



# Sponsorship Prospectus 2023-2024



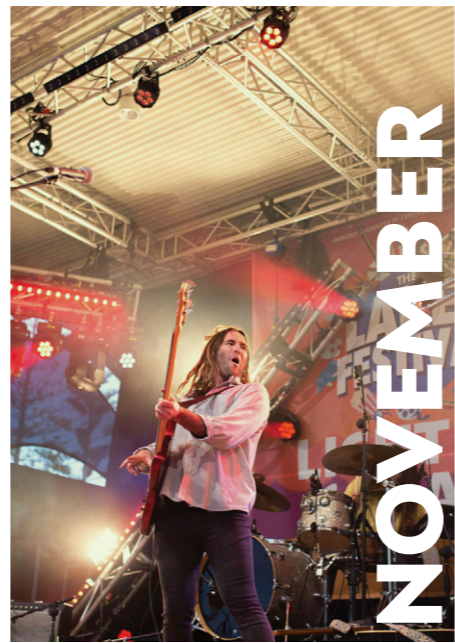
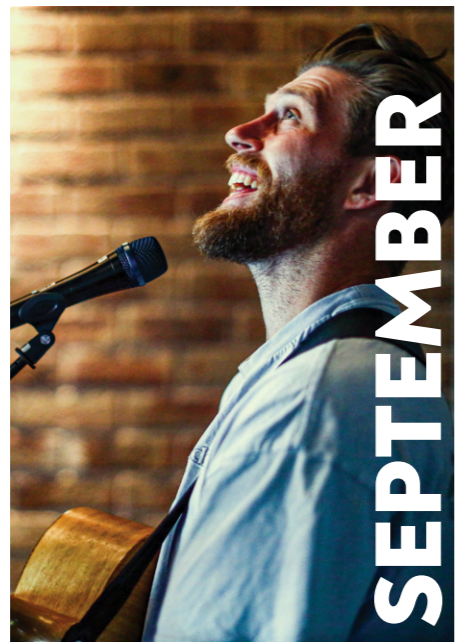
# Content Calendar 2023/2024

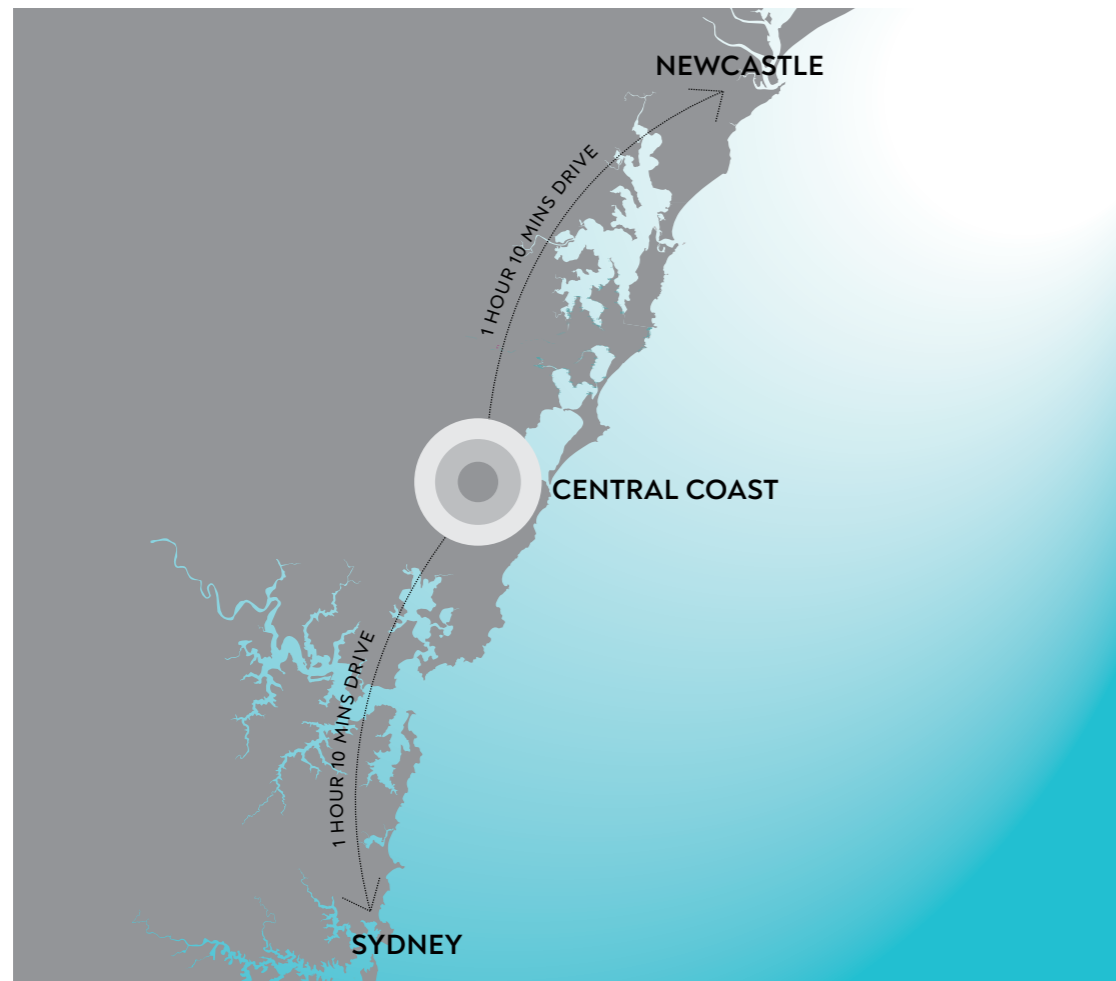
JANUARY 2023 – DECEMBER 2024

## 8 Major Events 8 Opportunities

- JANUARY Australia Day, Gosford
- FEBRUARY Love Lanes Festival
- MARCH Flavours by the Sea
- JUNE Harvest Festival
- SEPTEMBER Central Coast Music Festival
- OCTOBER ChromeFest
- NOVEMBER The Lakes Festival including Light up the Lake
- DECEMBER New Year's Eve, The Entrance

# 2023





## About the Central Coast

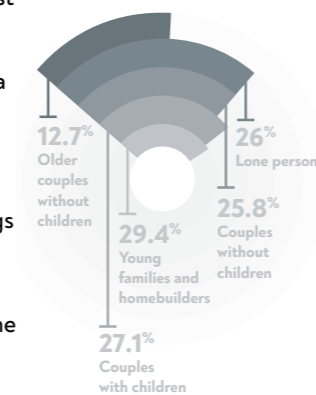
The population of the Central Coast is **348,379** and it is the ninth largest urban area in Australia. The Central Coast has been identified as a major population growth area, expecting **414,615 residents by 2036**, with the majority of the growth expected in the northern part of the region. The Central Coast is a unique environment located between NSW's two major urban cities, with the M1 Pacific Motorway and the Newcastle/Central Coast train line providing quick access from both Sydney and Newcastle airports.

There is significant growth in the northern end of the Coast around the area of Woongarra, Wadalba, Warnervale and Hamlyn Terrace which is driven by young and mature family households given the significant 'greenfield' opportunities available. In the south, Gosford has significant potential to develop more intensively as a regional centre with a high density of dwellings and increased apartment availability. This is driven by more young adults who are looking for apartment living which is close to transportation. Further to this, aged-care services are likely to continue to increase given the continually aging demographic.

The growing population on the Central Coast is fuelled by the overwhelming demand from the Sydney Metro regions as families and retirees look for more affordable opportunities and a sea change post-pandemic given decreased desire or requirement to commute.

**348,379**  
CENTRAL COAST  
POPULATION

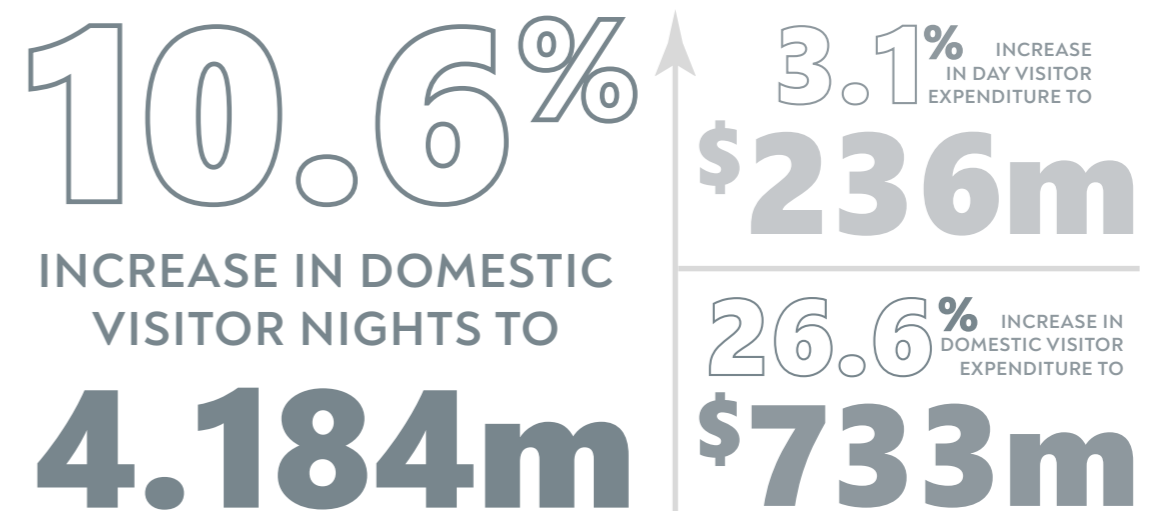
48.5% Male residents | 51.5% Female residents



**414,615**  
PROJECTED RESIDENTS BY 2036 ↑14%

## Central Coast Key Visitor Data

The Central Coast has an increasing Tourism Industry, and is recovering after the recent pandemic. Tourism Research Australia has released the following Central Coast specific data comparing March 2020 to March 2022:





## Marketing & Promotion

Sponsorship of CCC events provides you with the opportunity to reach thousands of people not only at the event, but via a strong tailored marketing campaign. A sponsor will be profiled as an advocate of the Central Coast community while providing a platform to showcase your organisation. Each CCC event has a comprehensive tailored marketing plan spanning 4 to 8 weeks, using a variety of channels to market which can include Campaigns focused on local radio, traditional print and digital media

- Digital advertising
- Printed marketing collateral
- Out of home advertising including event signage, billboards, and bus wraps
- Sponsor mentions with event radio sponsors
- Onsite opportunities: event signage, stage banners, flags and experiential activations

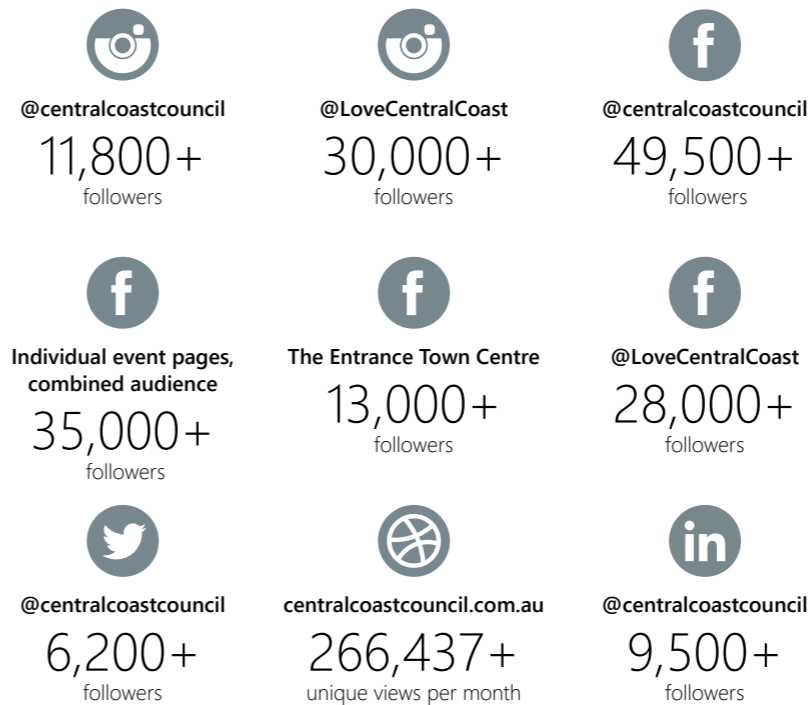


## Why sponsor a Council event? Partner. Profile. Prosper.

Central Coast Council (CCC) is proud to announce our calendar of events with the opportunity for organisations to partner with us to profile their organisation, brand, products, and services to the many thousands in attendance. By getting behind one of our events as a sponsor, you will be directly contributing to the wellbeing of our community and the livelihood of our region.

As one of the fastest growing regions in NSW and positioned on the doorstep of Australia's largest city, there is no better time to partner with CCC, profile your organisation to an engaged audience and prosper in 2023/24. By investing in Council's events, you can reach local and interstate target markets and showcase your products and services through a personalised approach that is unique to this style of partnership.

## Digital Marketing Reach



Ask us about a tailored package to meet your needs

CCC understands that your organisation's objectives and strategies are unique. It is with this understanding that our team is committed to creating tailored and bespoke opportunities to suit your strategy and budget.

NB: All values outlined in this document are exclusive of GST.



 26 JANUARY 2023  
 26 JANUARY 2024
  GOSFORD

Held at the Leagues Club Park, Gosford, the Australia Day festival includes live entertainment, free children's activities, food stalls, plus more. The event culminates in a spectacular display of colour and light with fireworks above Brisbane Water.

**TARGET AUDIENCE**

- Families
- Young adults
- Local Residents

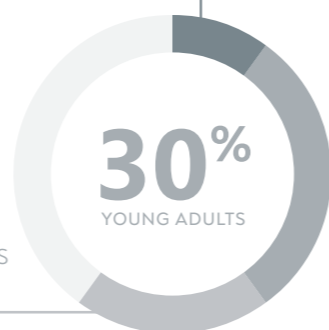
**KEY FACTS FROM PREVIOUS AUSTRALIA DAY EVENTS**

**15,000**  
EXPECTED ATTENDEES

730,140+  
combined reaches in previous successful campaigns

\*stats taken from 2019

10% families



20% residents

**SPONSORSHIP OPPORTUNITIES**

**Major Partner:**  
\$6,000

**Marketing and Media**

- Logo on marketing collateral
- Acknowledgement on dedicated recorded radio commercials

**Event**

- Organisation to be acknowledged as the sponsor of the fireworks display
- Opportunity to place banner across main stage
- A 3x3 site at the event
- Opportunity to hand out sponsor supplied giveaways
- Two teardrop banners (or similar) displayed
- Opportunity to address the audience
- Four acknowledgements by the MC

**Event Partner:**  
\$4,000

**Marketing and Media**

- Logo on marketing collateral

**Event**

- A 3x3 site at the event
- Two teardrop banners (or similar) displayed
- One acknowledgement by the MC
- Delivery of an activation that suits the theme and requirements of the event by the sponsor

**In-kind Event Partner**  
to the value of  
\$2,500

**Marketing and Media**

- Logo on marketing collateral

**Friend of the Festival:**  
\$1,500

**Marketing and Media**

- Logo on all marketing collateral

**Event**

- One acknowledgement by the MC

THE CHAPMAN BUILDING

# LOVE LANES FESTIVAL



 **11 FEBRUARY 2023**  
**10 FEBRUARY 2024**

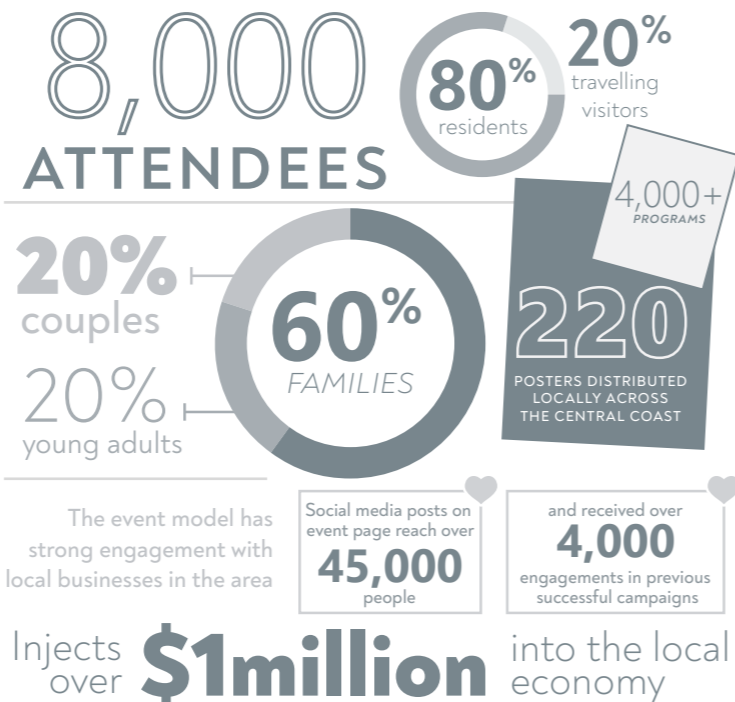
 **WYONG TOWN CENTRE**

Love Lanes Festival is a celebration of Wyong as you've never seen it before. Explore the heritage laneways and discover new hidden gems. Immerse yourself in an abundance of colour, sounds, smells and flavours. Enjoy the many stages of live entertainment at this unique outdoor festival for the whole family to enjoy.

**TARGET AUDIENCE**

- Families
- Couples
- Young adults
- Local residents
- Visitors

**KEY FACTS**



\*stats taken from 2019 and 2022

**SPONSORSHIP OPPORTUNITIES**

**Major Partner:**  
\$10,000  
SOLD OUT 2023 and 2024

**Main Stage Partner:** \$7,000  
SOLD OUT 2023, 2024 and 2025

**Laneway Partner:**  
\$4,000

- Marketing and Media**
- Logo on marketing collateral
  - One dedicated Facebook post on the Loves Lanes page

- Event**
- Sponsorship of one the following laneways or park: Rankens Court, Bakers Lane, or Peters Lane  
Note - Robley's Lane, Alison Road and Wyong Town Park SOLD OUT
  - Would be renamed as 'your organisation lane or park'
  - One acknowledgement by the MC
  - Delivery of an activation that suits the theme and requirements of the event by the sponsor

**In-kind Event Partner**  
to the value of \$2,500

- Marketing and Media**
- Logo on marketing collateral
  - One dedicated Facebook post on Love Lanes page

**Friend of the Festival: \$1,500**

- Marketing and Media**
- Logo on marketing collateral
- Event**
- One acknowledgement by the MC



 25 MARCH 2023  
23 MARCH 2024

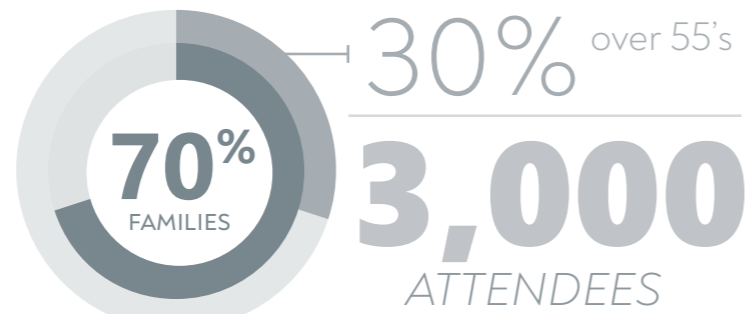
 TERRIGAL ESPLANADE

CCC will celebrate Harmony Day with a live multicultural event - Flaviours by the Sea. This festival is held annually in March and focuses on the region's diversity with a taste of the world's best food, music and art. Terrigal Esplanade will come alive with music and food stalls that showcase the many cultural influences we have on the Coast. Harmony Day is a celebration of our cultural diversity – a day of cultural respect for everyone who calls the Central Coast home.

**TARGET AUDIENCE**

- Residents
- Visitors

**KEY FACTS**



Total of **43,567**

people reached across the event page with over 200 engagements in previous successful campaigns

The event ties in with Harmony Day messaging and has strong links to local ethnic community groups



\*stats taken from 2019 and 2022

**SPONSORSHIP OPPORTUNITIES**

**Major Partner:**  
\$4,000

SOLD OUT 2023 and 2024

**Event Partner:**  
\$2,500

**Marketing and Media**  
• Logo on marketing collateral

**Event**  
• A 3x3 site at the event  
• Two teardrop banners (or similar) displayed  
• One acknowledgement by the MC  
• Delivery of an activation that suits the theme and requirements of the event by the sponsor

**Friend of the Festival:** \$1,000

**Marketing and Media**  
• Logo on marketing collateral

**Event**  
• One acknowledgement by the MC

**In-kind Event Partner**

to the value of \$2,500

**Marketing and Media**  
• Logo on marketing collateral

# Harvest Festival

## Central Coast



10 & 11 JUNE 2023  
8 & 9 JUNE 2024

DOORALONG, JILLIBY, YARRAMALONG, KULNURA, MANGROVE MOUNTAIN, PEATS RIDGE, SOMERSBY AND CALGA.

Harvest Festival Central Coast celebrates the fantastic local produce and producers from around the hinterland and focuses on recognising our unique region, its people and culture. The festival program is designed to encourage attendees to follow an event trail encouraging visitation at multiple local farms, food hubs and family activities. The festival will deliver a combination of community staged events, community partnership events, open farms and commercial events to provide a diverse festival program.

### TARGET AUDIENCE

- Local residents
- Out of region visitors

### KEY FACTS

AN AVERAGE OF **39,500** ATTENDEES

**\$4.45million** MILLION INJECTED INTO THE LOCAL ECONOMY

**93%** SATISFACTION RATE

**15,000** engaged users and over **300,000** reaches across all digital promotional activities in previous successful campaigns

**9,415** Facebook followers in 2019

**30-35** ACTIVITIES ACROSS THE REGION

\*stats taken from 2019 and 2022

### SPONSORSHIP OPPORTUNITIES

**Major Partner:**  
\$7,000

#### Marketing and Media

- Logo on marketing collateral
- Two dedicated Facebook posts on Harvest Festival page
- Recognition in media release
- Full page ad in the official event program / digital program
- Acknowledgement on dedicated recorded radio commercials

#### Event

- Branding opportunity at event Hub location (to be determined)
- A 3x3 site at the Hub location (to be determined)

**Event Partner:**  
\$5,000

#### Marketing and Media

- Logo on marketing collateral
- One dedicated Facebook post on Harvest Festival page
- Half page ad in the official event program / digital program

#### Event

- A 3x3 site at the event at a location Hub (to be determined)
- Delivery of an activation that suits the theme and requirements event
- Two teardrop banners (or similar) displayed

**Friend of the Festival:** \$2,000

#### Marketing and Media

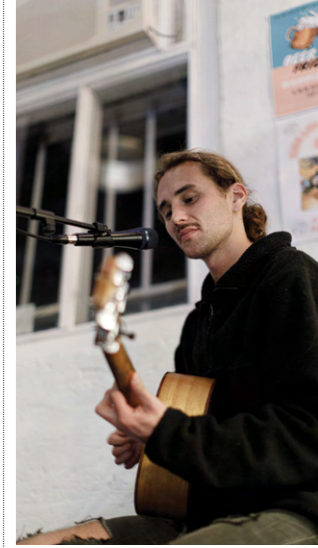
- Logo on marketing collateral

**In-kind Event Partner:**  
to the value of \$2,500

#### Marketing and Media

- Logo on marketing collateral
- One dedicated Facebook post on Harvest Festival page






**16 & 24 SEPTEMBER 2023**  
**14 & 22 SEPTEMBER 2024**


**GOSFORD**

Central Coast Music Festival will make every corner of Gosford burst to life with live music, music related content and workshops, and unexpected musical experiences throughout the entire CBD. The festival's major concert will host free live music with an amazing line-up, a pop-up bar and food stalls. With contemporary artists, intimate performances, and hidden surprises over the entire weekend, this is an event you don't want to miss.

**TARGET AUDIENCE**

- Local residents
- Out of region visitors

**KEY FACTS**

**10+**  
VENUES PARTICIPATING IN PROGRAM

**6,000**  
ATTENDEES OVER THE WEEK

RENOWNED ARTISTS SUCH AS  
**DAN SULTAN**  
**PEIRCE BROTHERS**  
THE MOVING STILLS  
**NEAV**  
**SCREAMING EAGLE**

**20+**  
WORKSHOPS OCCURRING ACROSS THE WEEK



Injects over **\$479,920** into the local economy

\*stats taken from 2022

**SPONSORSHIP OPPORTUNITIES**

**Major Partner:**  
\$6,500

**Marketing and Media**

- Logo on marketing collateral
- Two dedicated Facebook posts on Central Coast Music Festival page
- Recognition in media release
- Full page ad in the official event program / digital program
- Acknowledgement on dedicated recorded radio commercials

**Event**

- Opportunity to place banner across on the main stage of the event
- A 3x3 site at the event
- Two teardrop banners (or similar) displayed
- Opportunity to address the audience
- Four acknowledgements by the MC

**Event Partner:**  
\$3,000

**Marketing and Media**

- Logo on marketing collateral
- One dedicated Facebook post on Central Coast Music Festival page

**Event**

- A 3x3 site at the event
- Two teardrop banners (or similar) displayed
- One acknowledgement by the MC
- Delivery of an activation that suits the theme and requirements event

**Friend of the Festival:** \$1,500

**Marketing and Media**

- Logo on marketing collateral

**Event**

- One acknowledgement by the MC

**In-kind Event Partner**

to the value of  
\$2,500

**Marketing and Media**

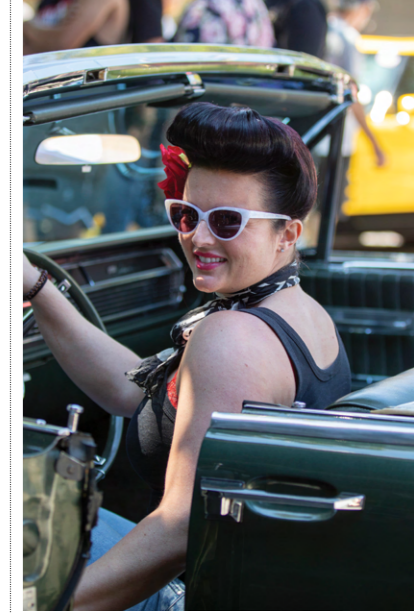
- Logo on marketing collateral

**Event**

- One acknowledgement by the MC
- One teardrop banner (or similar) displayed

# CHROMEFEEST

A TRIBUTE TO CLASSIC AMERICAN AUTOS, HOT-RODS AND ROCK & ROLL



27 - 29 OCTOBER 2023  
25 - 27 OCTOBER 2024



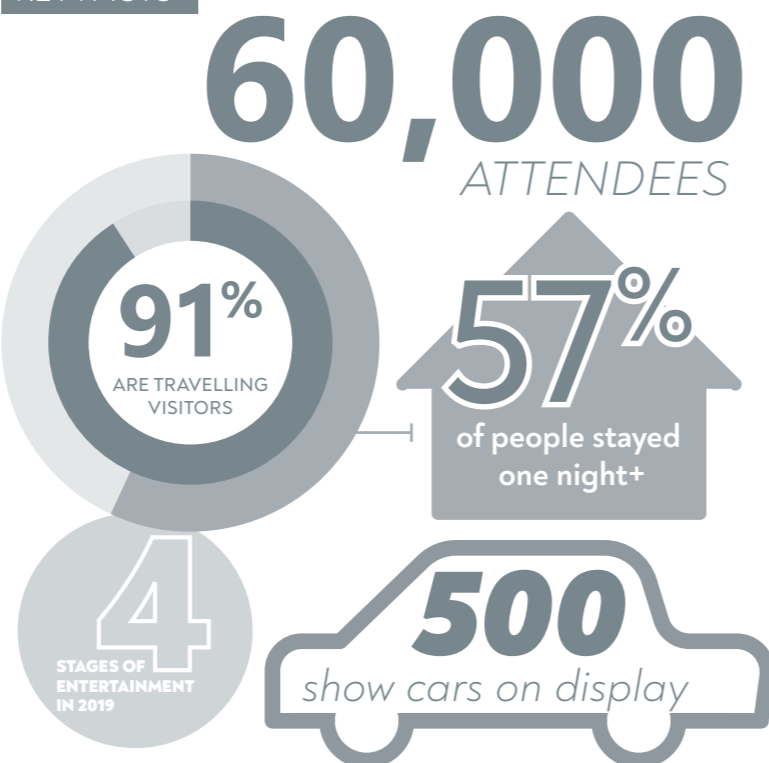
MEMORIAL PARK, THE ENTRANCE

Established in 2009, ChromeFest has become NSW's largest Rock n Roll, rockabilly and nostalgic car festival paying tribute to classic American autos and hot rod cars. ChromeFest is the Central Coast's annual signature event with the festival jam-packed full of music, dancing and nostalgia. The event program includes a massive show N' shine, twilight cruise, live entertainment on 3 outdoor stages, evening dances at local venues, a fashion parade, Viva La Vintage glam workshops, and retro market and food stalls.

## TARGET AUDIENCE

- Car enthusiasts
- Rock n' roll fanatics
- Residents
- Visitors
- Families and people of all ages

## KEY FACTS



\*stats taken from 2019

## SPONSORSHIP OPPORTUNITIES

**Major Partner:**  
\$8,000

SOLD OUT 2023

**Event Partner:**  
\$5,000

- Marketing and Media**
- Logo on marketing collateral
  - Two dedicated Facebook posts on ChromeFest's page
  - Half page ad in the official event program / digital program

- Event**
- A 3x3 site at the event
  - Two teardrop banners (or similar) displayed
  - Two acknowledgements by the MC
  - Delivery of an activation that suits the theme and requirements of the event

- Some of the exciting event activations that you could sponsor include:**
- Naming rights to The Custom Corral zone
  - Sponsorship of the Fashion Parade

**Friend of the Festival:** \$2,000

- Marketing and Media**
- Logo on marketing collateral
- Event**
- One acknowledgement by the MC
  - A 3x3 site at the event

**In-kind Event Partner**

- to the value of \$2,500
- Marketing and Media**
- Logo on marketing collateral
  - One dedicated Facebook post on ChromeFest's page



**3 - 12 NOVEMBER 2023**  
**1 - 10 NOVEMBER 2024**

**MULTIPLE LOCATIONS ACROSS THE CENTRAL COAST**

The ten-day festival features a program of over thirty sporting, family, cultural, education and live music events aimed at making the Central Coast's beautiful waterways come alive! Celebrations are focused over ten event hubs including The Entrance, Long Jetty, Toukley, Terrigal, Killcare, Avoca, Ettalong, and Picnic Point. Our unique partnership approach produces multiple events delivered by a blend of government, community groups and organisations working collaboratively towards the shared vision of activating, educating, and celebrating our spectacular coastal environment. Council runs the launch event Light up the Lake event at Memorial Park, on the first Saturday evening.

**KEY FACTS**

**65,000**  
ATTENDEES ACROSS TEN DAYS

Over **959,407** combined reach

**FOCUS ON THE DELIVERY OF ENVIRONMENTAL MESSAGES**

Injects over **\$11.9million** into the local economy

\*stats taken from 2019

**TARGET AUDIENCE**

- Residents
- Visitors
- Families
- Couples

**SPONSORSHIP OPPORTUNITIES**

**Major Partner:**  
\$8,000

SOLD OUT 2023 and 2024

**Event Partner:**  
\$5,000

- Marketing and Media**
- Logo on marketing collateral
  - Two dedicated Facebook posts on The Lakes Festival's page
  - Half page ad in the official event program / digital program

- Event**
- A 3x3 site at a CCC organised event
  - Two teardrop banners (or similar) displayed at a CCC organised event
  - Two acknowledgements by the MC during a CCC organised event
  - The delivery of an activation on site at a CCC organised event that adds value and matches the theme and requirements of the event

**Friend of the Festival:** \$1,500

- Marketing and Media**
- Logo on marketing collateral

- Event**
- One acknowledgement by the MC during a CCC organised event

**In-kind Event Partner**

to the value of \$2,500

- Marketing and Media**
- Logo on marketing collateral

# NEW YEARS EVE



**31 DECEMBER 2023**  
**31 DECEMBER 2024**

**MEMORIAL PARK, THE ENTRANCE**

This event is held annually in Memorial Park and consists of live entertainment, food stalls, free activities, amusement rides and the night will finish with a spectacular firework display.

### TARGET AUDIENCE

- Families
- Young adults
- Visitors
- Residents

### KEY FACTS

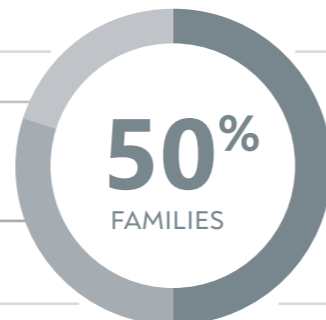
AN AVERAGE OF  
**20,000**  
ATTENDEES

**930,342**  
combined reach

**20%**  
visitors and residents

**30%**  
young adults

RENOWNED ARTISTS SUCH AS  
**THE REBECCA JOHNSON BAND**  
**THE CHOIRBOYS**  
**PSEUDO ECHO**  
**SARAH MCLEOD**



Injects over **\$1,139,358** into the local economy

\*stats taken from 2019

### SPONSORSHIP OPPORTUNITIES

**Major Partner:**  
\$8,000

#### Marketing and Media

- Logo on marketing collateral
- Two dedicated Facebook posts on The Entrance Town Centre page
- Acknowledgement on dedicated recorded radio commercials

#### Event

- Organisation to be acknowledged as the sponsor of the fireworks display
- Opportunity to place banner across main stage
- A 3x3 site at the event
- Opportunity to hand out sponsor supplied giveaways
- Two teardrop banners (or similar) displayed
- Opportunity to address the audience
- Two acknowledgements by the MC

**Event Partner:**  
\$4,000

#### Marketing and Media

- Logo on marketing collateral
- One dedicated Facebook post on The Entrance Town Centre page

#### Event

- A 3x3 site at the event
- Two teardrop banners (or similar) displayed
- Delivery of an activation that suits the theme and requirements of the event

**Friend of the Festival:** \$1,500

#### Marketing and Media

- Logo on marketing collateral

**In-kind Event Partner**  
to the value of  
\$2,500

#### Marketing and Media

- Logo on marketing collateral
- One dedicated Facebook post acknowledging Sponsor the Entrance Town Centre page

# Sponsorship Application

Organisation name:   
(as registered with ABN)

ABN:

Contact:

Position:

Phone:

Email:

Organisation address:

Website:

# Alternative Proposal

Event:

Value offered:

Return requested:

By signing this application, you confirm that the details provided here are true and correct and that you are duly authorised to lodge this application on behalf of the applicant organisation.

Print Name:

Signature:

Date:  /  /

## Events

### Australia Day, Gosford

- 2023  2024
- \$6,000 Major Partner
- \$4,000 Event Partner
- \$1,500 Friend of the Festival
- \$2,500 Event Equipment
- Other - *please complete the alternative proposal section*

### Love Lanes Festival, Wyong

- 2023  2024
- \$10,000 Major Partner **SOLD OUT 2022-24**
- \$7,000 Main Stage Partner **SOLD OUT 2023-25**
- \$5,000 Minor Stage Partner
  - Circus Stage
  - Wyong Town Park Stage
- \$4,000 Laneway Sponsor
  - Ranken's Court
  - Bakers Lane
  - Peters Lane
  - Wyong Town Park **SOLD OUT 2023-25**
  - Robley Lane **SOLD OUT 2023-25**
  - Alison Road **SOLD OUT 2023-25**
- \$1,500 Friend of the Festival
- \$2,500 Event Equipment
- Other - *please complete the alternative proposal section*

### Flavours by the Sea, Terrigal

- 2023  2024
- \$4,000 Major Partner **SOLD OUT 2022-24**
- \$2,500 Event Partner
- \$1,000 Friend of the Festival
- \$2,500 Event Equipment
- Other - *please complete the alternative proposal section*

### Harvest Festival, Central Coast Hinterland

- 2023  2024
- \$7,000 Major Partner
- \$5,000 Event Partner
- \$2,000 Friend of the Festival
- \$2,500 Event Equipment
- Other - *please complete the alternative proposal section*

### Central Coast Music Festival, Gosford

- 2023  2024
- \$6,500 Major Partner
- \$3,000 Event Partner
- \$1,500 Friend of the Festival
- \$2,500 Event Equipment
- Other - *please complete the alternative proposal section*

### ChromeFest, The Entrance

- 2023  2024
- \$8,000 Major Partner **SOLD OUT 2023**
- \$5,000 Event Partner
- \$2,000 Friend of the Festival

### The Lakes Festival, Central Coast

- 2023  2024
- \$8,000 Major Partner **SOLD OUT 2022-24**
- \$5,000 Event Partner
- \$1,500 Friend of the Festival
- Other - *please complete the alternative proposal section*

### New Year's Eve, The Entrance

- 2023  2024
- \$8,000 Major Partner
- \$5,000 Event Partner
- \$1,500 Friend of the Festival
- \$2,500 Event Equipment
- Other - *please complete the alternative proposal section*



## Let us tailor a package for you.

CCC understands that your organisation's strategy and purpose is unique. The assigned Event Officer to Sponsorship has extensive event experience in planning, coordinating, activating and executing events and sponsorship packages. The allocated Event Officer brings a dynamic element into the planning of their events with their own personal skill set. CCC Event staff are committed to creating tailored and bespoke opportunities to suit your organisation's objectives and budget. Please let us know how we can make this work for you.

For further information or to discuss the sponsorship opportunities in more detail, please contact:

### **Sponsorship Manager**

Jesse Canning  
E: [jesse.canning@centralcoast.nsw.gov.au](mailto:jesse.canning@centralcoast.nsw.gov.au)  
M: 0447 527 083

### **Team Leader Events**

Marie Lentini  
E: [marie.lentini@centralcoast.nsw.gov.au](mailto:marie.lentini@centralcoast.nsw.gov.au)  
M: 0438 052 261