

Sponsorship opportunity

Summer Concerts in the Parks





The City of Nedlands is seeking corporate sponsorship from the local business community for our Summer Concerts.



Summer Concerts in the Parks 2023

The City of Nedlands is seeking corporate sponsorship from the local business community to put towards the Summer Concerts.

The City of Nedlands has presented Summer Concerts in the Parks for more than 20 years! The concerts are free and aimed at the local community and their guests. They are held in local parks and residents are encouraged to bring a picnic and enjoy a range of popular live entertainment and free children's activities.

The concerts are significant events in the City's cultural and community calendar and are well-patronised with up to 1,000 people attending each concert.

In 2023, our Summer Concerts will be held:

Sunday 5 February	Lawler Park, Draper Street, Floreat
Sunday 12 February	Mason Gardens, Melvista Avenue, Dalkeith
Sunday 19 February	Allen Park, Kirkwood Road, Swanbourne
Sunday 26 February	Dot Bennett Park, Smyth Road, Nedlands



Why become a sponsor?

Support the community

Enhance your reputation as an active and supportive member of the community.

Build relationships

Connect with residents in your local area.

Targeted local area marketing

Raise your company's profile and build awareness of your products and services in a cost-effective manner.

Brand awareness and recognition

Receive logo placement in a variety of marketing material such as flyers, direct mail, the City of Nedlands website, email newsletters, press advertisements, signage and more.



How to become a sponsor?

Overview

For the 2023 Summer Concerts the City is offering one Platinum, Gold and Silver Sponsorship Level opportunity per concert location.

Locations

There are four Summer Concerts locations to choose from:

- Lawler Park
- Masons Gardens
- Allen Park
- Dot Bennett Park

How to apply

1. Choose your preferred event to sponsor
2. Choose your sponsorship level
3. Submit your application

Event sponsorship opportunities for local businesses

The below sponsorship matrix provides a breakdown of the benefits your business will receive:

Benefits	Platinum \$3,000 + GST	Gold \$1,500 + GST	Silver \$500 + GST
Logo on newspaper adverts	✓	—	—
Logo on posters (displayed in key locations around the western suburbs)	✓	—	—
Logo on postcards (distributed to schools, libraries and shops around the western suburbs)	✓	—	—
Stall space at the event (4 x 4 sqm)	✓	—	—
Acknowledged as a sponsor on the City of Nedlands Summer Concerts web page	✓	✓	—
Acknowledged as a sponsor on the City of Nedlands Facebook Summer Concerts events page	✓	✓	—
Acknowledged as a sponsor in the Nedlands News	✓	✓	—
Acknowledged by the MC at the event as a sponsor	✓	✓	✓
Business signage displayed at the event	✓	✓	✓

*There is one sponsorship opportunity available per level, per event.



Terms and conditions

1. The City of Nedlands is offering one (1) Platinum, one (1) Gold, and one (1) Silver level sponsorship opportunity for each of the four Summer Concerts being held in February 2023.
2. Sponsorship opportunities will be allocated based on the following factors:
 - a. Approval of application by the CEO;
 - b. Time of submission of application.
3. The City will not consider funding from:
 - a. A political party;
 - b. An organisation that (in the City's opinion) supports, promotes or facilitates violence, intolerance or discrimination.
 - c. An organisation that (in the City's opinion) produces, promotes or sells products/services likely to be harmful to the community;
 - d. An employee or Council Member of the City, or their immediate family, however this does not include an application from an organisation that an employee, Council Member or their immediate family member may be part of;
 - e. An organisation that has outstanding debts to the City;
 - f. An organisation who is in legal conflict with the City;
 - g. An organisation that conducts, or has conducted, themselves in a way that the City considers to be injurious or prejudicial to the character, values or interests of the City.
 - h. An organisation that (in the City's opinion) does not align with our values or strategic objectives.
4. The City reserves the right to acknowledge the contribution of any organisation that may assist with operational, entertainment or marketing costs.
5. All sponsorship money received will be used to directly support the Summer Concerts.
6. The City reserves the right to cancel the Summer Concerts sponsorship proposal. Under such circumstances, all sponsorship agreements will be rendered void and any sponsorship money received will be refunded.
7. The City reserves the right to alter the sponsorship benefits contained in this sponsorship proposal. Under such circumstances, all confirmed sponsors will be advised in writing.
8. Platinum Level Sponsorship entitles the sponsor to a stall space at their allocated event. All materials for the sponsor site stall are to be provided by the sponsor – only the site space will be provided by the City .
9. Gold or Silver Level Sponsorship entitles the sponsor to display business signage at their allocated event.
10. The City takes no responsibility for the erection and dismantling of sponsor site stall or the distribution of any promotional items.
11. The sponsor shall not erect any sign, stand, wall or obstruction which, in the opinion of the City event organisers, interferes with another event activity. If in doubt, the sponsor should check with event organisers prior to the commencement of the event.
12. The sponsor shall not undertake any activities at the concerts deemed by the event organisers as commercial. This includes selling raffle tickets.
13. The City will request sponsor signage to be delivered to the City administration office at least one week prior to the event, which is to be collected within one week after the event.
14. The City will not be held responsible for the loss or damage of any sponsor signage or promotional site materials at the event.
15. If the event(s) are cancelled by the City , the sponsorship money received may be refunded.
16. The City will issue a tax invoice for the full amount of the sponsorship level of an approved sponsor. Full payment of sponsorship money must be received by the City no later than 30 days from the date of the invoice. Should full payment of the sponsorship amount not be received by this date, the sponsorship agreement will be considered null and void by the City of Nedlands.
17. The City reserves the right to re-offer any null/void sponsorship opportunities to other potential sponsors.

2023 Sponsorship Application Form

Company /organisation

Name Position

Address

Email

Phone Mobile

I have read and accept the terms and conditions and agree to provide the following level of sponsorship for the City of Nedlands Summer Concerts.

Summer Concerts Sponsorship Levels (all costs are +GST)

Platinum Level – \$3,000 Silver Level – \$500

Gold Level - \$1,500

Summer Concerts Sponsorship Locations

Lawler Park Masons Gardens

Allen Park Dot Bennett Park

Total sponsorship commitment \$

Signed Date

For more information, contact Brooke Castelli, A/Community Development Officer (Events and Access), on **08 9273 3500** or email commdev@nedlands.wa.gov.au

Once you have completed this form, please return it to the City via any of the below methods:

Email

Scan and email to
commdev@nedlands.wa.gov.au

Mail

Post to
City of Nedlands , PO Box 9, Nedlands WA 6909

In person

Visit the Administration Centre
71 Stirling Hwy, Nedlands WA 6009

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City of Nedlands

nedlands.wa.gov.au