



CAMDEN WINTER FEST



SPONSORSHIP PROSPECTUS



WINTERFEST

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Thank you for your interest in becoming a potential sponsor of Winterfest 2021.

Winterfest was first held in 2019 with great success and unfortunately could not proceed in 2020 due to COVID-19. This year it will be held at a new location, Onslow Oval in Camden. Onslow will be transformed into a winter wonderland offering a massive three days of fun-packed winter themed activities and entertainment for the entire family. The event will run from **Friday 2 to Sunday 4 July, 10am to 9pm.**

Camden will come alive with a variety of winter activities including ice skating, ice sliding, a ferris wheel, kids' activities, live entertainment, more than 20 food and product stalls, themed displays and more.

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

- Have a DA for consideration at the time of sponsorship;
- Provide services or businesses carried out by staff members of Council;
- Are Council volunteers or Council Committees;
- Are involved in any current planning, regulatory, or legal matters 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

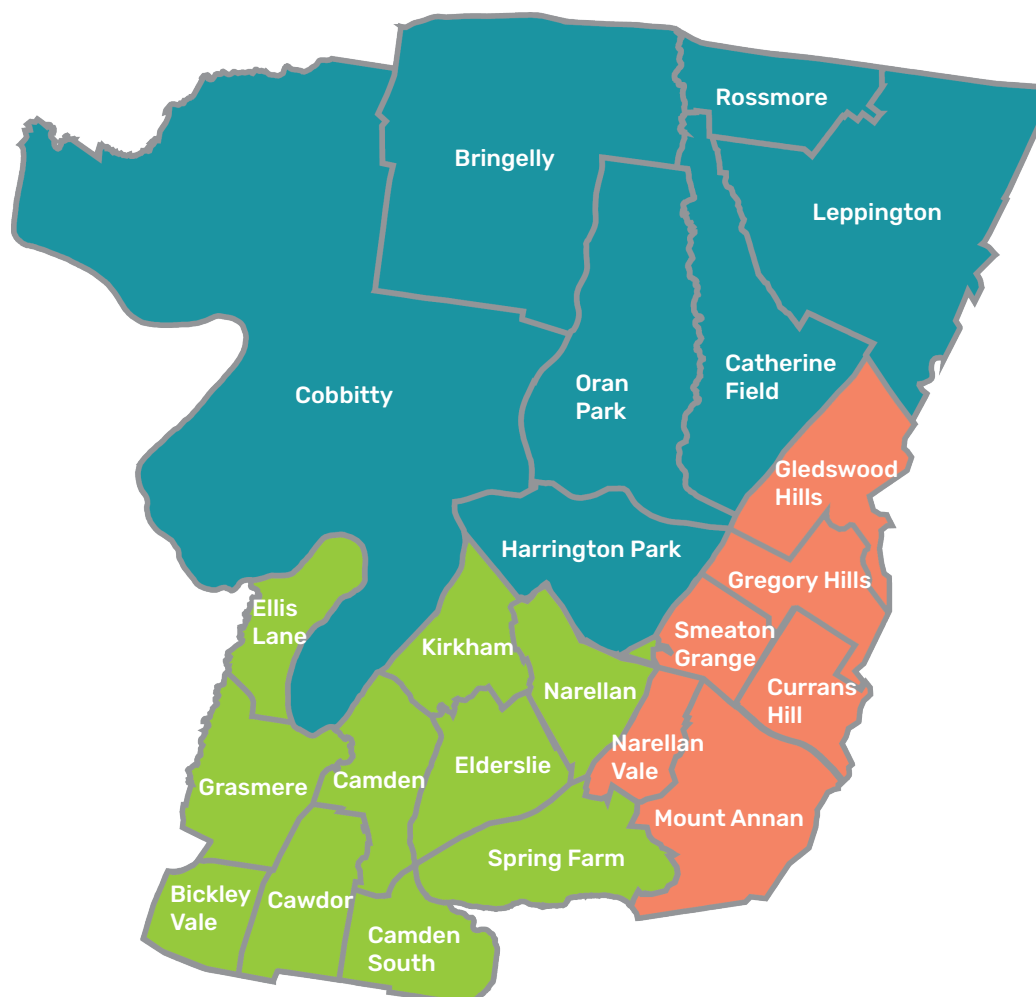
Rich historical past, vibrant and diverse future

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 107,000 people who occupy 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 a rapidly growing area and fast becoming a vibrant haven for entertainment, events, arts and culture, as well as offering a vibrant night life. Camden has something on offer for everyone.





MAKE A DIFFERENCE

Become a sponsor and connect with our local Camden community

The past year has been challenging for everyone, including small businesses. Council has endorsed, and is rolling out, its three-staged, \$130 million COVID-19 Support Package to help residents and local businesses recover from the shocks of COVID-19. This package includes grant funding, infrastructure, events and activations over a four-year period.

Looking for the opportunity to become part of a Council event like Winterfest 2021?

Do you want to put your company name in front of thousands of event participants and attendees and show your dedication to the local community?

By working together, we can get people back into the town centre and supporting the local businesses that make Camden the unique entertainment hub that it is.

Consider an event sponsorship and choose a package that is best for your business.

Becoming a sponsor of a Council event will enhance your business's connection to Camden's growing community, residents and visitors.

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

Best part is, through event sponsorship you're able to connect your business with local, grassroots communities within one of Australia's fastest growing areas – with a population of over 107,000 people, projected to exceed 200,000 within the next 10 years.



#winterfestcamden

CAMDEN

WINTER
FEST

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 or Platinum packages, 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 one 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 Event Sponsor Investment Opportunities

Bronze \$1,000 investment

- Acknowledgement and logo representation in official event program.
- Acknowledgement and logo representation on Council's website.
- Promotion via Council's social media platforms Facebook and Instagram with a reach of over 35,000 (one mention only).
- Connecting your business to grassroots communities throughout the Camden LGA.
- Credibility being associated with a reputable organisation such as Camden Council.

Silver \$2,000 investment

- Acknowledgement and logo representation in official event program.
- Acknowledgement and logo representation on Council's website.
- Promotion via Council's social media platforms Facebook and Instagram with a reach of over 35,000 (two mentions only).
- Brand awareness within Camden LGA through promotions, media, and marketing.
- Connecting your business to grassroots communities throughout the 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.
- Acknowledgement and logo representation in official event program.
- Acknowledgement and logo representation on Council's website.
- Promotion via Council's social media platforms Facebook and Instagram with a reach of over 35,000 (four mentions only).
- Brand awareness and promotion within Camden LGA through promotions, media, and marketing.
- Connecting your business to grassroots communities throughout the Camden LGA.
- Credibility being associated with a reputable organisation such as 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.
- Acknowledgement and logo representation in official event program.
- Acknowledgement and logo representation on Council's website.
- Promotion via Council's social media platforms Facebook and Instagram with a reach of over 35,000 (one post of each platinum sponsor and four mentions only including other sponsors).
- Brand awareness and promotion within Camden LGA through promotions, media, and marketing.
- Connecting your business to grassroots communities throughout the Camden LGA.
- Credibility being associated with a reputable organisation such as Camden Council.



SPONSORSHIP APPLICATION FORM



Please fill out the following form to confirm your chosen sponsorship package. Completed forms can be emailed to events@camden.nsw.gov.au or by post to: Camden Council, PO Box 183, Camden NSW 2570

Please do not hesitate to contact us on 4654 7789 to discuss your options.

CONTACT INFORMATION

Company Name _____

Contact Person _____

Email _____

Phone _____

Address _____

Suburb _____ State _____ Postcode _____

SPONSORSHIP PACKAGES

MAJOR EVENT

In-Kind: Yes ☐ No ☐ Monetary (cash): Yes ☐ No ☐

☐ \$1,000 Bronze ☐ \$2,000 Silver ☐ \$5,000 Gold ☐ \$10,000 Platinum

PAYMENT INFORMATION

Please send me an invoice: Yes/No

Business Name: _____

Trading Name: _____

Address: _____

ABN: _____ Total Sponsorship Cost \$ _____

Signature _____ Date: _____

By signing this sponsorship application form you confirm that your company/organisation is not excluded to take part in a potential sponsorship, as outlined on page 3 of this Sponsorship Prospectus.

Name: _____

Position Title: _____

Once we receive your completed sponsorship form, a Council staff member will be in contact with you. Please send your high-resolution (2MB minimum) colour and black and white logos (EPS or AI format preferred) to events@camden.nsw.gov.au

