

LIVERPOOL
CITY
COUNCIL

LOVE
LIVERPOOL

SENIORS CONCERT

CONNECT & CELEBRATE



Sponsorship Proposal 2023

A MESSAGE FROM THE MAYOR



Liverpool City Council is delighted to stage the Seniors Concert in 2023. It brings stability and entertainment to our lives after what can often be unsettling moments during the year for so many people.

An important and illuminating factor this year will be the retention of the services information bureaux we provided last year about issues of great interest to our seniors.

They include access to representatives of government and commercial agencies offering services and information about products they might not know about.

Audiences at the concerts will get plenty of time to talk one-on-one with representatives to consider all available options before they decide on a course of action.

Blending the Seniors Concert with local, and external service providers, offers a dual benefit.

First our senior citizens get a first-rate concert and a chance to catch up with friends and colleagues. They also get the opportunity to hear the latest developments and opportunities available to help them enjoy life.

Seniors have played an important role in the development of Liverpool and your Council is committed to that role continuing.

I'm asking you to help Council provide this wonderful celebration of our seniors by helping to bring it to life.

Your support in any capacity as a sponsor, partner or exhibitor will help ensure this well-received event will continue to maintain its high standards and can be freely accessed by our seniors.

I invite you to take the time to read through our sponsorship prospectus to find how your brand can achieve greater recognition and awareness with Liverpool City Council.

A handwritten signature in blue ink, appearing to read 'Ned Mannoun', enclosed within a large, stylized blue oval.

MAYOR NED MANNOUN



EVENT OVERVIEW

Liverpool City Council's Seniors Concert is a 2-day event where we engage 600 Seniors from the Liverpool Local Government Area per day to enjoy performances, connect with their peers and learn about services that look to enhance their quality of life.

The 2023 Seniors Concert will be held at the Liverpool Catholic Club, where seniors will be encouraged to engage with local providers a dedicated exhibition component.

Nursing homes, retirement villages and seniors' groups from Liverpool are amongst the audience for this event.

For further information, please visit our website:
www.liverpool.nsw.gov.au/seniorsconcert



WHY SPONSOR?

Liverpool City Council's Seniors Concert provides a unique opportunity for your brand to gain directly engage with a thriving and engaged seniors' audience, enhancing your corporate image and brand recognition.

Your sponsorship of this event will help us deliver this important community initiative, helping keep it free and accessible to those within our community who need it most.

Council invites event sponsors and partners to support our 2023 Seniors Concert through a range of package options which will help you achieve your business objectives including:

- Promotion of your business to thousands of people across Liverpool and Greater Sydney, with a particular focus on the over-50s community
- Enhanced corporate image and brand recognition through association with Liverpool City Council and one of the most beloved and anticipated annual events in the Liverpool Local Government Area
- Recognition in pre-event, at-event and post-event marketing collateral and signage, supported by Council's dedicated Communications team
- Realise an opportunity to directly connect with your target market through pre and post-event EDMs, informing and engaging our seniors' audience about how your business can benefit them and potentially generating leads



WHY EXHIBIT?

Taking note of the previous event feedback – our loyal and engaged audience have expressed their desire to learn more about services on offer in Liverpool and surrounds that will benefit them long term over the year.

For this reason, we are bringing back the much loved exhibition which provides an opportunity for local organisations to promote their services and products.

The exhibition component will provide organisations with the opportunity to showcase what they can offer seniors to enhance their quality of life.

It will connect seniors directly to the information and support available to them and will provide an opportunity for both parties to connect and benefit from conversations, interactions, and information sharing.

As a sponsor of this event, you will maximise your visibility to your key target audience.

EXHIBITOR SPECIFICATIONS

One Exhibition space (3m x 3m) in the Exhibition Hall;

Exhibition package inclusions:

- 3m x 3m space
- Furniture - 1x Trestle Table, 2x Chairs

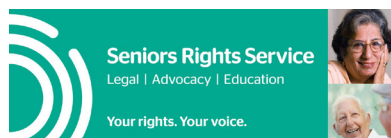


EXHIBITION INCLUSIONS

	2 Day Exhibition	1 Day Exhibition
	\$150	\$80
PRE-EVENT RECOGNITION		
Logo with hyperlink to website available on Seniors Concert landing page on Liverpool City Council website	✓	✓
Logo presence across marketing materials	✓	✓
Social media mentions, where relevant	✓	✓
ONSITE RECOGNITION		
MC acknowledgement throughout the event	✓	✓
Logo presence on event signage and slideshows	✓	✓
3x3m space including 1 Trestle Table and 2 Chairs	✓	✓
Preferred exhibition location considered	✓	
POST-EVENT RECOGNITION		
Opportunity to add a flyer into Love Liverpool goodie tote bag	✓	✓
Recognition in post-event social media post/s and media release	✓	✓

20% Discount for Registered Charities and Not-for-Profit Organisations.

PREVIOUS SPONSORS



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