



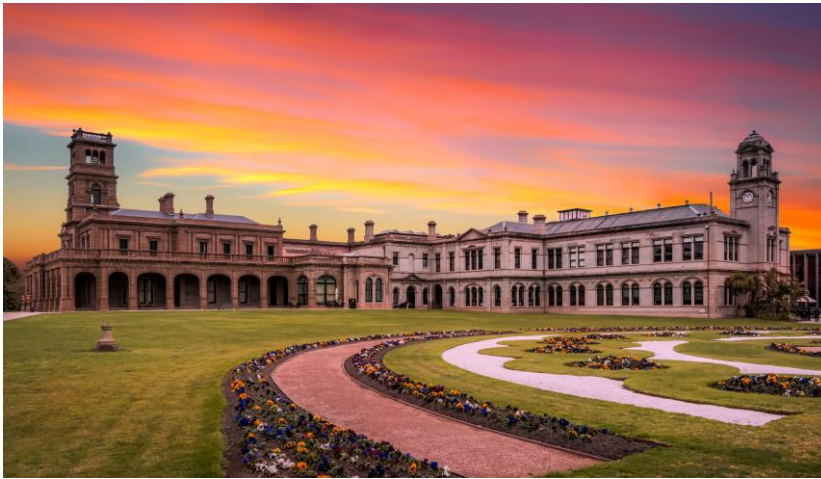
Major Events

SPONSORSHIP OPPORTUNITIES 2017/2018



YOUR OPPORTUNITY TO
SPONSOR THE MOST POPULAR
EVENTS IN THE WEST





ABOUT US

WYNDHAM CITY

The City of Wyndham is located on the western edge of Melbourne, between the metropolitan area and Geelong. Wyndham covers an area of 542km² and features 27.4 km of coastline bordering Port Phillip to the east.

The municipality is situated in one of Australia's most productive regions, part of the largest area of rich basalt soils on the continent. It is adjacent to the municipalities of Greater Geelong, Moorabool, Melton, Brimbank and Hobson's Bay.

In 2015, Wyndham had the largest population growth in Victoria, and the second largest percentage change in Victoria with 5.1%, behind Melbourne City with 5.6%.

MAJOR EVENTS TEAM

Wyndham City are fortunate to have a dedicated major events team within Council. The team of highly experienced staff sits within the Arts, Culture & Events Department, also closely aligned to the Venues Management Department. This collaboration allows for a vast array of experience and talent to flow on to events they create and manage from concept through to completion.

This team is responsible for producing Community, Civic & Corporate Events. Community events include, Australia Day Celebrations, Fromage a Trois, Pet & Animal Expo, Children's Week Picnic and the State Rose & Garden Show.

KEY FACTS ON WYNDHAM CITY

194 NEW RESIDENTS A WEEK
Wyndham's population grew by approximately 10,072 persons from 2015 to 2016. This is expected to increase to an average 10,528 people per year by 2036.

POPULATION

The current population of the City of Wyndham is forecast at 213,911 (as at June 2016), with a projected population of 424,476 in 2036, living in 146,998 households.

There are 12 babies born each day in Wyndham, a total of 4,379 births in the 2015/16 calendar year.

HOUSEHOLDS

57% of Wyndham households are family households. The average household size is 2.92 people. There are 72,555 forecasted households in Wyndham.

Couple families – 42%
Single Parent families – 11.5%
Couples – 24.2%
Lone person – 15.9%

DIVERSITY

25% of people in Wyndham come from countries where English is not their main language.

34% of the Wyndham population were born overseas.

The top five countries of birth of Wyndham residents (other than Australia) in 2011 were India, United Kingdom, New Zealand, Philippines and China.

Over a quarter (25.9%) of Wyndham residents speak English as a second language.



BENEFITS OF SPONSORSHIP

WHY SPONSOR WITH US?

Wyndham City is home to some of the most vibrant events in the West, and part of a diverse events calendar that keeps the coast, country and the city buzzing with life for every season.

Are you looking to increase your brand awareness?

With our large and loyal community, supporting local events provides invaluable marketing opportunities that have proven capability to increase business stimulation and perception.

To celebrate our community's diversity, Wyndham City Council's Major Events team dedicate themselves to producing unique and fun events that appeal to the broader community. We welcome all expressions of interest from businesses who wish to get involved with these events and utilise this unique platform to express their own brands.

We can offer a range of marketing and sales opportunities throughout our Event Season to maximise your partnership, with one of our set packages or a tailored package designed to suit your business needs.

WYNDHAM CITY Our reach to the Community

Wyndham City have direct access to many avenues for marketing of our events and can occur through some of the mediums below;

**20+ Community Centres
& Venues**

26 Kindergarten Centres

5 Community Libraries

These centres receive hundreds of thousands of visitors annually

Wyndham News

Council's bi-monthly newsletter is distributed to 75,000+ households in Wyndham and is one of the most preferred means of receiving communication from Council

Social Media

29,969 likes across our Facebook pages with Experience Wyndham Facebook receiving almost 10,000 likes

Website

385,839 users of Council's website during July-Dec 2016 and 663,160 page visits

E Newsletters

4,756 subscribers across 3 of Wyndham City's newsletters

MAJOR EVENT SPONSORSHIP PACKAGES

MAY 2017 – APRIL 2018

PRINCIPAL SPONSOR		\$10,000+
<p>MARKETING</p> <ul style="list-style-type: none"> • Recognition as the only Principal Sponsor in all marketing collateral including posters, real estate boards, flyer, programs & Wyndham News. • Principal Logo placement on all posters, flyers and event marketing material. • Four Tailored Social Media posts - pre event and on event day. • A Link to your website from the events webpage. 	<p>ACTIVATION</p> <ul style="list-style-type: none"> • Naming rights of a selected activity or zone. • Premium Exhibitor Package in Sponsor Area, including an additional spaced area. • Opportunity to display your company signage at the event (Signage to be supplied by sponsor). • Multiple acknowledgements as the principal sponsor during speeches/ MC on event day. • VIP Parking & Promotion Vehicles on event site. 	

MAJOR SPONSOR		\$7,000+
<p>MARKETING</p> <ul style="list-style-type: none"> • Recognition as a Major Sponsor in marketing collateral including posters, flyer, programs & Wyndham News. • Major Sponsor Logo placement on all posters, flyers and event marketing material. • Two Tailored Social Media posts - pre event and on event day. • A Link to your website from the events webpage. 	<p>ACTIVATION</p> <ul style="list-style-type: none"> • Premium Exhibitor Package in Sponsor Area. • Opportunity to display your company signage at the event (Signage to be supplied by sponsor). • Acknowledgement as a major sponsor during speeches / MC on event day. • VIP Parking. 	

SUPPORT SPONSOR		\$4,000+
<p>MARKETING</p> <ul style="list-style-type: none"> • Recognition as a Support Sponsor in marketing collateral including posters, flyer and programs. • Support Sponsor Logo placement on all posters, flyers and event marketing material. • One Tailored Social Media post - pre event. • A Link to your website from the events webpage. 	<p>ACTIVATION</p> <ul style="list-style-type: none"> • Exhibitor Package in Sponsor Area. • Acknowledgement as a support sponsor during speeches / MC on event day. • VIP Parking. 	

COMMUNITY SPONSOR		\$2,000+
<p>MARKETING</p> <ul style="list-style-type: none"> • Recognition as a Community Sponsor including logo placement in marketing collateral including flyer and programs. • A Link to your website from the events webpage. 	<p>ACTIVATION</p> <ul style="list-style-type: none"> • Exhibitor Package in Sponsor Area. • Acknowledgement as a support sponsor during speeches / MC on event day. • VIP Parking. 	

Wyndham City are happy to tailor a sponsorship package suitable to your needs – Just ask!

SPONSOR OPPORTUNITIES

WYNDHAM CITY CALENDAR OF EVENTS

MAY 2017 – APRIL 2018



PET & ANIMAL EXPO – SUNDAY 17 SEPTEMBER 2017

Expected Attendance: 7,000 – 9,000

An annual event for the Wyndham community, the Pet & Animal Expo is a fun, 'family and pet' friendly day where all activities and entertainment are free. Dog obedience demonstrations, exotic cats, stage entertainment, children's activities, petting zoo and food trucks all feature in this popular community gathering!

CHILDRENS WEEK PICNIC – SUNDAY 22 OCTOBER 2017

Expected Attendance: 8,000 – 10,000

Celebrating Children's Week, this event aims to provide a day of engaging and stimulating, healthy and educational activities for the children of Wyndham. In its 17th year, this event is one of our most popular and sought after events. Event features include stage entertainment, rides, face painting and much more.



STATE ROSE & GARDEN SHOW – SAT 11 & SUN 12 NOV 2017

Expected Attendance: 10,000 – 12,000

Set in a picturesque location and showcasing over 5000 rose varieties, this free community event provides an opportunity to learn more about roses and gardening from industry experts. Event features live music, food trucks and stage demonstrations from celebrity gardeners!

AUSTRALIA DAY – FRIDAY 26 JANUARY 2018

Expected Attendance: 7,000 – 9,000

Wyndham comes alive on 26 January to bring together communities from all cultures and backgrounds to celebrate Australia Day. This event, our only evening event, features a range of FREE activities to enjoy including carnival rides, art workshops, fireworks, live stage entertainment and food trucks.

The community love this event and celebrate in true Aussie style!



FROMAGE A TROIS – SUNDAY 8 APRIL 2018

Expected Attendance: 4,000 – 6,000

This event showcases specialist cheese and cider producers from all over Australia as well as other gourmet products. The perfect scene for enjoying a lazy Sunday afternoon, good food, entertainment & activities all in the beautiful surrounds of Werribee Park.

CONTACT US

WOULD YOU LIKE TO SPONSOR?

Opportunities to partner with Wyndham City Events are now available and we encourage local businesses to get involved and celebrate the spirit of the community at these events.

Sponsorship places are limited and approval will be based around suitability between the event and your business. See below for details on how to contact the Major Events Team to discuss sponsorship opportunities – we look forward to hearing from you!

Wyndham City Major Events Team

Email: events@wyndham.vic.gov.au

Phone: 03 9742 0824