

Sponsorship Prospectus

Events, Arts and Culture
Sponsorship Prospectus



Banyule
City Council



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Celebrating and promoting Banyule's diverse heritage and cultures.



EVENTS & PROGRAMS IN BANYULE

ABOUT BANYULE CITY COUNCIL

Council supports a thriving arts and cultural scene, celebrating and promoting Banyule's diverse heritage and cultures. We create inspiring, relevant and entertaining arts experiences for all, collaborating with the Banyule community to promote the value of arts and culture, and enrich the city.

OUR AUDIENCES



POPULATION

126,236



AGE

40

Median age of
Banyule residents



DIVERSITY

72.4%

(born in Australia).
Other common countries of
birth were China, UK, India,
Italy and New Zealand



HOUSEHOLDS

52,966

(average household size is 2.5)



INCOME

\$3000

31.0% of households had a
weekly income of more than
\$3000.



EDUCATION

37.8%

completed Bachelor degree
level and above

Australian Bureau of Statistics, Census of Population and Housing 2021

For more information head to www.banyule.vic.gov.au/About-us/Banyule-facts-and-statistics

FESTIVALS & EVENTS IN BANYULE CITY COUNCIL

MAJOR EVENTS & PROGRAMS SPONSORSHIP OPPORTUNITIES

Each year we deliver a full program jam packed with entertainment and activities – including some old favourites and many exciting new ventures. This is your opportunity to speak to a large audience and showcase your community involvement. The events and community programs offered by Banyule City Council would not be possible without the generous support of local organisations and businesses like yours. Your support will ensure that we can deliver high quality experiences which are enjoyable and free to attend. By partnering with us you can reach out directly to your local community. We have an extensive list of marketing and promotion streams including:

- Banyule Council Website
- Banyule Council Facebook Page – 8.8k likes and 11k followers
- Banyule Arts & Culture Facebook Page – 2.4k likes and 2.9k followers
- Banyule Banner is councils bi-monthly print publication sent to 46k households
- Monthly Arts and Culture and Leisure Programs
What's On E-Newsletter reaches 2264 subscribers
- Bus Shelter Shell Advertising across the municipality

WHY SPONSOR?

- Connect with community and Council
- Build relationships
- Gain exposure and profile with diverse audiences
- Explore local networking opportunities
- Demonstrate support for local events, arts and culture.

The key findings of the Banyule Shaping Our Future 2041 Report identified our community aspirations include a sustainable future, a diverse, healthy, engaged, active and inclusive community with a strong economy.

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There's lots of opportunity to get involved even if you never have before and you don't have to go into the city for great events



EVENT SPONSORSHIP OPPORTUNITIES



MALAHANG COMMUNITY FESTIVAL

- Estimated Attendance 3000+
- October/November
- Heidelberg West

Malahang Community Festival is a free family-friendly event celebrating the local community. It's a safe, fun and exciting day for the whole family with music, workshops, market stalls, food and information.



CAROLS BY CANDLELIGHT

- Estimated Attendance 6000+
- December
- Greensborough

Carols By Candlelight is a free community event incorporating an open air concert, food and children's activities.

The evening program highlights talented Australian and local artists. The Carols By Candlelight is a family favourite in Banyule



TWILIGHT SOUNDS LIVE MUSIC

- Estimated Attendance 6000+
- February
- Heidelberg

Twilight Sounds is a free evening concert under the stars showcasing great Australian talent and delicious food trucks on offer. It's fully accessible, picnic friendly and aimed at all ages.



ECO SPRING FESTIVAL

- Estimated Attendance 3000+
- March
- Montmorency

A recent addition to our major event calendar, Eco Festival is aimed at all ages and abilities and features pet friendly and garden themed interactive workshops and activities, display stalls, giveaways, roving entertainment, sustainability information and food trucks. A fun event celebrating the local community, our natural environment and change of seasons.



LANTERN FESTIVAL

- Estimated Attendance 6000+
- March
- Heidelberg

Lantern Festival is a mesmerizing display of illuminated large scale lanterns, enchanting Malahang Reserve over 3 nights in March. This beautiful dreamland of light and colour will transport you to a magical place of creativity, imagination and fun! With over 50 stunning illuminated suspended and ground lanterns comprising of native fauna and animals, there will be plenty to see and capture. This event is free and offers a range of interactive activities plus live music and food trucks.

EVENT SPONSORSHIP

SPONSOR BENEFITS TABLE

BENEFITS	GOLD LEVEL	SILVER LEVEL	BRONZE LEVEL
CHRISTMAS CAROLS EVENT • Priority logo placement on carols songbook	Full page advert Back page or inside cover	Half page advert	1/4 Page advert
Event Space Includes marquee, table, chairs & power access	6m x 3m	6m x 3m	3m x 3m
• Space for branded vehicle on site	●		
• VIP Parking x1 and 5x Staff Meal Vouchers	●		
• Sponsor comp promo via Councils social media	●		
• Logo recognition - Bus Shelter Advertisements	●		
• Logo recognition - Branded photo booth prints	●		
• Speech opportunity (Carols and Twilight Sounds)	●		
• E-News monthly - subscription reach 2k	●	●	
• Digi wall - digital screen advertisement located Level 1 Watermarc/Banyule Council foyer	●	●	
• Face Painter for your display stand free to public	●	●	
• Road Side Real Estate Boards (Logo recognition)	●	●	
• Display your signage at the event	●	●	
• Poster and event flyer (Logo recognition)	●	●	●
• Banyule Banner Quarterly Council Publication sent to each household (Logo/Name recognition)	●	●	●
• Dedicated Social Media promo post	●	●	●
• Logo and Link on Banyule Council Website	●	●	●
• MC Announcements and Mayor's speech (Name recognition)	●	●	●

EVENT SPONSORSHIP

GOLD

GOLD PARTNER \$10,000 (EX. GST)

PRE-FESTIVAL

- Priority Logo placement on the Banyule City Council website, including a hotlink
- Partnership acknowledged on the Banyule Arts and Culture Facebook page including tag/link
- Partnership acknowledged on the Banyule Arts and Culture E-Newsletter
- Festival posters and associated material made available to you to promote the partnership
- Dedicated Facebook post
- Opportunity to run a competition via Facebook
- Priority logo placement and recognition on:
 - Banyule Banner (Banyule's bi-monthly newsletter sent to 46,000 households in Banyule)
 - Digi wall advertising screen located at Council/ WaterMarc building
 - Event flyer and Poster
 - Bus shelter adverts and real estate boards situated through Banyule.

AT EVENT

- 6m x 3m marquee including table, chairs and power access (or provide your own branded marquee)
- Prime position for your marquee on the festival sites so that you are seen and recognised
- An allocated speaking time on the main stage to promote your work and services (script approval required)
- Display signage/banner (provided by sponsor)
- Space for your branded vehicle on site
- VIP Parking space and staff meal vouchers.
- Logo featured on stage times signage
- Name recognition in Mayors speech and
- MC announcements throughout the event
- Priority logo placement on photo booth prints
- Face Painter located from your display stand (we will provide additional furniture for this activity)

CHRISTMAS CAROLS EVENT

- Priority logo placement on Carols song book
- Full page advert (artwork provided by sponsor)
- Artwork provided by sponsor



EVENT SPONSORSHIP

SILVER

SILVER SPONSOR \$5,000 (EX. GST)

PRE-FESTIVAL

- Logo placement on the Banyule City Council website, including a hotlink
- Partnership acknowledged on the Banyule Arts and Culture Facebook page including tag/link
- Partnership acknowledged on the Banyule Arts and Culture E-newsletter
- Dedicated Facebook post
- Logo placement and recognition on:
 - Banyule Banner (Bi-monthly newsletter sent to 46,000 households in Banyule)
 - Digi wall advertising screen located at Council/ WaterMarc foyer
- Event Flyer and Poster
- Bus shelter adverts and real estate boards situated through Banyule.
- Festival poster and printed material made available to you to promote the partnership

AT EVENT

- 6x3m marquee including table, chairs and power access (or provide your own branded marquee).
- Display sign/banner at events (Sponsor to provide)
- Face painter located from your display stand (Additional furniture will be provided for this)
- Name recognition in Mayor's speech and
- MC announcements throughout the event



EVENT SPONSORSHIP

BRONZE

BRONZE SPONSOR \$2,500 (EX. GST)

PRE-FESTIVAL

- Logo placement on the Banyule City Council website, including a hotlink
- Partnership acknowledged on the Banyule Arts and Culture Facebook page including tag/link
- Dedicated Facebook post
- Logo placement and recognition on:
 - Banyule Banner (Bi-monthly newsletter sent to 46,000 households in Banyule)
 - Event Flyer and Poster
 - Festival poster and printed material made available to you to promote the partnership

AT EVENT

- 3x3m marquee including table, chairs and power access (or provide your own branded marquee).
- Display sign/banner at events (to be provided)
- Name recognition in Mayor's speech and
- MC announcements throughout the event





Banyule

City Council

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 Banyule's Festival Officer:
9433 7727 arts@banyule.vic.gov.au

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. Please see our Sponsorship Policy for more information. It is important that all potential sponsors read over the policy in full prior to submitting an application.