



# >>> ARTS EVENTS & CULTURE

SPONSOR PROPOSAL | 2018





## Sponsor Opportunities & Your Business

The City is delighted to offer sponsors an exciting opportunity to showcase your business, and play a highly visible role in supporting cultural events which celebrate the local community and attract visitors to the South Perth Foreshore and Angelo Street precincts.

The benefits of partnering with our events are listed below:

- The positive association with high quality events that are safe, family friendly and well known for memorable experiences.
- Significant exposure of your brand throughout the City of South Perth region and the wider Perth Metro area.
- The opportunity to cultivate awareness of your business/company to the region.
- Being involved in events that build valuable relationships with the broader community.



## Cultural Calendar

Each year the City of South Perth aims to present an accessible program of high-quality, free and/or low cost events and activities that involve and reflect the community whilst delivering unique experiences for all to enjoy.

In 2016/2017 the City presented a season of events spanning over a 6 month period, hosting 47 events and receiving a staggering attendance of an estimated 170,000 patrons. The high attendance at all our events continues to increase year upon year signifying their popularity, high quality and the strong community demand.

In November 2017 a print calendar will be distributed to all residents promoting art, events and cultural activities occurring from **November 2017** through until **January 2018**. This calendar will list 21 events planned for the period. In January 2018, the City will distribute a second calendar aimed at promoting another 20 or more events planned for **February 2018 to April 2018**, including deliver two major events that are available for corporate sponsorship:

**SOUTH PERTH SOUNDS**  
**Saturday 24 February 2018**  
**Expected Patrons: 10,000 — 12,000**

**ANGELO STREET MARKETPLACE**  
**Sun 25 March 2018**  
**Expected Patrons: 14,000 — 16,000**

Any sponsor that commits\* to one of the two event sponsorships will have their logo featured on the back of the **February - April** calendar. 31,000 copies of the calendar will be printed and distributed to every household in the City of South Perth, plus businesses, cafes, shops, and other flier collection points across the Perth metro area. \*Only if sponsorship is committed to by **24 November 2017**



## The City of South Perth

Situated just 2km across the iconic Swan River from the Perth CBD, this inner-city metropolitan local government is renowned for its leafy, tree-lined streets and sweeping views of the beautiful Perth City skyline. Covering nearly 20 square kilometres, the City of South Perth is bound by the Swan and Canning Rivers with other major attractions including Sir James Mitchell Park, the Perth Zoo, two golf courses (Royal Perth Golf Club and Collier Park), three street shopping precincts (Mends Street, Angelo Street and Preston Street) and the Waterford Plaza Shopping Complex.

Home to a diverse range of ages and cultural backgrounds, the City has a growing resident population of approximately **44,000 people**. Over the past 5-10 years, the area has experienced a strong rejuvenation as younger couples and families have moved into the area. The City is dominated by residential land use and accommodates around 10,000 daily employees from varying businesses.

The City of South Perth has always had a strong commitment to its social and economic activity in the local community. As a result, the City has developed a renowned reputation for delivering quality, well organised events. Events such as the Australia Day Celebration Zone, South Perth Sounds (formally the Fiesta Concert) and the Angelo Street Marketplace are examples of these.

For more information about the City of South Perth see out latest annual report, available online at: [www.southperth.wa.gov.au](http://www.southperth.wa.gov.au)

### South Perth Sounds

**Saturday 24 February 2018**  
**4pm - 8:30pm**  
**Sir James Mitchell Park,**  
**Coode Street, South Perth**



South Perth Sounds (formally the Fiesta Concert) is the City's annual community celebration that takes place annually on the iconic South Perth foreshore. Since 1994, the City of South Perth has hosted some special headline acts including Marina Prior, The Wiggles, Wendy Matthews, Paul Kelly, James Morrison, Thirsty Merc, Jungle Giants, Nathaniel and Emma Louise, just to name a few!

In 2018, South Perth Sounds will take place on Saturday 24 February and will feature Faith & Freedom: the music of George Michael performed by Perth Symphony Orchestra and the WAAPA Gospel Choir.

Perth Symphony Orchestra loves to re-work the music of the world's most talented artists, bringing a new orchestral sound to massive hits. In this unique evening celebrating the incredible work by George Michael, PSO collaborates with some of WA's leading composers and arrangers to bring the magic of PSO's orchestral sound to George's songs. The concert is performed by the Perth Symphony strings, drums and percussion and features the remarkable WAAPA Gospel Choir led by Matt Allen, Head of Contemporary Voice at WAAPA. The evening will also feature a family activity area, gourmet food village and a spectacular fireworks display launched from the Swan River.





## South Perth Sounds Sponsor Benefits

Specific benefits on offer through sponsorship of *South Perth Sounds* are outlined below. Three levels of sponsorship are available for cash and contra investments. Our Cultural Development team would be happy to answer your questions and meet to discuss how these sponsorship benefits can be tailored to suit your business.

BENEFIT	DETAIL	Sponsor	Premium	Presenting
CASH &/OR CONTRA INVESTMENT VALUE		Up to \$4,000	\$6,000	\$10,000
Naming & Presentation Rights	Presentation title of South Perth Sounds i.e. South Perth Sounds featuring (Act), presented by ' <i>Name of Sponsor</i> '.			<input checked="" type="checkbox"/>
	Naming rights to the concert Fireworks. i.e. ' <i>Name of Sponsor</i> ' Fireworks.		<input checked="" type="checkbox"/>	
Attendee Address	Opportunity to address the attendees from the main stage with a short 2 minute welcome speech.			<input checked="" type="checkbox"/>
Sampling & Leveraging Opportunities	Opportunity to include a market research question in our surveys conducted at the event.		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	The opportunity to showcase products/services during the event. Can be negotiated upon request. This may include sampling, on-site product display, couponing or virtual experiences. i.e. car display at the foreshore during the Concert.			<input checked="" type="checkbox"/>
	Opportunity to distribute showbags or other items. Distributed by City staff from the event tent. Items will also be included in the VIP goodie bags provided to guests of the premium viewing area.		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Signage, Advertising & Logo Representation	Logo featured on the back of the City's cultural calendar <b>Feb —April edition</b> . <i>*Only if sponsorship is committed to by 24 Nov 2017</i>	<input checked="" type="checkbox"/> *	<input checked="" type="checkbox"/> *	<input checked="" type="checkbox"/> *
	1x logo banner (provided by the City – artwork provided by the Sponsor) displayed in front of the main stage.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Logo displayed on the main stage big screen on a revolving loop during the pre show entertainment and intermission.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Logo displayed on the website event page with clickable hyperlink to your business website.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Logo displayed on sponsors ribbon included at the bottom of all event posters, event banners and other event artwork. Logo size and placement is based on the hierarchy of sponsor investment.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>



## South Perth Sounds Sponsor Benefits (Continued)

BENEFIT	DETAIL	Sponsor	Premium	Presenting									
CASH &/OR CONTRA INVESTMENT VALUE		Up to \$4,000	\$6,000	\$10,000									
Acknowledgement	Acknowledgment in the City’s bimonthly newsletter, the Peninsula, prior to and/or post festival. (This publication is distributed to all residents.)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>									
	Verbal acknowledgement at the main stage during the welcome by the event MC	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>									
	Acknowledgement on the City’s main Facebook page as a supporter of the event in a pre event Facebook post with clickable link to your Facebook page.			<input checked="" type="checkbox"/>									
	General sponsors acknowledgement on the Facebook event page as a supporter of the event in a pre event Facebook post.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>									
	<table><tr><td>Facebook*</td><td>Peninsula Snapshot (fortnightly eNewsletter)*</td><td>City of South Perth Website*</td></tr><tr><td>5853 followers</td><td>5015 subscribers 45% open rate (25% above industry average)</td><td>21,657 unique visitors / 81,897 page views per month</td></tr><tr><td colspan="3">*Followers/subscribers correct as of 1 September 2017</td></tr></table>	Facebook*	Peninsula Snapshot (fortnightly eNewsletter)*	City of South Perth Website*	5853 followers	5015 subscribers 45% open rate (25% above industry average)	21,657 unique visitors / 81,897 page views per month	*Followers/subscribers correct as of 1 September 2017					
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	5853 followers	5015 subscribers 45% open rate (25% above industry average)	21,657 unique visitors / 81,897 page views per month										
*Followers/subscribers correct as of 1 September 2017													
Even More	Invitation to the premium viewing area at the concert. Includes goodie bag.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>									







## Angelo Street Marketplace

Sunday 25 March 2018

10am — 4pm

Angelo Street, South Perth

The annual Angelo Street Marketplace is a community celebration featuring an array of music and fashion talent on stage (two large stages plus small busking stages), exciting activations hidden in laneways, pop up bars and tastings, a pet pampering area, an exclusive kids area and unique curated arts experiences. Over 100 stalls line 360 metres of Angelo Street, from Strickland Street to Waverly Street, showcasing the work of local artists and creatives, household goods and gourmet food options.

### Artwalk

Introduced in 2016, Artwalk has showcased a number of temporary and permanent artworks by local and international artists. In 2017 Artwalk consisted of 8 temporary sculptures, permanent artworks and art activities positioned as a trail throughout the event site. It was itemised separately in the event map and each artwork/activity featured its own plaque. Some of the talented artists involved included Filthy Luker, Bellinda Panizza and Jahne Rees.



Artwalk will return in 2018 with the opportunity for a sponsor to host the presentation title to this activity.

### Main Stage

The Main Stage will be a showcase for local up-and-coming fashion and music talent. In 2017, the stage featured parades by Model Camp Australia and Kent Street Senior High School, plus memorable performances by Em Gel, Jordan Anthony and Tye Thompson.

Sponsors have the opportunity to host the presentation title to the stage name.

### Community Stage

The Community Stage will play host to local dance and musical groups, children's entertainers and fitness demonstrations. The 2017 schedule featured magician, Pierre Ulric, fitness performances from Step into Life, Jungle Body and Fireflight Yoga as well as community performances from South Perth Lions Club Youth Jazz Band, South Perth Primary and the WA Performance School.

Sponsors have the opportunity to host the presentation title to the stage name.





## Angelo Street Marketplace Sponsor Benefits

Specific benefits on offer through sponsorship of *Angelo Street Marketplace* are outlined below. Two levels of sponsorship are available for cash and contra investments. Our Cultural Development team would be happy to answer your questions and meet to discuss how these sponsorship benefits can be tailored to suit your business.

BENEFIT	DETAIL	Sponsor	Premium	Presenting
CASH &/OR CONTRA INVESTMENT VALUE		Up to \$4,000	\$6,000	\$12,000
Naming & Presentation Rights	Presentation title of the Marketplace. I.e. Angelo Street Marketplace presented by ' <i>Name of Sponsor</i> '. Represented on any print/online material, advertising, verbal or written reference of the event. <i>(Only 1 available)</i>			<input checked="" type="checkbox"/>
	Naming rights to the main stage. I.e. ' <i>Name of Sponsor</i> ' <i>Main Stage</i> . Represented on stage signage, event maps and at any mention of the main stage. <i>(Only 1 available)</i>		<input checked="" type="checkbox"/>	
	Naming rights to the community stage. I.e. ' <i>Name of Sponsor</i> ' <i>Community Stage</i> . Represented on stage signage, event maps and at any mention of the community stage. <i>(Only 1 available)</i>		<input checked="" type="checkbox"/>	
	Presentation title of Artwalk. I.e. <i>Artwalk presented by 'Name of Sponsor'</i> . See Artwalk info under Angelo Street Marketplace detail. <i>(Only 1 available)</i>		<input checked="" type="checkbox"/>	
	Naming rights to a laneway. I.e. ' <i>Name of Sponsor</i> ' <i>laneway (Up to 3 available)</i> <i>*Minimum \$3,000 contribution</i>	<input checked="" type="checkbox"/> *		
	Naming rights to the food area long table (previously named Angelo's Long Table) I.e. ' <i>Name of Sponsor</i> ' <i>Long Table</i> . Includes opportunity to decorate the table to matching logo colours. <i>(Only 1 available)</i> <i>*Minimum \$3,000 contribution</i>	<input checked="" type="checkbox"/> *		
Attendee Address	Opportunity to address the attendees from the main/ community stage with a short 2 minute welcome speech or address. <i>*Available only to the presenting sponsor, 1 main stage premium sponsor &amp; 1 community stage premium sponsor.</i>		<input checked="" type="checkbox"/> *	<input checked="" type="checkbox"/>
Sampling & Leveraging Opportunities	Opportunity to include a market research question in our surveys conducted at the event.		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	The opportunity to showcase products/services during the event. This may include distributing showbags, sampling, on-site product display, activity, couponing or virtual experience. Size of area and type of activity will be negotiated as per the appropriate sponsorship level.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>





## Angelo Street Marketplace Sponsor Benefits (continued)

BENEFIT	DETAIL	Sponsor	Premium	Presenting										
CASH &/OR CONTRA INVESTMENT VALUE		Up to \$4,000	\$6,000	\$12,000										
Signage, Advertising & Logo Representation	Logo featured on the back of the City’s cultural calendar <b>Feb —April edition</b> . <i>*Only if sponsorship is committed to by 24 Nov 2017</i>	<input checked="" type="checkbox"/> *	<input checked="" type="checkbox"/> *	<input checked="" type="checkbox"/> *										
	1x logo banner (provided by the City – artwork provided by the Sponsor) displayed in front of the main stage and/or community stage.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>										
	Logo displayed on the website event page with clickable hyperlink to your business website.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>										
	Logo displayed on sponsors ribbon included at the bottom of all event posters, event banners and other event artwork. Logo size and placement is based on the hierarchy of sponsor investment.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>										
	Logo displayed on event maps displayed in PDF format on the event page, Facebook event page, as large event signage and 2,500 copies printed and distributed on the day of the event. Logo size and placement is based on the hierarchy of sponsor investment.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>										
Acknowledgement	Acknowledgement on the City’s main Facebook page as a supporter of the event in a pre event Facebook post with clickable link to your Facebook page.			<input checked="" type="checkbox"/>										
	Acknowledgment in the City’s bimonthly newsletter, the Peninsula, prior to and/or post festival. (This publication is distributed to all residents.)		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>										
	Verbal acknowledgement at the main stage during the welcome by the event MC.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>										
	General sponsors acknowledgement on the Facebook event page as a supporter of the event in a pre event Facebook post.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>										
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*Followers/subscribers correct as of 1 September 2017														
Even More	Invitation to the premium viewing area at <i>South Perth Sounds</i> . Includes snack bag.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>										





**CONTACT & FURTHER INFORMATION**

Cultural Development Coordinator

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