

BURWOOD FESTIVAL

Sunday 8 October 2017 - 11am to 6pm



The Burwood Festival is the Inner West's largest free event and this year we've decided to bring new life to the festival to attract new crowds while still maintaining the family-friendly vibe. Last year we had 70,000 visitors from all across Sydney and this year we're eager to do more!

Everyone's favourite attractions will still be part of the Festival, the main stage programme will include a diverse range of performers, giving space to local schools, community groups and professional artists.

The one day event will see you running around a well-designed kids area, food, merchandise and information stalls accurately selected and located, model boats, classic car show, sensory journey, artisan demonstrations, workshops and a program of roving performers. How does this sound?

Through our extensive sponsorship offer you have the opportunity to promote your brand, products and services to a large captive audience in a dynamic atmosphere.

This sponsorship proposal is a guideline of the financial investment required for each level of sponsorship and the benefits included.

Please note benefits are negotiable and can be tailored to suit the needs of your organisation.

PRESENTING PARTNER PACKAGE

\$20,000 + GST

(Only one package available)

This is the highest level of sponsorship available with the maximum exposure for the Presenting Partner both at the festival and during the promotional and marketing phases in the lead up to the festival.

The benefits of this sponsorship package include:

- Exclusive naming rights as “Presenting Partner of Burwood Festival 2017”
- Exclusive naming rights of the main food and drink stalls area at Burwood Festival on event day, Sunday 8 October 2017, which is located in the middle of Burwood Park, alongside the main thoroughfare path through the festival
- Branding of the main entrance to Burwood Festival on event day*
- Option to display three banners in Burwood Park on event day*
- Stall/display area provided at Burwood Festival on event day in a prominent position for sponsors activities such as giveaways, advertising, collecting potential customers’ details, and more!*
- Two presenting or entertainment slots allocated on the Main Stage throughout the day for sponsor’s activities, such as product demonstrations, locally sponsored/sourced performers, to name a few (subject to approval by Burwood Council)
- MC acknowledgement on the Main Stage throughout the day
- Invitation to speak on stage during event formalities with the Mayor
- Sponsor’s logo included in all elements of the event marketing campaign including:

Print material

- Festival guide distributed to 66,000 residents and businesses in the inner west
- Mentions in the Mayoral Column and advertisements featured in the Inner West Courier newspaper
- Advertisements in Ciao! magazine, double page spread in the Burwood Update distributed to 66,000 residents in the inner west
- Logo also included on event day signs and maps

Digital material

- Advertisements displayed on the screens in the Burwood Library and Community Hub, Burwood Council Chambers and on the outdoor screen in Railway Square on the corner of Burwood Road and Railway Parade (the most passed intersection on Burwood Road), inclusion in elements of social media campaign including posts, tags and advertisements.
- Three plugs on the Council and Festival social media channels including Facebook with over 1,500 likes, Twitter with 1,500 followers, Instagram with 500 followers. Logo link also included on the Council and Festival websites.

Additions included:

- Acknowledgement as the exclusive Presenting Partner in all media releases
- One VIP parking spot reserved on event day
- Acknowledgement certificate and thank you letter from the Mayor
- Photography compilation from the event

***N.B. Sponsor to provide all own branding materials**

MAIN STAGE SPONSOR
\$15,000 + GST
(Only one package available)

The Main Stage Sponsor will have exclusive naming rights of this new Stage at Burwood Festival 2017. This level of sponsorship offers the highest level of captive audience attention on the event day.

The benefits of this sponsorship package include:

- Exclusive naming rights as the “Main Stage Sponsor of Burwood Festival 2017”
- Branding of the Main Stage at Burwood Festival on event day, Sunday 8 October 2017*
- Meet and greet opportunity with the headline act on event day prior to them going onstage (subject to approval by Burwood Council and headline act)
- Stall/display area provided at Burwood Festival on event day in a prominent position for sponsors activities such as giveaways, advertising, collecting potential customers’ details*
- One presenting or entertainment slot allocated on the Main Stage for sponsor’s activities, such as product demonstrations, locally sponsored/sourced performers, and more (Subject to approval by Burwood Council)
- MC acknowledgement on the Main Stage throughout the day
- Ability to place advertising and promotional material on the tables and chairs provided in the Main Stage viewing area*
- Sponsor’s logo included in all elements of the event marketing campaign including:

Print material

- Festival guide distributed to 66,000 residents and businesses in the inner west
- Mentions in the Mayoral Column and advertisements featured in the Inner West Courier newspaper
- Advertisements in Ciao! magazine, local radio, and Burwood Update distributed to 66,000 residents in the inner west
- Logo also included on event day signs and maps

Digital material

- Advertisements displayed on the screens in the Burwood Library and Community Hub, Burwood Council Chambers and on the outdoor screens at Railway Square on the corner of Burwood Road and Railway Parade (the intersection on Burwood Road), inclusion in elements of social media campaign including posts and advertisements.
- Three plugs on the Council and Festival social media channels including Facebook with over 1,500 likes, Twitter with 1,500 followers, Instagram with 500 followers. Logo link also included on the Council and Festival website

Additions included:

- Acknowledgement as the exclusive Main Stage Sponsor in all media releases
- One VIP parking spot reserved on event day
- Acknowledgement certificate and thank you letter from the Mayor
- Photography compilation from the event

***N.B. Sponsor to provide all own branding materials**

CLASSIC CAR SHOW AND SHINE SPONSOR

\$10,000 + GST

(Only one package available)

Burwood Festival 2017 will celebrate the 26th anniversary of the Classic Car Show and Shine.

The benefits of this sponsorship package include:

- Exclusive naming rights as the “Classic Car Show and Shine Sponsor of Burwood Festival 2017”
- Branding of the main Car Show area at Burwood Festival on event day, Sunday 8 October 2017, including the presentation stage for the Classic Car Show and Shine awards*
- Option to display two banners in Burwood Park on event day*
- Stall/display area provided at Burwood Festival on event day in a prominent position for sponsors activities such as giveaways, advertising, collecting potential customer leads, etc...*
- Sponsor’s logo included on the trophies presented to the winners of the categories judged at the Classic Car Show and Shine
- Ability to present trophies in conjunction with the Mayor of Burwood and the Mayor of the City of Sydney at the Classic Car Show awards presentation
- MC acknowledgement on the Main Stage throughout the day
- Sponsor’s logo included in all elements of the event marketing campaign including:

Print material

- Festival guide distributed to 66,000 residents and businesses in the inner west
- Mentions in the Mayoral Column and advertisements placed in the Inner West Courier newspaper
- Advertisements in Ciao! magazine, double page spread in the Burwood Update distributed to 66,000 residents in the inner west
- Logo also included on event day signs and maps

Digital material

- Advertisements displayed on the screens at Burwood Library and Community Hub, Burwood Council Chamber and on the floor screen in Railway Square on the corner of Burwood Road and Railway Parade (the intersection on Burwood Road), inclusion in elements of social media campaign including posts, tweets and advertisements.
- One plug on the Council and Festival social media channels including Facebook with over 1,500 likes, Twitter with 1,500 followers, Instagram with 500 followers. Logo link also included on the Council and Festival websites.

Additions included:

- Acknowledgement as the exclusive Main Stage Sponsor in all media releases
- One VIP parking spot reserved on event day
- Acknowledgement certificate and thank you letter from the Mayor
- Photography compilation from the event

*N.B. Sponsor to provide all own branding materials

FUN4Kids SPONSOR
\$8,000 + GST
(Only one package available)

The Kids area is a returning section for Burwood Festival 2017 but this year it will have a Fantasia theme. The area will be filled with free kids activities and regular visits from roaming performers.

The benefits of this sponsorship package include:

- Exclusive naming rights as the “FUN4Kids Sponsor of Burwood Festival 2017”
- Branding of FUN4Kids at Burwood Festival on event day, Sunday 8 October 2017*
- Option to display one banner in the FUN4Kids area*
- Stall/display area provided at Burwood Festival on event day in a prominent position for sponsors activities such as giveaways, advertising, collecting potential customers’ details, and more!*
- Ability to place promotional merchandise on the tables and chairs provided in the FUN4Kids area that is appropriate for children*
- MC acknowledgement on the Main Stage throughout the day
- Sponsor’s logo included in all elements of the event marketing campaign including:

Print material

- Festival guide distributed to 66,000 residents and businesses in the inner west
- Mentions in the Mayoral Column and advertisements featured in the Inner West Courier newspaper
- Advertisements in Ciao! magazine, double page spread in the Burwood Update distributed to 66,000 residents in the inner west
- Logo also included on event day signs and maps

Digital material

- Advertisements displayed on the screens in the Burwood Library and Community Hub, Burwood Council Chambers and on the outdoor screen in Railway Square on the corner of Burwood Road and Railway Parade (the most passed intersection on Burwood Road), inclusion in elements of social media campaign including posts, tags and advertisements.
- One plug on the Council and Festival social media channels including Facebook with over 1,500 likes, Twitter with 1,500 followers, Instagram with 500 followers. Logo link also included on the Council and Festival websites.

Additions included:

- Acknowledgement as the exclusive FUN4Kids Sponsor in all media releases
- One VIP parking spot reserved on event day
- Acknowledgement certificate and thank you letter from the Mayor
- Photography compilation from the event

***N.B. Sponsor to provide all own branding materials**

EVENT SPONSOR
\$5,000 + GST
(Multiple packages available)

Event Sponsors will enjoy general sponsorship of Burwood Festival 2017 both at the event as well as during the marketing and promotional campaign leading up to the event.

The benefits of this sponsorship package include:

- Stall/display area provided at Burwood Festival on event day, Sunday 8 October 2017, in a prominent position for sponsors activities such as giveaways, advertising, collecting potential customers' details, and more!*
- Option to display one banner in Burwood Park on event day*
- MC acknowledgement on the Main Stage throughout the day
- Sponsor's logo included in all elements of the event marketing campaign including:

Print material

- Festival guide distributed to 66,000 residents and businesses in the inner west
- Mentions in the Mayoral Column and advertisements featured in the Inner West Courier newspaper
- Advertisements in Ciao! magazine, double page spread in the Burwood Update distributed to 66,000 residents in the inner west
- Logo also included on event day signs and maps

Digital material

- Advertisements displayed on the screens in the Burwood Library and Community Hub, Burwood Council Chambers and on the outdoor screen in Railway Square on the corner of Burwood Road and Railway Parade (the most passed intersection on Burwood Road), inclusion in elements of social media campaign including posts, tags and advertisements.
- One plug on the Council and Festival social media channels including Facebook with over 1,500 likes, Twitter with 1,500 followers, Instagram with 500 followers. Logo link also included on the Council and Festival websites.

Additions included:

- Acknowledgement as Sponsor in all media releases
- One VIP parking spot reserved on event day
- Acknowledgement certificate and thank you letter from the Mayor
- Photography compilation from the event

***N.B. Sponsor to provide all own branding materials**

EVENT SUPPORTER
\$3,000 + GST
(Multiple packages available)

The benefits of this sponsorship package include:

- Stall/display area provided at Burwood Festival on event day, Sunday 8 October 2017, in a prominent position for sponsors activities such as giveaways, advertising, collecting potential customers' details, and more!*
- Sponsor's logo included in all elements of the event marketing campaign including:

Print material

- Festival guide distributed to 66,000 residents and businesses in the inner west
- Mentions in the Mayoral Column and advertisements featured in the Inner West Courier newspaper, advertisements in Ciao! Magazine
- Double page spread in the Burwood Update distributed to 66,000 residents in the inner west.
- Logo also included on event day signs and maps.

Digital material

- Advertisements displayed on the screens in the Burwood Library and Community Hub, Burwood Council Chambers and on the outdoor screen in Railway Square on the corner of Burwood Road and Railway Parade (the most passed intersection on Burwood Road)
- Inclusion in elements of social media campaign including posts, tags and advertisements.

Additions included:

- Acknowledgement as Event Supporter in all media releases
- One VIP parking spot reserved on event day
- MC acknowledgement on the Main Stage throughout the day
- Acknowledgement certificate and thank you letter from the Mayor
- Photography compilation from the event

***N.B. Sponsor to provide all own branding materials**

IN-KIND SPONSOR **(Multiple packages available)**

There are also options available for in-kind Sponsorship.

The products and services Burwood Festival are interested in for 2017 include:

- Mobile Water trailers
- Water supplier to supply bottles of water to event volunteers' staff and performers
- Artisans' demonstration
- Interactive Workshops
- Print supplier to print marketing and promotional material
- Media supplier to provide advertising and media coverage
- Free Wi-Fi Connection in the entire area of Burwood Park
- Supplier for competition prizes

...Or if you can think of anything else...Just let us know!

The level of benefits offered to in-kind sponsors will depend on the level of in-kind sponsorship provided, however as a minimum, Burwood Council will provide sponsors with:

- Stall/display area provided at Burwood Festival on event day, Sunday 8 October 2017, in a prominent position for sponsors activities such as giveaways, advertising, collecting potential customers' details*
- Sponsor's logo included in all elements of the event marketing campaign including:

Print material

- Festival guide distributed to 66,000 residents and businesses in the inner west
- Mentions in the Mayoral Column and advertisements featured in the Inner West Courier newspaper, advertisements in Ciao! Magazine
- Double page spread in the Burwood Update distributed to 66,000 residents in the inner west
- Logo also included on event day signs and maps.

Digital material

- Advertisements displayed on the screens in the Burwood Library and Community Hub, Burwood Council Chambers and on the outdoor screen in Railway Square on the corner of Burwood Road and Railway Parade (the most passed intersection on Burwood Road)
- Inclusion in elements of social media campaign including posts, tags and advertisements.

***N.B. Sponsor to provide all own branding materials**

CONDITIONS

Burwood Council strives for mutually beneficial relationships and is committed to ensuring loyal and new sponsors receive the benefits they wish from being associated with Burwood Council events. To accomplish this, all sponsorship packages are negotiable.

Burwood Council events will take place rain, hail or shine unless extreme conditions persist, in which case the event will be cancelled. There will be a weather consult held the morning of the event, with the final decision made by Burwood Council and communicated to all stakeholders.

Burwood Council will not seek sponsorship from or sponsor any party engaged in current or pending legal proceedings involving the Council or where the proposed project would contravene any section of the Local Government Act or where the proposed project may expose Councillors, the Council or its staff to conflicts of interest.

A sponsorship agreement with Burwood Council will not preclude Council from carrying out its regulatory functions and duties.

A sponsorship agreement may be refused or terminated in any case where, during the life of the sponsorship the sponsor has a current application or matter before Council, or Council is aware of the possibility of an application or matter coming before the Council in the near future or where the sponsor or party being sponsored is or is likely to be subject to regulation or inspection by the Council which may impose or imply conditions.

CONTACT

**To discuss your interest in becoming a sponsor for Burwood Festival 2017, please contact
Burwood Council's Events Coordinator, Ms Lucilla Brazzini on
phone: 9911 9935
email: lucilla.brazzini@burwood.nsw.gov.au**

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