



Sponsorship Opportunities

**2009/2010 Community
Festivals and Events**

Presented by
Monash City Council &
Monash Public Library Service

The City of Monash delivers a vibrant calendar of community festivals that celebrate our diversity, bring the community together and showcase our great City.

Council are presenting an exciting opportunity to partner with businesses and organisations that share our enthusiasm for the municipality's good news events and that will help us to achieve our objectives.

Raise your profile in the City of Monash by becoming a sponsor of one of the fantastic community focused events. Following is an outline of the events and the sponsorship packages available for your consideration.



Monash Carols by Candlelight



20 December 2009

4pm – 10pm

Jells Park, Wheelers Hill

The magic of Christmas is captured under the stars each December at Jells Park, where the community comes together to enjoy the Monash Carols by Candlelight Concert. The long running celebration regularly attracts 20,000 people and has become the City's most prestigious event and fosters a strong sense of community and involves the valuable work of volunteers from the municipality.

Two community bands come together on stage to provide the music with a variety of talented performers leading the audience through all their favourite carols. Last year was the 20th anniversary of this event and saw the inclusion of large screens on either side of the stage that greatly improved the accessibility of the event. The Monash Carols by Candlelight is one of the largest events of its kind in Victoria and ends with the bang of an impressive fireworks finale.

Kids activities - 4pm to 7pm

Pre-show entertainment - 7pm – 8pm

Main Concert - 8pm to 10pm



Monash Carols by Candlelight



PLATINUM SPONSOR

Major sponsorship Value \$30,000

PLATINUM sponsorship is your exclusive Major Sponsorship of the Carols by Candlelight. It is the highest and most prestigious of all sponsorship levels across all City of Monash events. As a PLATINUM Sponsor we offer you the greatest level of recognition through our event marketing. You will receive as much exposure as the event itself, enjoy premium logo placement and gain enormous exposure on the day of the event.

Sponsor will appear as the Platinum sponsor, with the largest and most prominent logo in the following:

- Vibrant colour posters displayed around the municipality at libraries, community centres and other Council Facilities
- 20,000 event postcards distributed to many households in the area
- Roadside billboards at 5 major intersections throughout the municipality
- 8 JC Decaux light boxes at Bus Stops and other public locations around the municipality
- Newspaper advertisements in the 4 weeks leading up to event with a feature wrap during the week of the event
- At the top of the sponsors list on large banners on both sides of the stage
- Large screens on both sides of the stage
- T-Shirts worn by event staff and volunteers
- A full page ad in the Audience Programs that contain Carols lyrics

Sponsor will be acknowledged in the following (no logo):

- The Monash Bulletin, Council's newsletter distributed to every household in Monash
- Press releases sent to newspapers recommended for inclusion in editorials
- During Mayor's official speech to welcoming community to the event
- On several occasions the master of ceremonies will mention your organisation

Other Sponsor Benefits

- Exclusive VIP seating at the Carols concert for the sponsor with up to 10 guests. Includes VIP parking, seating area with fantastic views of the stage as well as a picnic pack for all guests
- Provision of a marquee to promote yourself at the event.



Monash Carols by Candlelight



GOLD SPONSOR

Associate sponsorship
Value \$15,000

Sponsor's logo will appear as the Gold sponsor in the following:

- Vibrant colour posters displayed around the municipality at libraries, community centres and other Council Facilities
- 20,000 event postcards distributed to many households in the area
- 8 JC Decaux light boxes at Bus Stops and other public locations around the municipality
- Newspaper advertisements in the 4 weeks leading up to event with a feature wrap during the week of the event
- In the Gold position of the sponsors list on large banners on both sides of the stage
- Large screens on both sides of the stage
- T-Shirts worn by event staff and volunteers
- A half page ad in the Audience Programs that contain Carols lyrics

Sponsor will be acknowledged in the following (no logo):

- The Monash Bulletin, Council's newsletter distributed to every household in Monash
- Press releases sent to newspapers recommended for inclusion in editorials
- During Mayor's official speech to welcoming community to the event

Other Sponsor Benefits

- Exclusive VIP seating at the Carols concert for the sponsor with up to 5 guests. Includes VIP parking, seating area with fantastic views of the stage as well as a picnic pack for all guests.
- Provision of a marquee to promote yourself at the event



Monash Carols by Candlelight



SILVER SPONSOR

Affiliate sponsorship

Value \$5,000

Sponsor's logo will appear as the Silver sponsor in the following:

- Vibrant colour posters displayed around the municipality at libraries, community centres and other Council Facilities
- 20,000 event postcards distributed to many households in the area
- 8 JC Decaux light boxes at Bus Stops and other public locations around the municipality
- Newspaper advertisements in the 4 weeks leading up to event with a feature wrap during the week of the event
- In the Silver position of the sponsors list on large banners on both sides of the stage
- Large screens on both sides of the stage
- T-Shirts worn by event staff and volunteers
- A quarter page ad in the Audience Programs that contain Carols lyrics

Sponsor will be acknowledged in the following (no logo):

- The Monash Bulletin, Council's newsletter distributed to every household in Monash
- Press releases sent to newspapers recommended for inclusion in editorials
- During Mayor's official speech to welcoming community to the event

Other Sponsor Benefits

- Exclusive VIP seating at the Carols concert for the sponsor with up to 5 guests. Includes VIP parking, seating area with fantastic views of the stage as well as a picnic pack for all guests.
- Provision of a marquee to promote yourself at the event



Monash Carols by Candlelight



BRONZE SPONSOR

Support sponsorship

Value \$2,000

Sponsor's logo will appear as the Bronze sponsor in the following:

- Vibrant colour posters displayed around the municipality at libraries, community centres and other Council Facilities
- 20,000 event postcards distributed to many households in the area
- 8 JC Decaux light boxes at Bus Stops and other public locations around the municipality
- Newspaper advertisements in the 4 weeks leading up to event with a feature wrap during the week of the event
- In the Bronze position of the sponsors list on large banners on both sides of the stage
- Large screens on both sides of the stage
- T-Shirts worn by event staff and volunteers
- A quarter page ad in the Audience Programs that contain Carols lyrics

Sponsor will be acknowledged in the following (no logo):

- The Monash Bulletin, Council's newsletter distributed to every household in Monash
- Press releases sent to newspapers recommended for inclusion in editorials
- During Mayor's official speech to welcoming community to the event

Other Sponsor Benefits

- Exclusive VIP seating at the Carols concert for the sponsor with up to 5 guests. Includes VIP parking, seating area with fantastic views of the stage as well as a picnic pack for all guests.
- Provision of a marquee to promote yourself at the event



Clayton Community Festival



14 February 2010
12pm to 6pm
Clayton Road, Clayton

Clayton Road comes to life with the Clayton Community Festival, Council's major street festival attracting over 20,000 people.

Three stages of entertainment fill the street with music and fun including the main stage, cultural stage and Youth Zone stage, appealing to a wide audience.

Now in its 7th year, other highlights of this popular community event include the Enviro Zone, cultural workshops, roving performers, market and community stalls, demonstrations and activities.



Clayton Community Festival



GOLD SPONSOR

Main Stage sponsorship Value \$5,000

The main stage is at the heart of the Clayton Community Festival. Live music and performance create a party atmosphere and attracts a large audience throughout the entire day. Your brand will be associated with the main stage through signage and lead up promotions.

Sponsorship Benefits:

- Naming rights to the Main Stage of the Clayton Community Festival
- Signage/banner space on the main stage to promote your brand
- Promotional site space at the event, close to the main stage (marquee provided)
- Main stage announcements acknowledging sponsors
- Mention in the Mayor's official welcome speech at the festival
- Your name and logo on all festival advertising in local newspapers, including in the wraparound feature the week of the Clayton Community Festival.
- Your name mentioned as the main stage sponsor in all media releases
- Your logo on colourful festival posters distributed to Monash Service Centres, Libraries, Leisure Centres, Community and Health Centres, Art Galleries, local traders and schools
- Your logo on colourful festival brochures distributed to households in the surrounding area
- Your logo on 4 large roadside signs placed in high traffic areas
- Your logo on 4 public posters (JC Decaux) placed in high traffic areas



Clayton Community Festival



SILVER SPONSOR – Option 1

Youth Zone sponsorship Value \$2,500

The Youth Zone is a popular hub of the Clayton Community Festival. Featuring a stage with live entertainment and many activities specifically targeting youth. This area would suit sponsors wanting to reach this demographic in an exciting way.

Sponsorship Benefits:

- Naming rights to the Youth Zone of the Clayton Community Festival
- Signage/banner space on the youth zone stage to promote your brand
- Promotional site space at the event, close to the main stage (marquee provided)
- Main stage announcements acknowledging sponsors
- Mention in the Mayor's official welcome speech at the festival
- Your name and logo as the Youth Zone sponsor on all festival advertising in local newspapers, including in the wraparound feature the week of the Clayton Community Festival.
- Your name mentioned as the Youth Zone sponsor in all media releases
- Your logo on colourful festival posters distributed to Monash Service Centres, Libraries, Leisure Centres, Community and Health Centres, Art Galleries, local traders and schools
- Your logo on colourful festival brochures distributed to households in the surrounding area
- Your logo on 4 public posters (JC Decaux) placed in high traffic areas



Clayton Community Festival



SILVER SPONSOR – Option 2

Enviro Zone sponsorship

Value \$2,500

The Enviro Zone has grown over the past few years to develop as one of the highlights of the Clayton Community Centre. Featuring stalls and workshops with a sustainability theme including tips for the home about solar power, water saving techniques and permaculture. This package would fit sponsors who follow sustainable practices.

Sponsorship Benefits:

- Naming rights to the Enviro Zone of the Clayton Community Festival
- Signage/banner space at the Enviro Zone to promote your brand
- Promotional site space at the event, close to the main stage (marquee provided)
- Main stage announcements acknowledging sponsors
- Mention in the Mayor's official welcome speech at the festival
- Your name and logo as the Enviro Zone sponsor on all festival advertising in local newspapers, including in the wraparound feature the week of the Clayton Community Festival.
- Your name mentioned as the Enviro Zone sponsor in all media releases
- Your logo on colourful festival posters distributed to Monash Service Centres, Libraries, Leisure Centres, Community and Health Centres, Art Galleries, local traders and schools
- Your logo on colourful festival brochures distributed to households in the surrounding area
- Your logo on 4 public posters (JC Decaux) placed in high traffic areas



Clayton Community Festival



BRONZE SPONSOR – Option 1

Ride sponsorship Value \$1,500

Get noticed during the event by sponsoring a ride. Rides are extremely popular and create an opportunity for your brand to be viewed by parents watching their children participate.

Sponsorship Benefits:

- Naming rights to the chosen ride you are sponsoring
- Signage/banner space at the ride to promote your brand
- Promotional site space at the event, close to the ride (marquee **not** provided)
- Main stage announcements acknowledging sponsors

BRONZE SPONSOR – Option 2

Community Arts Project sponsorship Value \$1,500

This is an exclusive sponsorship of a Community Arts Project that will be completed as part of the Clayton Community Festival. Festival patrons will get to be part of the action by being involved in the creation of a piece of art work, assisted by an artist. This project is about engaging the community in the festival and giving them a chance to express themselves through art.

Sponsorship Benefits:

- Naming rights to the Community Arts Project
- Signage/banner space at the site of the Community Arts Project
- Promotional site space at the event, close to the Community Arts Project site (marquee **not** provided)
- Main stage announcements acknowledging sponsors



Oakleigh Community Festival



21 March 2010
12pm to 6pm
Warrawee Park, Oakleigh

The Oakleigh Community Festival is a celebration of the culture and food of the Oakleigh and surrounding areas that attracts up to 10,000 people and is held in the beautiful setting of Warrawee Park.

Now in its 7th year, the event features live music and cultural performances, the Flavours of Monash stage with cooking demonstrations from local cultural groups and many free activities.



Oakleigh Community Festival



GOLD SPONSOR

Main Stage sponsorship Value \$5,000

The main stage is the focal point of the Oakleigh Community Festival. Live music and cultural performances showcase the diversity of the area and attracts a large audience throughout the entire day. Your brand will be associated with the main stage through signage and lead up promotions.

Sponsorship Benefits:

- Naming rights to the Main Stage of the Oakleigh Community Festival
- Signage/banner space on the main stage to promote your brand
- Promotional site space at the event, close to the main stage (marquee provided)
- Main stage announcements acknowledging sponsors
- Mention in the Mayor's official welcome speech at the festival
- Your name and logo on all festival advertising in local newspapers
- Your name mentioned as the main stage sponsor in all media releases
- Your logo on colourful festival posters distributed to Monash Service Centres, Libraries, Leisure Centres, Community and Health Centres, Art Galleries, local traders and schools
- Your logo on colourful festival brochures distributed to households in the surrounding area
- Your logo on 4 large roadside signs placed in high traffic areas
- Your logo on 4 public posters (JC Decaux) placed in high traffic areas



Oakleigh Community Festival



SILVER SPONSOR

Flavours of Monash Stage sponsorship

Value \$2,500

The Flavours of Monash stage brings to life Council's website initiative of the same name. Local community and cultural groups perform cooking demonstrations on stage whilst sharing their stories of migration to Australia with the audience. Your brand would be associated with the Flavours of Monash stage through signage and lead up promotions.

Sponsorship Benefits:

- Naming rights to the Flavours of Monash Stage of the Oakleigh Community Festival
- Signage/banner space at the Flavours of Monash Stage to promote your brand
- Promotional site space at the event, close to the main stage (marquee provided)
- Main stage announcements acknowledging sponsors
- Mention in the Mayor's official welcome speech at the festival
- Your name and logo as the Flavours of Monash Stage sponsor on all festival advertising in local newspapers.
- Your name mentioned as the Flavours of Monash sponsor in all media releases
- Your logo on colourful festival posters distributed to Monash Service Centres, Libraries, Leisure Centres, Community and Health Centres, Art Galleries, local traders and schools
- Your logo on colourful festival brochures distributed to households in the surrounding area
- Your logo on 4 public posters (JC Decaux) placed in high traffic areas



Oakleigh Community Festival



BRONZE SPONSOR

Community Arts Project sponsorship Value \$1,500

Each year the Oakleigh Community Festival plays host to a community arts project. One previous project was Snapshots of Oakleigh, where cameras were given to local community groups and individuals who were invited to capture their view of Oakleigh. A local artist facilitated this project and was the curator of the subsequent exhibition at the festival. If you would like to be a part of a grassroots community project that has a legacy outside of the one-day festival, then this is the sponsorship package for you.

Sponsorship Benefits:

- Naming rights to the Community Arts Project
- Signage/banner space at the site of the Community Arts Project
- Promotional site space at the event, close to the Community Arts Project site (marquee **not** provided)
- Main stage announcements acknowledging sponsors



Mulgrave Fun Day



1 May 2010
11am to 3pm
Wellington Reserve, Mulgrave

The Mulgrave Fun Day is a local neighbourhood event that attracts up to 2,000 people. Young families with children are the predominant audience and who come to enjoy the free entertainment and activities.

This event is now in its 7th year and is also a day that showcases the Wellington Reserve Community Centre and its community user groups. This is a fun day out for the local residents who look forward to this day each year.



Mulgrave Fun Day



GOLD SPONSOR

Main stage sponsorship Value \$3,000

The Main Stage is the focal point of this event and features a variety of children's performers. Bright colours and costumes, interactive songs and kids dancing and singing in front of the stage, create a fantastic atmosphere where even the parents can't help but get involved in the fun.

Sponsorship Benefits:

- Naming rights to the Main Stage of the Mulgrave Fun Day
- Signage/banner space on the main stage to promote your brand
- Promotional site space at the event, close to the main stage (marquee provided)
- Main stage announcements acknowledging sponsors
- Mention in the Mayor's official welcome speech at the festival
- Your name and logo on all festival advertising in local newspapers
- Your name mentioned as the main stage sponsor in all media releases
- Your logo on colourful festival posters distributed to Monash Service Centres, Libraries, Leisure Centres, Community and Health Centres, Art Galleries, local traders and schools
- Your logo on one large roadside sign placed at the festival site in the lead up to the event



Mulgrave Fun Day



SILVER SPONSOR

Workshop sponsorship Value \$1,500

Workshops are a great interactive activity at any event. You could learn to play African drums or try your hand at Bollywood Dancing; workshops are a fun way to become a part of the action of an event, rather than just a spectator.

Sponsorship Benefits:

- Naming rights to the Workshop
- Signage/banner space at the site of the Workshop
- Promotional site space at the event, close to the Workshop site (marquee provided)
- Main stage announcements acknowledging sponsors
- Your name and logo on all festival advertising in local newspapers
- Your name mentioned as the workshop sponsor in all media releases
- Your logo on colourful festival posters distributed to Monash Service Centres, Libraries, Leisure Centres, Community and Health Centres, Art Galleries, local traders and schools
- Your logo on one large roadside sign placed at the festival site in the lead up to the event



Mulgrave Fun Day



BRONZE SPONSOR

Support sponsorship
Value \$500

A support sponsor of the Mulgrave Fun Day is an entry level sponsorship package that is a great opportunity for small businesses to get involved in this local community event. Your contribution as a support sponsor will assist to provide activities at the event.

Sponsorship Benefits:

- Main stage announcements acknowledging sponsors
- Your name and logo on all festival advertising in local newspapers
- Your name mentioned as the support sponsor in all media releases
- Your logo on colourful festival posters distributed to Monash Service Centres, Libraries, Leisure Centres, Community and Health Centres, Art Galleries, local traders and schools
- Your logo on one large roadside sign placed at the festival site in the lead up to the event



Monash Literature Festival



May - August 2010
All library branches across Monash

This Monash based festival celebrates literature through writing workshops, panel interviews and appearances by local and well-known authors. This high profile event is exceptionally well received by the greater Monash community.



Monash Literature Festival



GOLD SPONSOR

Literature Festival Major Sponsorship Value \$6,000

Become the Literature Festival's Major Sponsor and support the production of the prestigious Launch Event.

Sponsorship Benefits:

- Sponsor branding on all marketing collateral
- Sponsor mentioned in all media releases
- On-line promotion of the sponsor including links

SILVER SPONSOR

Local Writers Development Sponsorship

There are 3 options for the Silver level sponsorship package where you as the sponsor will be supporting local and emerging writers.

Sponsorship of the 14th Annual Short Story Competition - Value: \$2,000

Sponsorship of the Short Story Awards Presentation - Value: \$1,000

Sponsorship of 3 writer development workshops - Value: \$1,500 each

BRONZE SPONSOR

Event sponsorship Value \$500

Have your brand associated with one of the many Monash Literature Festival programs by becoming an Event Sponsor.

Another option for becoming a Bronze Sponsor is to bring the Monash Literature Festival to you by hosting an event at your venue including catering.



Other opportunities



Do you have any other ideas for getting involved as a sponsor of Council's festivals and events?

Would you like to contribute in-kind products or services?

We can tailor a sponsorship package to suit your needs – just give us a call.

Contact

For more information about the 2009/2010 festivals and events, the sponsorship packages and further details about the sponsorship benefits, please contact:

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CITY OF
MONASH