to 34,000 households (March edition)</li> <li>◦ Digital advertising on screens located at Council facilities</li> <li>◦ Street banners</li> <li>◦ Event flyers and posters</li> </ul> </li> <li>• Acknowledgement in all media releases</li> <li>• Festival posters and associated material made available to you to promote the partnership.</li> </ul>	<ul style="list-style-type: none"> <li>• 3m x 3m marquee including table and chairs (or provide your own branded marquee)</li> <li>• Priority stall positioning over regular stallholders (to be negotiated dependant on space)</li> <li>• 2 x VIP parking spaces</li> <li>• Logo featured on event signage</li> <li>• Name recognition in MC announcements throughout the event</li> <li>• Logo placement on volunteer t-shirts.</li> </ul>





## Tailored packages

Council can work with you to tailor a sponsorship package suitable for your business.

We are committed to working with you to leverage your sponsorship and maximise your involvement with our festivals and events.

## In-kind sponsorship

In-kind sponsorship opportunities are also available, with tailored packages based on agreed value of in-kind contributions.

## Contact us

For more information on our sponsorship packages please contact Council's Marketing and Sponsorship Coordinator at [sponsorships@canadabay.nsw.gov.au](mailto:sponsorships@canadabay.nsw.gov.au) or call 9911 6432.

## IMPORTANT NOTE

The information provided in this sponsorship prospectus is designed to provide an overview of the opportunities available to businesses. Sponsorship costs, status and inclusions will be agreed upon by both parties and written into a formal sponsorship agreement. Please note that some sponsor applicants may not be considered due to existing partnerships, or due to conflict of interest issues.

Companies or businesses wishing to enter a sponsorship arrangement with the City of Canada Bay Council are required to submit a ['Proposal to Sponsor City of Canada Bay Form'](#) found on our website at [canadabay.nsw.gov.au](http://canadabay.nsw.gov.au).

