

SPONSORSHIP PROSPECTUS

EVENTS 2023-2024



camden
council



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CHRISTMAS

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Thank you for your interest in becoming a sponsor of Council's events.

Before you proceed, please be advised Council will not accept sponsorship from organisations or parties whom:

- Have a Development Application for consideration at the time of sponsorship;
- Are Council volunteers or Council committees;
- Are involved in any current, regulatory, or legal matter involving Council, or if it is reasonably known that such matters are likely to arise in the foreseeable future;
- Are involved in, or associated with, products or services related to tobacco, gambling, pornography, armaments or exploitation of labour;
- Are involved in alcohol products or services when the sponsorship is related to children, youth or sport; or
- Otherwise perceived to be of a nature that is inconsistent with Council's values, policies, Community Strategic Plan, or may adversely affect Council's public image or reputation, as determined by the General Manger or delegate.



CAMDEN

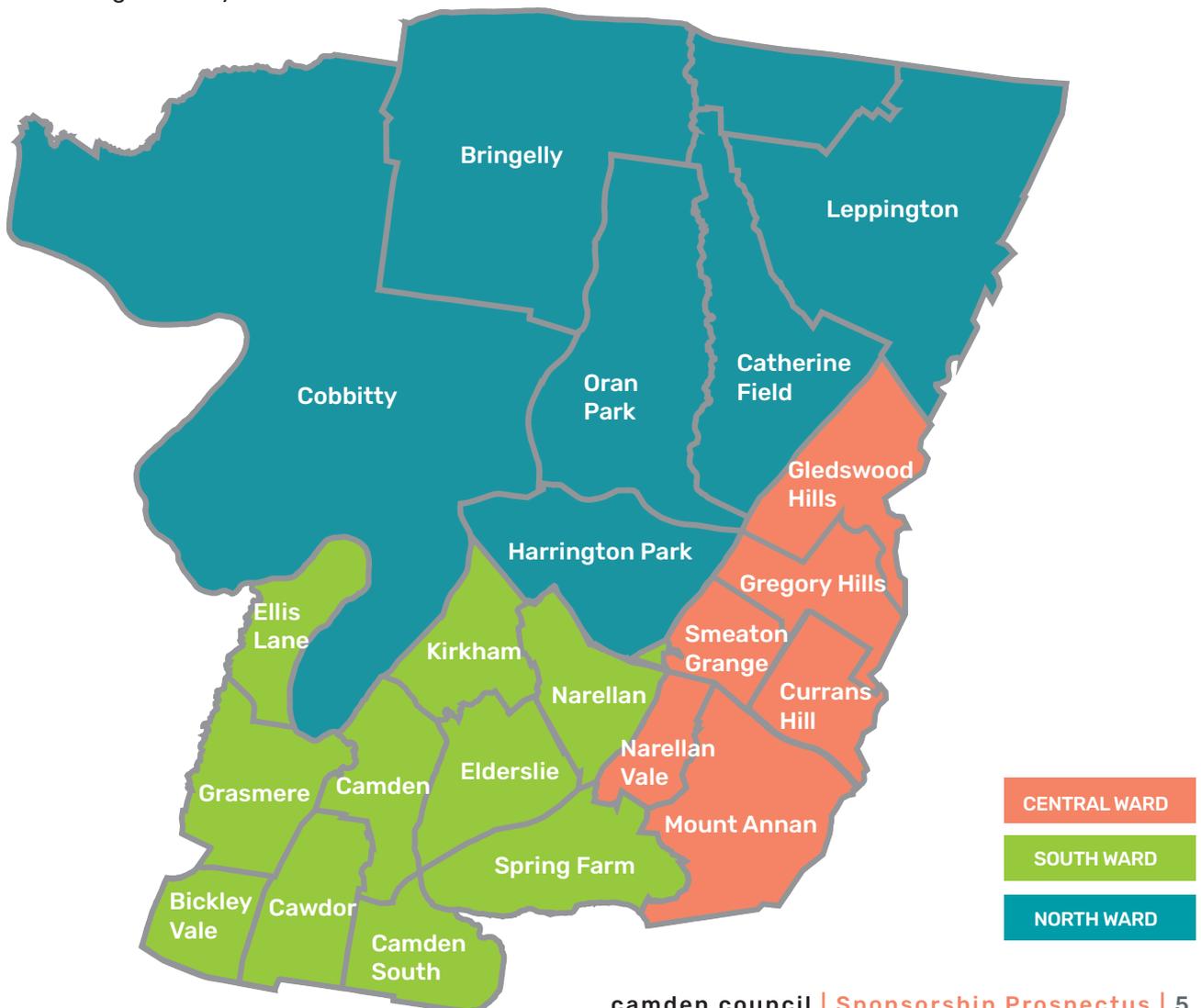
Rich historical past, vibrant and diverse future

Camden is the rural heart of the Macarthur region and is known as the birthplace of the Australian wool, wheat and wine industries.

Our population is more than 119,000 people, occupying 23 suburbs within the Camden Local Government Area including Bickley Vale, Bringelly (part), Camden, Camden South, Catherine Field, Cobbitty, Currans Hill, Elderslie, Ellis Lane, Gledswood Hills, Grasmere, Gregory Hills, Harrington Park, Kirkham, Leppington, Mount Annan, Narellan, Narellan Vale, Oran Park, Rossmore, Smeaton Grange and Spring Farm.

Combining the magic of the country and urban delights, Camden is the perfect blend of cosmopolitan dining and rural living.

Camden is becoming a haven for entertainment, community events, arts and culture as well as vibrant night life. There is something for everyone in Camden.



MAKE A DIFFERENCE

Become a sponsor and connect with our local Camden community

Looking for the opportunity to become a part of some of Camden's biggest events of the year? Want to put your company name in front of thousands of event participants and show your dedication to the local community?

Becoming a sponsor of one or more events will enhance your business' connection to Camden's growing community, residents and visitors.

Aligning your business with a reputable organisation such as Camden Council will help raise your business profile within the local community, and can have positive benefits for your business.

You can also feel proud to be supporting our local community, and the rich culture that make Camden the vibrant place it's renowned for.

Best part is, through event sponsorship you're able to connect your business with local, grassroot communities within one of Australia's fastest growing areas - with a population of more than 119,000 people, projected to exceed 200,000 within the next 10 to 15 years.

If you are interested in becoming a sponsor of one of Camden Council's major community events or would like further information please contact the Events Team at events@camden.nsw.gov.au or 4654 7777.

IT'S A WIN-WIN

So, what's in it for you?

There are various sponsorship packages available to your business. You can either contribute directly with monetary sponsorship or provide in-kind support to the value of the selected package.

If you want maximum exposure and brand awareness, we offer brand naming rights to Platinum Sponsors.

Sponsorship packages are offered as: Bronze, Silver, Gold and Platinum, with each offering items which enhance your business brand exposure through:

- Acknowledgement or promotion on Council's website;
- Acknowledgement or promotion on Council's social media platforms including Facebook and Instagram;
- Acknowledgement or promotion in Council's community newsletter, Let's Connect (39,000 copies printed and distributed);
- Acknowledgement or promotion in Council's official advertising material;
- Business logo included in official event guide and other relevant documentation;
- Promotion via marketing promotions, across NSW and beyond with a reach of more than 1 million;
- Brand awareness within Camden LGA. An untapped market who are extremely active and engaged in their local community; and
- Naming rights to the event for maximum exposure.



MAJOR EVENTS

Winterfest Camden

Winterfest Camden offers a jam-packed, fun-filled event over a massive three days during July. The Winter Wonderland has something for the entire family, including winter themed activities and entertainment.

Camden Festival

Throughout September, a celebration of Camden's people, places and produce

- **Picnic in the Park**
- **Kids Fun Day**
- **TASTE Camden**

Camden Festival is a celebration of Camden's people, places and produce. The festival has been running for more than 15 years and provides an opportunity to connect the community and highlight the beauty of Camden in spring.

The festival spans throughout September and features events under the Camden Festival main event umbrella – these include Picnic in the Park, Kids Fun Day and TASTE Camden.

Picnic in the Park

The Picnic in the Park event features free family-friendly activities. Activities include children's activities, garden games, food and drink stalls, live music, face painting, giveaways and more.

Kids Fun Day

Kids Fun Day offers family friendly fun for children under five years.

TASTE Camden

TASTE Camden, part of the annual Camden Festival line up will feature a celebrity chef, food and drink stalls, wine tasting, live music, kids activities and more.

Camden Christmas Festival

The Camden Christmas Festival celebrates the Christmas season in Camden and features the lighting of the Camden community christmas tree, market stalls, live music and performances, amusements, kid's activities and a visit from Santa and a helper.

Oran Park Christmas Concert

Oran Park Christmas Concert held within Oran Park Civic Precinct features christmas entertainment and local choirs, market stalls, kids activities and visit from Santa and the lighting of the Oran Park Christmas tree.

COMMUNITY EVENTS

Paws in the Park

Celebration of Dogs

Held annually in early May

Camden Bicentennial Equestrian Park plays host to the annual Paws in the Park event which celebrates dogs and their owners as well as raising money for worthy animal causes.

All types of dogs attend the event, from great danes to miniature dachshunds and everything in between. Highlights include a 2-kilometre walk around Camden's most scenic areas, free vet checks and discounted microchipping on the day.

Demonstrations in obedience, rally-o and agility as well as the NSW Siberian Sledding Express are also a draw card feature at the annual event.

Paws in the Park helps encourage responsible pet ownership and provide education on the best ways to care for and train dogs of all shapes and sizes.

Garden Competition

Camden Council's Garden Competition is held annually in Spring. Proud gardeners and passionate green thumbs are invited to enter. Whether you're an amateur who loves to potter or a seasoned garden expert, you could win!

Categories include:

- Senior Citizen Garden
- Small Residential Garden
- Large Residential Garden
- Veggie Garden / Plot
- Best Floral Display
- School / Class Pot
- Most Sustainable Garden
- Commercial Garden





Major Event Sponsor Investment Opportunities

Bronze \$1,000 investment

- Acknowledgment in official program or flyer
- Logo representation (limited to official program only)
- Connecting your business to grassroots communities throughout the Camden LGA.
- Credibility being associated with a reputable organisation - Camden Council.

Silver \$2,000 investment

- Acknowledgment in official program or flyer
- Brand awareness within Camden LGA through promotions, media and marketing
- Logo representation in official guide, flyers and newspaper ads.
- Connecting your business to grassroots communities throughout Camden LGA.
- Credibility being associated with a reputable organisation such as Camden Council.

Gold \$5,000 investment

- Brand activation within the event space
- Opportunity to have a stall, corporate banners, signage and other promotional material at the event
- Logo representation on all marketing: flyers, community newsletter Let's Connect, local newspaper ads
- Acknowledgment in official program or flyer distributed to each resident household of more than 30,000
- Brand awareness within Camden LGA through promotions, media and marketing
- Connecting your business to grassroots communities throughout Camden LGA.
- Credibility being associated with a reputable organisation - Camden Council.

Platinum \$10,000 investment

- Naming rights within the event or event name
- Brand activation within the event space
- Opportunity to have a stall, corporate banners, signage and other promotional material at the event
- Logo representation on all marketing: flyers, rates notice inserts, community newsletter Let's Connect, local/metro newspaper ads
- Acknowledgment in official guide or flyer
- Brand awareness within Camden LGA through promotions, media and marketing
- Connecting your business to grassroots communities throughout Camden LGA.
- Credibility being associated with a reputable organisation - Camden Council



Major Event Sponsor Investment Opportunities

Benefits	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000
Naming rights to the event	✓			
Free activation space at the event	✓ 6 x 3	✓ 3 x 3		
Signage display at the event	✓ Large	✓ Medium	✓ Small	
Logo on event program	✓ Large	✓ Medium	✓ Small	✓ Text only
Logo on Council's website	✓ Large	✓ Medium	✓ Small	✓ Text only
Promotion on social media	✓ 3 tagged posts	✓ 2 tagged posts	✓ 1 tagged post	✓ 1 untagged post
Mention by event MC	✓ x 4	✓ x 3	✓ x 2	✓ x 1
PACKAGES AVAILABLE	1	3	5	7



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Community Event Sponsor Investment Opportunities

Bronze \$500 investment

- Acknowledgment in official program or flyer
- Logo representation (limited to official program only)
- Connecting your business to grassroots communities throughout the Camden LGA.
- Credibility being associated with a reputable organisation - Camden Council.

Silver \$1,000 investment

- Acknowledgment in official program or flyer
- Brand awareness within Camden LGA through promotions, media and marketing
- Logo representation in official guide, flyers and newspaper ads.
- Connecting your business to grassroots communities throughout Camden LGA.
- Credibility being associated with a reputable organisation such as Camden Council.

Gold \$3,000 investment

- Brand activation within the event space
- Opportunity to have a stall, corporate banners, signage and other promotional material at the event
- Logo representation on all marketing: flyers, community newsletter Let's Connect, local newspaper ads
- Acknowledgment in official program or flyer distributed to each resident household of more than 30,000
- Brand awareness within Camden LGA through promotions, media and marketing
- Connecting your business to grassroots communities throughout Camden LGA.
- Credibility being associated with a reputable organisation - Camden Council.

Platinum \$8,000 investment

- Naming rights within the event or event name
- Brand activation within the event space
- Opportunity to have a stall, corporate banners, signage and other promotional material at the event
- Logo representation on all marketing: flyers, rates notice inserts, community newsletter Let's Connect, local/metro newspaper ads
- Acknowledgment in official guide or flyer
- Brand awareness within Camden LGA through promotions, media and marketing
- Connecting your business to grassroots communities throughout Camden LGA.
- Credibility being associated with a reputable organisation - Camden Council

Community Event Sponsor Investment Opportunities

Benefits	Platinum \$8,000	Gold \$3,000	Silver \$1,000	Bronze \$500
Naming rights to the event	✓			
Free activation space at the event	✓ 6 x 3	✓ 3 x 3		
Signage display at the event	✓ Large	✓ Medium	✓ Small	
Logo on event program	✓ Large	✓ Medium	✓ Small	✓ Text only
Logo on Council's website	✓ Large	✓ Medium	✓ Small	✓ Text only
Promotion on social media	✓ 3 tagged posts	✓ 2 tagged posts	✓ 1 tagged post	✓ 1 untagged post
Mention by event MC	✓ x 4	✓ x 3	✓ x 2	✓ x 1
PACKAGES AVAILABLE	1	3	5	7

Garden Competition Sponsor Investment Opportunities

Benefits	Platinum \$8,000	Gold \$3,000	Silver \$1,000	Bronze \$500
Naming rights to the event	✓			
Free activation space at the event	✓ 6 x 3	✓ 3 x 3		
Signage display at the event	✓ Large	✓ Medium	✓ Small	
Logo on event program	✓ Large	✓ Medium	✓ Small	✓ Text only
Logo on Council's website	✓ Large	✓ Medium	✓ Small	✓ Text only
Promotion on social media	✓ 3 tagged posts	✓ 2 tagged posts	✓ 1 tagged post	✓ 1 untagged post
Mention by event MC	✓ x 4	✓ x 3	✓ x 2	✓ x 1
PACKAGES AVAILABLE	1	3	5	7

FOR FURTHER INFORMATION CONTACT:

Events Team

Camden Council

70 Central Avenue Oran Park NSW 2570

Phone: 4654 7777

Email: events@camden.nsw.gov.au

www.camden.nsw.gov.au

