



FERRAGOSTO 2023

SPONSORSHIP PROSPECTUS

SUNDAY, 20 AUGUST 2023
GREAT NORTH ROAD,
FIVE DOCK



FERRAGOSTO HISTORY

The 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 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.

As we celebrate its 26th year, the festival preserves its roots in the Italian heritage of the local community, with considerable support

and interest from local businesses, entertainers, community organisations and residents.

Great North Road will come alive with the best of Italian food, culture and entertainment across a series of stages, live cooking demonstrations, market stalls, funfair and children's activities.

**“With over 120,000 visitors to Ferragosto in 2022, the event is officially the largest Italian Street Festival.”
- Channel 9 News**



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 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 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.

- Social media campaign
- Email marketing (including City of Canada Bay News Online and What's On)
- Media coverage
- Physical advertising (bus shelters, street flags and street banners)
- Owned print media
 - o Canada Bay Newsletter: 34,000 copies distributed to residents, businesses and Council facilities
 - o Event Guide: 46,000 copies distributed to local residents, businesses and Council facilities
- City of Canada Bay website

“As the ambassadors of traditional and authentic Italian food and desserts, we at CROSTOLI KING are extremely proud and honoured to be the Presenting Partner of one of the largest Italian festivals in Australia, sharing our cultural delights to help you taste the memories.”
- Crostoli King



SPONSOR BENEFITS

BENEFITS	PRESENTING PARTNER	MAJOR PARTNER	COMMUNITY PARTNER
Event activation (includes marquee, table and chairs)	8m x 9m (Including Generator)	6m x 3m (Including Generator)	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	✓	✓	*
Advertisement in event guide	Full page	Half page	*
City of Canada Bay print newsletter (34,000 copies distributed) July edition	✓	✓	*
City of Canada Bay print newsletter (34,000 copies distributed) August edition	✓	✓	✓
Logo recognition on street banners	✓	✓	✓
Logo recognition in Council newsletters	✓	✓	✓
Logo recognition on event guide	✓	✓	✓
Logo recognition on event posters	✓	✓	✓
Logo and link on Council's website	✓	✓	✓
Acknowledgement by MC on each stage	✓	✓	✓
Acknowledgement in all event media releases	✓	✓	✓
Logo recognition on t-shirts worn by volunteers	✓	✓	✓
VIP Parking	4	3	2

SPONSORSHIP PACKAGES

Presenting partner – one opportunity available

\$20,000 +GST

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

PRE-FESTIVAL	AT EVENT
<ul style="list-style-type: none"> • Presenting Partner logo placement on Ferragosto street flags • Stall consultation and event planning support • Presenting Partner acknowledgement on Ferragosto webpage including hyperlink • Minimum 3 mentions on the Ferragosto Facebook page acknowledging Presenting Partner (2 prior, 1 during the event. Subject to content approval) • Opportunity to run a competition via Facebook • Minimum 3 posts on the Ferragosto Instagram page (2 prior, 1 during the event period. Subject to content approval) • Presenting Partner and logo recognition in City of Canada Bay email newsletters • Category exclusivity • Event guide (46,000 copies) <ul style="list-style-type: none"> o Full page advertisement o Presenting Partner logo acknowledgement • Priority logo placement and recognition on: <ul style="list-style-type: none"> o City of Canada Bay website, including hyperlink o City of Canada Bay print newsletter sent to 34,000 households (July and August 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 event guides made available to you to promote the partnership 	<ul style="list-style-type: none"> • 8m x 9m marquee including table, chairs and power access (or provide your own branded marquee) • Prime position for your event activation at the festival so that you are seen and recognised • Exclusive branding on main stage • An allocated speaking time (or demonstration) on the main stage to promote your work and services (subject to approval) • Opportunity to show 30 second video and/or still advertisement on the cinema screen up to five times throughout the day (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

SPONSORSHIP PACKAGES

Major partner	
\$10,000 +GST	
<p>This package provides the opportunity to connect to event goers with exclusive sponsorship of an area within the festival.</p> <p>The following stages and areas will feature a variety of entertainment and activities:</p> <ul style="list-style-type: none"> • FerraCucina – featuring cooking demonstrations from a variety of local legends and celebrity chefs • FerraComunità – popular entertainment from local musicians, schools and dance groups • FerraGiovanni – free children’s rides and activities • FerraBar – a place to relax, enjoy aperitivo, food and music 	
PRE-FESTIVAL	AT EVENT
<ul style="list-style-type: none"> • Stall consultation and event planning support • Major Partner acknowledgement on Ferragosto webpage including hyperlink • Minimum 1 mention on Ferragosto Facebook page prior to event • 2 logo block posts on the Ferragosto Facebook page acknowledging all sponsors (1 pre-event, 1 post event) • Logo acknowledgement in City of Canada Bay email newsletters • Category exclusivity • Event guide (46,000 copies) <ul style="list-style-type: none"> o Half page advertisement o Logo acknowledgement • Logo placement and recognition on: <ul style="list-style-type: none"> o Ferragosto website, including hyperlink o City of Canada Bay print newsletter sent to 34,000 households (July and August 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 event guides made available to you to promote the partnership 	<ul style="list-style-type: none"> • 6m x 3m marquee including table, chairs and power access (or provide your own branded marquee) • Exclusive branding of a stage/ demonstration area (sponsor to supply) • An allocated speaking time (or demonstration) on FerraCucina or FerraComunità 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

SPONSORSHIP PACKAGES

Community partner

\$5,000 +GST

This package is exclusive to small local businesses and community groups looking to boost their exposure to residents of the City of Canada Bay, and giving you the opportunity to closely connect to event goers with priority stall positioning over regular stall holders.

PRE-FESTIVAL

- Community Partner acknowledgement on Ferragosto webpage including hyperlink
- Minimum 1 mention on Ferragosto Facebook page prior to event (subject to content approval)
- 2 logo block posts on the Ferragosto Facebook page acknowledging all sponsors (1 pre-event, 1 post event)
- Logo recognition in City of Canada Bay email newsletters
- Event guide (46,000 copies)
 - o Logo acknowledgement
- 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 (August edition)
 - o Digital advertising on screens located at Council facilities
 - o Street banners
 - o Event flyers and posters
- Acknowledgement in all media releases
- Festival posters and event guides made available to you to promote the partnership

AT EVENT

- 3m x 3m marquee including table and chairs (or provide your own branded marquee)
- Priority stall positioning over regular stallholders (to be negotiated dependant on space)
- 1 x VIP parking spaces
- Logo featured on event signage
- Name recognition in MC announcements throughout the event
- Logo placement on volunteer t-shirts

SPONSORSHIP PACKAGES

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

For further information, or to take up a sponsorship opportunity, please contact Council's Marketing and Sponsorship Coordinator at 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 are required to submit a [Proposal to Sponsor City of Canada Bay form](#) found on our website.