



30 MARCH • 5-10PM
GREENWAY PARK • WEST HOXTON

LIVERPOOL
CITY
COUNCIL



#LOAR2019

www.liverpool.nsw.gov.au/LOAR



ABOUT LIVERPOOL: A CITY ON THE MOVE

Onwards and upwards, Liverpool is a city on the move. Its population of more than 216,000 people is set to grow to 331,000 by 2036, complemented by increased investment in new housing, employment lands, recreation spaces and transformative infrastructure such as Western Sydney Airport at Badgerys Creek.

The community is young and culturally diverse. More than one in three people were born overseas, providing local links to global destinations, and more than half of residents speak a language other than English at home.

Liverpool's economy is as diverse as its people, with a gross regional product estimated at \$11.4 billion in 2016/17 across a myriad of industries including public administration, construction, manufacturing and retail.

Anchored by a thriving health, education and research precinct, Sydney's third CBD is a walkable centre of learning and innovation for students and professionals and a vibrant hub of activity for residents. Dining options, shops and recreation spaces are all a short stroll from public transport.

Council is proud to host a range of exciting festivals and events throughout the year which celebrate significant holidays, local culture and heritage, bringing the city centre and surrounds to life.

Council invites you to sponsor or partner with us for Liverpool On A Roll, which will see your brand or service gain extensive exposure to a thriving, engaged community, enhancing your corporate image and brand recognition.

Reach out to Council to find out how your brand or service can benefit from partnering with Council and see first-hand why Liverpool is the place to be.



EVENT OVERVIEW

As Council's newest major event, Liverpool On A Roll is set to dial up the focus on food, with visitors able to try a plethora of tasty treats presented "on a roll", such as burgers, banh mi and burritos.

From the humble sausage roll, to high-concept desserts and modern takes on much-loved classics, this festival gives food vendors a blank canvas to showcase their cultural offerings while integrating their own unique spin or humour.

In addition to international cuisine, Liverpool On A Roll will feature live entertainment, giveaways and garden games, with plans for market stalls selling seasonal local produce and products. The parkland event site will come to life with scenic lighting installations that build on the event's evening ambience.

The Liverpool On A Roll concept is also a nod to Liverpool being a city on the move, emerging as Sydney's third CBD and gaining a reputation as a wonderful place to live, work and learn.

Liverpool On A Roll is a free celebration of our vibrant, growing community and the many cultures that have helped make Liverpool a unique destination.

Expected audiences are young adults / foodies looking for the best in multicultural food offerings and families looking for a fun, affordable weekend outing.

Liverpool On A Roll will be held from 5pm – 10pm on Saturday 30 March at Greenway Park, West Hoxton, an exciting growth area and home to an engaged community that is welcoming of new events and festivals, ensuring the perfect location for this new endeavour.





MARKETING PLAN

An integrated marketing plan will target the Liverpool On A Roll audiences to drive awareness, engagement and attendance. The Marketing Plan would include a mix of the below.

PRINT ADVERTISING in local newspapers, including dedicated event advertisements and features in 'Liverpool News', Council's weekly local newspaper insert.

ONLINE ADVERTISING campaign may run across national online lifestyle websites, a mix of advertising and editorial, seamlessly linking to Council's website and social media for additional information.

RADIO ADVERTISING may run across metropolitan radio stations in the month leading to LOAR.

SOCIAL MEDIA campaign driven through a targeted mix of content across Council's Facebook, Instagram and LinkedIn channels.

COUNCIL WEBSITE hosts a dedicated LOAR event page, detailing information about LOAR with links to sponsors' websites. The majority of communications direct people to the Council website for information.

SIGNAGE, FLAGS AND BILLBOARDS are used throughout Liverpool CBD and surrounding suburbs.

FLYERS, POSTERS AND NEWSLETTER distributed to suitable audiences including over 80,000 homes, reaching more than 212,000 residents, and to Council's various community facilities. LOAR collateral may also be distributed to some of Liverpool's 14,500 businesses.

INTERNAL COMMUNICATIONS channels will be utilised for promotion and include quarterly CEO Presentations to all Council staff, Intranet news updates, fortnightly e-newsletters and posts on Yammer, Council's social media platform for staff engagement.

The Communications team will work alongside news media to deliver exciting and engaging editorial content across newspaper print, online, radio and television news outlets.

MARKETING REACH

Combined **social media** audience of 25,000+

Reach hundreds of thousands

Council website – 2000+ hits each day

Flyers, posters and Council newsletters shared with:

- 80,000 homes - 212,000+ residents
- Customer Service Centre - 24,000+ visitors per year
- Casula Powerhouse Arts Centre - 50,000+ visitors per year
- Liverpool City Libraries - 700,000+ visitors per year

Local newspaper distribution:

Liverpool City Champion – 48,000+

Liverpool Leader – 41,000+





INVEST

Aligning with the Liverpool City Council brand at Liverpool On A Roll will deliver substantial exposure to a wide cross-section of Liverpool and Greater Sydney communities and consumers.

Council invites event sponsors and partners to support LOAR through a range of package options which will offer you:

- Promotion of your business or service to hundreds of thousands of people across greater Sydney, including to more than 300,000 people living, working, studying and visiting Liverpool.
- Enhanced corporate image and brand recognition through association to the Liverpool City Council brand and our major community event.
- Recognition in pre-event, at event and post-event marketing collateral and signage, including extensive media and social media reach to hundreds of thousands of people.

LEVELS OF INVESTMENT

There are six levels of investment (inc. GST) available:

PLATINUM: \$30,000

DIAMOND: \$20,000

GOLD: \$15,000

SILVER: \$10,000

BRONZE: \$5,000

PARTNER: Less than \$5,000

Benefits included in each level of investment are listed on the following page.

Cash or in-kind contributions are subject to approval and must meet Incoming Sponsorship conditions.

Visit www.liverpool.nsw.gov.au/majorevents to review Council's Incoming Sponsorship Policy.





SPONSORSHIP OPPORTUNITIES

BENEFITS	PACKAGES ('000s)					
	Platinum	Diamond	Gold	Silver	Bronze	Partner
	\$30+	\$20+	\$15+	\$10+	\$5+	<\$5
Exclusive to one package	✓					
Limited to two packages		✓	✓			
Limited to three packages				✓		
Unlimited number of packages					✓	✓
At event – Naming rights to main stage (if applicable)	✓					
At event – Opportunity for product placement or free giveaways at the LCC info stall (if applicable)	✓					
At event – Ability to use LED Screens for content up to two minutes in duration*	✓	✓				
At event – Logo on all signage	✓	✓				
At event – Complimentary 2.4m x 2.4m fete stall with access to sell or promote product/business	✓	✓	✓			
At event – VIP parking spaces	✓	✓	✓			
At event – Possibility to display sponsor banner near event entry*	✓	✓	✓	✓	✓	
At event – Logo on rolling slide show (if applicable)	✓	✓	✓	✓	✓	✓
At event – Recognition of sponsor support by MC	✓	✓	✓	✓	✓	✓
MARKETING PROMOTION						
Media release detailing sponsorship	✓					
Logo included on any event billboards (if applicable)	✓	✓				
Organisation name and sponsorship level included in all media releases	✓	✓				
Sponsor advertisement on the Urban Screen in Macquarie Mall, Liverpool*	✓	✓	✓			
Logo included in event flyers and newspaper advertisements	✓	✓	✓			
Organisation name and sponsorship level included in Council's quarterly newsletter, <i>Liverpool Life</i>	✓	✓	✓	✓		
Advertisement included in event program (size dependent on sponsorship package)*	✓	✓	✓	✓		
Social media mentions, where relevant	✓	✓	✓	✓	✓	
Logo in post-event video	✓	✓	✓	✓	✓	
Recognition in post-event social media post/s	✓	✓	✓	✓	✓	✓
Recognition in post-event media release and possible advertising	✓	✓	✓	✓	✓	✓
Recognition on Council website	✓	✓	✓	✓	✓	✓

*Content/design must be approved by Council at least one month prior to event.



CONTACT

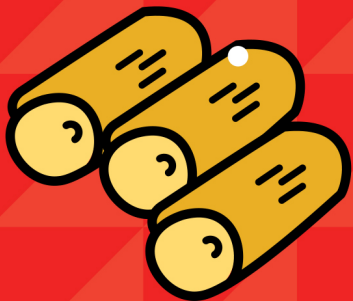
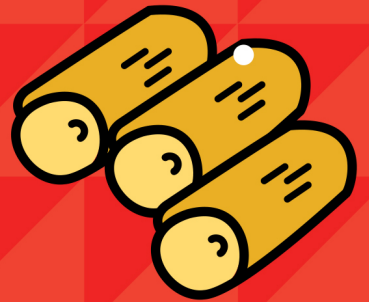
For event and sponsorship information, contact Clara McGuirk, Events Officer:

02 8711 7624

events@liverpool.nsw.gov.au

Submissions for sponsorship opportunities close 5pm, Friday 1 March 2019.





For further information



Visit Us

Customer Service Centre
Ground Floor, 33 Moore Street, Liverpool, NSW 2170
Open Monday – Friday, 8.30am – 5pm



Phone

1300 36 2170
National Relay Service (NRS): 133 677
(for hearing and speech impaired customers)



Email

events@liverpool.nsw.gov.au



Post

Locked Bag 7064, Liverpool BC, NSW 1871



Website

www.liverpool.nsw.gov.au

