MAJOR EVENT SPONSORSHIP PROPOSAL
Liverpool stands on the lands of the Cabrogal people of the Darug Nation. Liverpool City Council recognises all ancestors and descendants of the Dharawal and Darug Nations.
Onwards and upwards, Liverpool is a city on the move. Its population of more than 223,300 people is set to grow to more than 300,000 people over the next 20 years, complemented by increased investment in new housing, employment lands, recreation spaces and transformative infrastructure such as Western Sydney International (Nancy-Bird Walton) 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 $11.33 billion at 30 June 2019 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 an annual major event, 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 for its annual major events and see first-hand why Liverpool is the place to be.
WELL CONNECTED CITY

SITE OF THE NEW WESTERN SYDNEY INTERNATIONAL (NANCY-BIRD WALTON) AIRPORT AT BADGERYS CREEK

LIVERPOOL SYDNEY

**Median Age**

2018 33

2037 36

**Population Growth**

223,300

331,000

**Median Age**

**2018**

**2037**

**Population Growth**

**16,410 Businesses**

**94,828 Jobs**

IN LIVERPOOL

**$11.31 billion**

**GRP**

**More Than 40% Born Overseas**

**51.9% People Speak a Language Other Than English at Home**

**140 Languages Spoken**

**SITE OF THE NEW WESTERN SYDNEY INTERNATIONAL (NANCY-BIRD WALTON) AIRPORT AT BADGERYS CREEK**

**WELL CONNECTED CITY**

**Major Event Sponsorship Proposal: Liverpool City Council**
Emerging as Sydney’s third CBD and the gateway city to Western Sydney International (Nancy-Bird Walton) Airport, Liverpool is establishing its reputation as a wonderful place to live, work and learn. Our residents come from more than 150 nationalities, speak more than 140 languages and we are home to more than 16,000 businesses.

Events that unite our communities transcend cultural and linguistic barriers and are a powerful reminder that we all play a part in building Liverpool’s future.

Our city’s celebrations also offer visitors the opportunity to enjoy the best of Liverpool’s food, arts and culture. As Mayor of Liverpool, I have the privilege of welcoming many international guests here and I see how impressed they are with our beautiful city.

Council is committed to facilitating annual major events that showcase Liverpool throughout the calendar year and we are thankful to organisations and businesses that give back to the community through sponsorships or media partnerships.
From Australia Day to Liverpool on a Roll, our events attract thousands of residents and visitors who are interested in what Liverpool has to offer.

Our annual major events provide the perfect opportunity for organisations, businesses and media to align their brands with ours.

Be part of a thriving city that continues to attract positive media attention for its innovation, growth and development.

I hope that our Major Events Sponsorship Proposal will equip you with all the information you need to make the first step towards working with Liverpool City Council.

MAYOR WENDY WALLER
OUR MAJOR EVENTS
Liverpool on a Roll is a food festival which celebrates the city’s multicultural community, showcasing international bites and local beats in a picturesque park setting.

Showcasing international cuisine ‘on a roll’, food vendors have a blank canvas to showcase all-new cultural offerings or put their own twist on much-loved classics. Think burgers, banh mi, bao, burritos and much more.

There will also be live entertainment, garden games, seasonal local produce for sale and a pop-up beer garden.

Sponsorship opportunities for the autumn edition of Liverpool on a Roll 2020 close on 27 March.
My family had an amazing time at Liverpool on a Roll. We ate our heart out and Council did such a great job jazzing up the place with the lights.
The Way Out West Festival is Sydney’s premier interactive festival celebrating young people’s curiosity and imagination, in partnership with some of Australia’s leading artists – creating work with, by and for young people.

The four-day WOW Festival invites attendees to dive into a packed program of theatre, interactive installations, dance, music, literature, food, yoga, workshops and free family events guaranteed to inspire joy, creativity and curiosity. It’s also a place where the young (and not so young) can scream, shout, talk, laugh or quietly daydream.

Since its inception in 2011, the festival has continued to grow in size and popularity. In addition to the Casula Powerhouse festival hub, there will be a selection of pop-up events at Liverpool City Library branches.

Sponsorships and partnership for the WOW Festival are fully negotiable and not limited to sponsorship packages and partnership tiers outlined on pages 23-25.
I brought my two kids along with another mum from playgroup and had the best time. My youngest sat for ages making (eating) the pasta necklaces and my older boy loved the parkour workshops and disco. This is a really amazing event!
EAT YOUR HEART OUT LIVERPOOL

<table>
<thead>
<tr>
<th>When</th>
<th>29 August 2020 1pm – 9pm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Where</td>
<td>Northumberland Serviceway, Liverpool</td>
</tr>
<tr>
<td>Cost</td>
<td>Free</td>
</tr>
<tr>
<td>Attendance</td>
<td>6000 expected</td>
</tr>
<tr>
<td>Audience</td>
<td>Food lovers looking for an amazing range of international cuisines from the best local and Greater Sydney based vendors.</td>
</tr>
<tr>
<td></td>
<td>Creatives interested in art, craft and music who are seeking new and unique creative experiences.</td>
</tr>
<tr>
<td></td>
<td>Families with young children who want a fun and affordable family-friendly experience that is close to where they live in South West Sydney.</td>
</tr>
<tr>
<td></td>
<td>Youth interested in live music and free entertainment.</td>
</tr>
<tr>
<td>2019 Marketing</td>
<td>Total news, digital media and advertising reach over 1.5 million.</td>
</tr>
</tbody>
</table>

Liverpool CBD’s signature event, Eat Your Heart Out Liverpool, was established in 2017 as a celebration of art, music and multicultural cuisine.

The street fiesta combines a tantalising array of food, live music and performances, markets and plenty of art into a feast for the senses, bringing plenty of colour and energy to different corners of the city centre each year.

In 2019, thousands of food-lovers converged on Norfolk Serviceway in the city centre to witness awesome live performances and colourful art, while eating their way through some of Sydney’s best dishes served up at food trucks and pop-up restaurants.

Sponsorship opportunities for Eat Your Heart Out Liverpool 2020 close on 31 July.
If you want to see how to put on a successful multicultural event, come to Liverpool.

BRETT LEE
AUSTRALIAN FAST BOWLER
AND CRICKET LEGEND
LIVERPOOL CITY COUNCIL
CHARITY BALL

<table>
<thead>
<tr>
<th>When</th>
<th>1 August 2020 6pm – 11pm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Where</td>
<td>Location TBC</td>
</tr>
<tr>
<td>Cost</td>
<td>$185 per person</td>
</tr>
<tr>
<td></td>
<td>$1850 for table of 10</td>
</tr>
<tr>
<td>Attendance</td>
<td>300 +</td>
</tr>
<tr>
<td>Audience</td>
<td>Key decision makers in the local area and dignitaries, as well as owners and employees of local small businesses, corporates and enterprises looking to network.</td>
</tr>
<tr>
<td></td>
<td>Local residents wanting a glamorous night out with friends and/or family while supporting a great cause.</td>
</tr>
<tr>
<td>2019 Marketing</td>
<td>Total news, digital media and advertising reach over 800,000.</td>
</tr>
</tbody>
</table>

The Liverpool City Council Charity Ball is an opportunity for local people from all walks of life – residents, businesses, community organisations, Council members and staff, and members of Parliament – to come together and raise funds for a selected Liverpool not-for-profit organisation.

As one of South West Sydney’s premier black-tie events, the evening combines fine dining with live entertainment, dancing and fundraising fun, serving as a wonderful opportunity to network with like-minded locals.

Through the generous support of sponsors, partners and guests, more than $50,000 was raised in 2019 for the Ingham Institute for Applied Medical Research’s student-focused programs, inspiring young people in Liverpool to pursue careers in health and science while gaining practical work experience and industry skills.

Sponsorship opportunities for the Liverpool City Council Charity Ball close on 3 July.
We are delighted by the generosity of Liverpool City Council, Charity Ball sponsors and the many people who attended or have donated.

DARRYL HARKNESS
CEO, INGHAM INSTITUTE FOR APPLIED MEDICAL RESEARCH
**LIGHT UP THE LAKE**
**NEW YEAR’S EVE**

| **When**       | 31 December 2020  
7pm – midnight, gates open 5pm |
|----------------|--------------------------------------------------|
| **Where**      | Grand Flaneur Beach  
Chipping Norton Lake,  
Chipping Norton |
| **Cost**       | Free |
| **Attendance** | 12,000 expected |
| **Audience**   | Families with young children who want a fun and affordable family-friendly experience that’s close to where they live in South West Sydney.  
Youth looking for an exciting New Year’s Eve with free entertainment.  
Singles or couples who want an easy New Year’s Eve event with excellent music and food choices. |
| **2019 Marketing** | Total news, digital media and advertising reach over 2.7 million. |

Since 2012, Light Up the Lake, Council’s iconic New Year’s Eve celebration, has drawn thousands of people to Grand Flaneur Beach at Chipping Norton Lake to ring in the New Year in a safe, family-friendly environment that’s close to home.

From the very best of international cuisine to local stalls, a dedicated carnival zone with fun rides, family entertainment and spectacular firework displays at 9pm and midnight – Liverpool’s lakeside celebration is the place to be on New Year’s Eve.

Past events have featured exceptional Australian acts such as Timomatic, Justice Crew and 2015 X-Factor winner Cyrus, as well as emerging and established local artists.

Sponsorship opportunities for New Year’s Eve close on 13 November.
Great music, buzzing atmosphere, a safe, family friendly environment and well organised parking area. By far the best suburban New Year’s Eve event we’ve ever attended.
AUSTRALIA DAY

| **When**     | 26 January 2021  
|             | 5pm – 10pm       |
| **Where**   | Woodward Park, Liverpool |
| **Cost**    | Free             |
| **Attendance** | 10,000 expected |
| **Audience** | Families with young children who want a fun and affordable family-friendly experience that is close to where they live in South West Sydney.  
|             | Youth interested in live music and free entertainment.  
|             | Young adults/foodies looking for the best in multicultural food offerings.  
|             | New citizens coming to their first Australia Day celebration. |

| **2020 Marketing** | Total news, digital media and advertising reach over 2 million. |

With a community historically rich in cultural diversity, Australia Day is a cherished celebration for thousands of people who have come to call Liverpool home.

The festivities at Woodward Park in Liverpool are a fun day out for families with a wide array of free entertainment including live performances, rides, face painting, giveaways and plenty more. In keeping with the celebration of the city’s multicultural identity, a variety of food trucks serve up dishes from around the world.

Past events have featured talented Australian acts such as DJ duo Mashd N Kutcher; Sneaky Sound System; X-Factor stars Samantha Jade, Big T and Johnny Ruffo; 2016 The Voice winner Alfie Arcuri; My Kitchen Rules participants; and Play along with Sam, as well as exceptional local artists.

Sponsorship opportunities for Australia Day close on 13 November.
My grandparents lived in Liverpool for over 50 years and so many of my childhood memories were created in this great city. It was an absolute pleasure to return - especially on Australia Day - to perform for the community.

ALFIE ARCURI
2016 THE VOICE AUSTRALIA WINNER

We had a great time performing at Liverpool’s Australia Day celebrations - the people of Liverpool really know how to party.

SNEAKY SOUND SYSTEM
AUSTRALIAN MUSIC GROUP
An integrated marketing plan will target each of the annual major events’ unique audiences to drive awareness, engagement and attendance.

The Marketing Plan may include a mix of the below.

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

**ONLINE ADVERTISING** campaign may be run across metropolitan and national online lifestyle websites, with a mix of advertising and editorial, seamlessly linking to Council’s website and social media channels for additional event information.

**RADIO ADVERTISING** campaign may run across local and metropolitan radio stations in the weeks or month leading to the major event.

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

**COUNCIL WEBSITE** hosts dedicated event pages detailing information about the event with links to sponsors’ websites. The majority of communications direct people to the Council website for further major event information.

**SIGNAGE, FLAGS AND BILLBOARDS** may be used throughout Liverpool city centre 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. Major event collateral may also be distributed to some of Liverpool’s 16,410 businesses.

**INTERNAL COMMUNICATIONS** channels are utilised for major event 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.
Aligning with the Liverpool City Council brand in high-profile major events 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 major events 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 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.

Major events are held annually and Council is open to discussion regarding current and future event sponsorships and partnerships.

**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 Policy conditions.


Please note, WOW Festival sponsorships and partnerships are fully negotiable and not related to sponsorship packages and media partner tiers outlined on the following pages.
<table>
<thead>
<tr>
<th>BENEFITS</th>
<th>Platinum</th>
<th>Diamond</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Partner</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exclusive to one package</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Limited to two packages</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Limited to three packages</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unlimited number of packages</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>At event – Naming rights to main stage (if applicable)</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>At event – Opportunity for product placement or free giveaways at the LCC info stall (if applicable)</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>At event – Ability to use LED Screens for content up to two minutes in duration (if applicable)*</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>At event – Complimentary 2.4m x 2.4m fete stall with access to sell or promote product/business</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>At event – VIP parking spaces</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>At event – Possibility to display sponsor banner or signage near event entry*</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>At event – Logo on rolling slide show (if applicable)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>At event – Recognition of sponsor support by MC (if applicable)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

### 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 recognition 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, Liverpool Life (pending timing) | ✓        | ✓       | ✓     | ✓      |        |         |
| 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                                         | ✓        | ✓       | ✓     | ✓      | ✓      | ✓       |

**Bonus Charity Ball benefits:**

Platinum and Diamond Sponsors – a complimentary table for 10 guests
Gold Sponsors – 15% discount on table.
Silver Sponsors – 10% discount on table.

**Bonus New Year’s Eve benefits:**

Platinum Sponsor will have naming rights to midnight firework display
Diamond Sponsor will have naming rights to 9pm firework display

**Bonus Australia Day benefits:**

Platinum Sponsor will have naming rights to 9pm firework display

*Content/design must be approved by Council at least one month prior to event
Council invites media organisations to become a major event media partner, providing support through in-kind or reduced rate editorial and/or advertising promotion. By partnering with Council, media organisations will receive:

- Promotion of your media organisation 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 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.

Major events are held annually and Council is open to discussion regarding current and future event partnerships.

### MEDIA PARTNERSHIPS

<table>
<thead>
<tr>
<th>BENEFITS</th>
<th>$20+</th>
<th>$15+</th>
<th>$10+</th>
<th>$5+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media partnership exclusivity</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>At event – Opportunity for product placement or free giveaways at the LCC info stall (if applicable)</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>At event – Logo on all signage</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>At event – Complimentary 2.4m x 2.4m fete stall with access to sell or promote product/business</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>At event – Ability to use LED Screens for content up to two minutes in duration*</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>At event – Logo on rolling slide show (if applicable)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>At event – Recognition of sponsor support by MC</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

**MARKETING PROMOTION**

| Logo included on any event billboards (if applicable)                    | ✓    | ✓    |
| Partner recognition on the Urban Screen in Macquarie Mall, Liverpool*    | ✓    | ✓    |
| Logo in post-event video                                                 | ✓    | ✓    |
| Logo included in event flyers and newspaper advertisements               | ✓    | ✓    | ✓    |
| Organisation name included in Council’s quarterly newsletter, Liverpool Life | ✓    | ✓    | ✓    |
| Advertisement included in event program (size based on partnership package)* | ✓    | ✓    | ✓    |
| Organisation included in all media releases                              | ✓    | ✓    | ✓    | ✓   |
| Social media mentions, where relevant                                    | ✓    | ✓    | ✓    | ✓   |
| Logo on 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
Liverpool City Council appreciates the support of previous sponsors and partners who helped to ensure the success of major events.
CONTACTS

Clara McGuirk
MAJOR EVENTS PRODUCER
02 8711 7424
events@liverpool.nsw.gov.au
Australia Day
Liverpool Charity Ball
Liverpool on a Roll
Light Up the Lake (New Year’s Eve)

Vi Girgis
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Eat Your Heart Out

Claudia Chidiac
WOW FESTIVAL PRODUCER
02 8711 7107
ChidiacC@liverpool.nsw.gov.au
WOW Festival
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
Calling from interstate: (02) 8711 7000
National Relay Service (NRS): 133 677
(for hearing and speech impaired customers)

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lcc@liverpool.nsw.gov.au

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www.liverpool.nsw.gov.au

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