

# Mandurah Children's Festival

**Sunday 20 October**  
**10am - 3pm**



**2019 Sponsorship  
Opportunities**



## Mandurah Children's Festival

Now in its 16th year, the Mandurah Children's Festival transforms the Eastern Foreshore into a colourful and interactive playground where children and parents alike are encouraged to participate, learn and use their imagination.

This annual festival attracts an average of more than 25,000 people, and coincides with Children's week, celebrating children's right to enjoy their childhood.

The City of Mandurah organises and manages this fully inclusive, free community event and engages the support of community and local businesses to develop programs and activities to enrich the festival.

### The festival aims to:

- Engage the local community with a free, fun family friendly event.
- Provide an opportunity for children to use their imagination through play and creativity.
- Encourage learning through interaction and community connection.
- Generate social interaction for children aged 3-13 years.
- Provide an engaging platform for families and community organisations.

### Why should you get involved?

1. The opportunity to increase brand / business awareness to a community audience.
2. Integration of your business and brand into the City's marketing.
3. Campaign with the potential reach of over 300,000.
4. The opportunity to have an activation space to directly engage with an average of 25,000 attendees.
5. Support a local community event.

### Target Market

- Families with children aged 3-13 years.
- Primarily Mandurah and Peel Region residents.
- Primary schools and childcare centres.
- Community groups and associations.



### Children's Festival is a local community event

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Promote your business to the Mandurah community

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**25,000**

Engage with an average of 25,000 festival attendees

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**Campaign Reach**

**300,000 +**

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The City of Mandurah has a **social media following in excess of 15,000**

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**www**

**Event listed on City of Mandurah website**



## Theme | Communication

This year's festival theme is 'Communication' and will encourage children's learning and active participation through:

- Themed activities
- Stage performances and entertainment
- Free workshops and interactive activities

## Community Engagement

The City of Mandurah connects members of the wider community through dedicated initiatives designed to promote engagement through events. This includes creative activities with local schools, businesses and community groups.

The 'Community art project' is an annual initiative which centres around the creation of a city-wide art project and is aimed at pre-school and primary school aged children. The project encourages participation prior to and during the festival and instils a sense of community pride and ownership, with all artworks displayed at the event.

The community art project has been a successful mechanic which experiences year on year growth in school participation. **Approximately 800 students participated in the project last year.**



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## Marketing and Promotion

The Mandurah Children's Festival is supported by an integrated marketing plan, targeting local Mandurah residents. The following communication channels are used:

### Communication Channels



#### Radio

Commercial advertising campaign on local radio station Coast FM.



#### Newspaper

Local print advertising.



#### Website

Mandurah Children's Festival is hosted on the City of Mandurah's website and attracted **10,000 hits** in 2018.



#### Social Media

The event will be featured on City of Mandurah's Facebook which has a following of almost **15,000 people**. Last year's campaign reached **13,405 people** with **5,300 people** responding to the event.



#### PR

Media releases, and photo opportunities to local press outlets.



#### Print

Print materials promoting the event will be sent to local primary schools and childcare facilities.



#### Online

The Mandurah Children's Festival will also be listed on a number of 'event finder' websites including Visit Peel.



#### Signage

The event will feature outdoor signage at high traffic locations, as well as within the event footprint.



#### Promotion

Competition based promotions will take place throughout the event. There may be opportunities for your business to get involved.



#### E-marketing

Direct email campaigns targeting local community groups and past attendees.



#### Digital

GDN (Google Display Network) advertising across targeted sites and social media sponsored content on City of Mandurah owned channels.



#### Posters

Promoted on posters and displays across various City of Mandurah owned venues

## Sponsorship opportunities

If you would like to get involved and be part of this fantastic community event we have a number of sponsorship opportunities available:

<b>Presentation Rights Sponsor</b>	<b>\$8,000.00</b>
<b>Main Stage and Dress Up Competition Naming Sponsor</b>	<b>\$4,500.00</b>
<b>Workshop Package Presentation Rights Sponsor</b>	<b>\$4,000.00</b>
<b>Activities and Workshops Naming Rights Sponsor</b>	<b>\$1,500.00</b>

## Presentation Rights Sponsorship

**\$8,000.00 + GST**

There is only one exclusive presentation rights sponsorship opportunity available. Sponsorship benefits:

- Presentation rights acknowledgement: Mandurah Children's Festival presented by <your business name>.
- Acknowledgement in all print advertising.
- Acknowledgement on printed marketing collateral including posters and event invitations.
- Acknowledgement in radio advertising campaign.
- Acknowledgement in media releases promoting the event.
- Acknowledgement across all of the City's social media channels.
- Recognition on 5,000 hand delivered event invitation's to local schools.
- There is an opportunity to include your own gift or voucher with the invitations (sponsor to supply).
- Listing on external websites.
- Verbal acknowledgement by event host on main stage.
- 6 x large tear drop banners or similar positioned along the event footprint (sponsor to supply).
- 6m x 3m marquee in prime location at event to set up a promotional display or interactive stand within the festival theme (marquee provided, activity / activation cost to be borne by sponsor).
- Opportunity to provide the major prize for the event.
- Opportunity to run a relevant competition through the City's marketing channels relating to the event. (To be approved by Event Organiser).



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## Main Stage and Dress Up Competition Naming Sponsor

**\$4,500.00 + GST**

There is only one main stage and dress up competition sponsorship opportunity available.

Sponsorship benefits:

- Naming rights acknowledgement: <your business name> Main Stage.
- Presentation rights acknowledgement: Dress Up Competition presented by <your business name>.
- Acknowledgement in newspaper advertising.
- Acknowledgement on all event posters.
- Recognition on 5,000 hand delivered event invitation's to local schools.
- There is an opportunity to include your own gift or voucher with the invitations (sponsor to supply).
- Acknowledgement on website.
- Verbal acknowledgement by event host on main stage.
- 4 x large tear drop banners or similar positioned along the event footprint (sponsor to supply).
- 3m x 3m marquee in prime location at event to set up a promotional display or interactive stand within the festival theme (marquee provided, activity / activation cost to be borne by sponsor).
- Opportunity to be on the judging panel alongside the Mandurah Mayor and Junior Mayor for the dress up competition.
- Opportunity to provide a prize for the dress up competition.

## Workshop Package Presentation Rights Sponsor

**\$4,000.00 + GST**

There is only one workshop package sponsorship opportunity available.

Sponsorship benefits:

- Presentation rights acknowledgement: <workshop name> presented by <your business name>.
- Package includes presentation rights on all 5 themed art and craft workshops at the event, with acknowledgement within designated activity marquees.
- Acknowledgement in newspaper advertising.
- Acknowledgement on all event posters.
- Acknowledgement on 5,000 hand delivered event invitations to local school children.
- Acknowledgement on website.
- Verbal acknowledgement by event host on main stage.
- 4 x large tear drop banners or similar along event footprint (sponsor to supply).
- 3m x 3m marquee in prime location at event to setup a promotional display or interactive stand within the festival theme (marquee provided, activity / activation cost to be borne by sponsor).

## Activities and Workshops Naming Rights Sponsor \*

### \$1,500.00 + GST each

There are seven activity and workshop sponsorship opportunities available.

Sponsorship benefits:

- Opportunity to sponsor an activity or workshop within the event incorporating the event theme OR opportunity to develop an activity within your business brand.
- Acknowledgement within designated activity.
- 2 x large tear drop banners located within activity area (sponsor to supply).
- Verbal acknowledgement by event host on main stage when directing patrons to activity.
- Activities available include: themed art and craft workshops (5 different workshops available at event), pony rides, family room.

**\* Not available if Workshop Package sponsorship opportunity purchased.**

## Non-Sponsorship Opportunity – Commercial/Workshop Stallholder

### Price upon application

There is a limited number of commercial stallholder opportunities.

Benefits:

- Opportunity to run a small activity or similar within the event footprint
- Opportunity to provide demonstrations/information on your product or service\*
- Marquee provided within the event footprint

**\*Stallholders need to provide an activity or interactive display, stalls exclusively handing out flyers or information will not be considered.**

**Sponsorship agreements for this event must be completed by Monday 26 August 2019 to receive all benefits.**

**To register your interest contact**

**Michelle Kite, Events Officer**

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