



LITHGOW
HALLOWEEN
2017

Saturday 28 October 2017

Sponsorship Prospectus

About Lithgow Halloween

Lithgow Halloween is returning for its fifth year of ghouls, ghosts and fabulous community spirit.

Halloween originates from a celebration of the ancient Celtic festival where people would light bonfires and wear costumes to ward off roaming ghosts. Today Lithgow Halloween has evolved into a secular community based event with ancient traditions carrying through and evolving to be practiced as family-friendly activities.

Lithgow Halloween 17' aims to:

- Activate and revitalise the town centre
- Increase retail spend
- Diversify the Lithgow economy
- Increase regional tourism visitation and overnight stays
- Promote Lithgow's creative practitioner sector
- Foster partnerships with schools, community organisations and other agencies

The 2016 Lithgow Halloween festival introduced rides for small children and a laser tag for the older ones which were highly popular. There will more rides and new activities for the whole family in 2017.

The event will deliver a Halloween atmosphere with plenty of action for all the family, including live entertainment, street parade, DJ's, amusement rides, art installations, outdoor dining, markets and best dressed competition



Unique Selling Points

Lithgow Halloween Festival is a unique event for the Lithgow region, attracting both the community and visitors alike to participate and enjoy in the activities and events. It features:

- A unique street party in a safe family friendly environment
- A key range of experiences for the family
- Entertainment, art installations, night markets, themed street decorations, outdoor dining provided by local cafes and restaurants, showcase of local businesses.

Economic Impact of Events

Events have the potential to act as a significant tourism promotional tool and provides a positive economic impact on the community. The long term impacts include:

- Employment creation
- Increase in potential for commercial investment in the community
- Construction/improvements to facilities
- Strengthening of local values and traditions
- Increased local community pride
- Sustained development within the community
- Destination image development
- Sustainable economy

Visitors, performers and local businesses all enthused about the highly successful event Halloween 16 was.

"Lithgow Halloween has become a bigger night than New Years Eve"

Lithgow Taxi Service

Maximise Your Exposure

With a history of four successful events, Lithgow Halloween is building into a major annual regional event.

A sponsorship with Lithgow City Council allows you to maximise your exposure in the Lithgow event sector:

- Increase your company's reputation as an organisation committed to improving the Lithgow profile.
- Build your brand awareness to visitors and locals.
- Increase your strategic relationship with Lithgow City Council and the Lithgow Business Community.

The sponsorship opportunities featured in this document will enable your organisation to make a significant contribution to the overall success of the event, while enjoying strong branding and exposure.

Lithgow City Council will be the primary motivator for the development of this event in association with the Lithgow District Chamber of Commerce, Lithgow Creative's and local media.

Key sponsorship partners are to be sought, in addition to key event stakeholders.

Sponsorship Packages

Platinum Partner Opportunity

\$20,000 (ex GST)

Benefits:

- Precinct and stage naming rights
- Inclusion in all event marketing
- Inclusion as Platinum sponsor in all press release and publications
- Inclusion of logo on the website
- Inclusion of business logo on the event program
- Continuous verbal recognition during event
- Banner placement at one entry point
- Banner placement at stage
- Inclusion as platinum partner in all press release and publications
- Marquee to promote your business
- Other benefits can be negotiated to suit your business
- Inclusion of logo or business name on one banner to be placed at the event at LCC discretion.

Silver Partner Opportunity

\$5,000 (ex GST)

Benefits:

- Inclusion of logo on the website
- Continuous verbal recognition during event
- Inclusion as silver sponsor in all press release and publications
- Inclusion of business logo on the event program
- Inclusion of logo or business name on one banner to be placed at the event at LCC discretion.

Gold Partner Opportunity

\$10,000 (ex GST)

Benefits:

- Precinct naming rights
- Inclusion in all event marketing
- Inclusion of logo on the website
- Inclusion of business logo on the event program
- Continuous verbal recognition during event
- Banner placement at one entry point
- Inclusion as gold sponsor in all press release and publications
- Display area to promote your business
- Inclusion of logo or business name on one banner to be placed at the event at LCC discretion.

Bronze Partner Opportunity

\$2,500 (ex GST)

Benefits:

- Inclusion of logo on the website
- Verbal recognition during event
- Inclusion of business logo on the event program

Business supporter

Benefits:

- Inclusion of logo on the website
- Verbal recognition during event
- Inclusion of business logo on the event program

Sponsorship Agreement

To confirm your participation please email your completed sponsorship agreement to tourism@lithgow.nsw.gov.au

Confirmation of sponsorship and a tax invoice will be forwarded to you upon receipt of this agreement.

Sponsorship Agreement

Please choose your sponsorship package

Platinum partner \$20,000 + GST

Gold partner \$10,000 + GST

Silver partner \$5,000 + GST

Bronze partner \$2,500 + GST

Please provide below a brief description of your services. This will assist us in marketing your company.

Company Details

Business Name

Postal Address

Town/City

State

Postcode

Company Representative 1

Title

First Name

Last Name

Position

Phone

Mobile

Email address

Company Representative 2

Title

First Name

Last Name

Position

Phone

Mobile

Email address

Terms & Conditions

1. Lithgow City Council agrees to grant the sponsor the above sponsorship rights for this event and associated benefits as outlined in this prospectus document.
2. The sponsorship will come into effect upon signing the sponsorship agreement and an invoice from Lithgow City Council has been raised.
3. The sponsorship agreement cannot be cancelled by the sponsor once it has come into effect. In the case the event is cancelled Lithgow City Council will refund paid sponsorship to the sponsor within one month of the event being cancelled.
4. Your company logo will not be assigned to any marketing collateral until Lithgow City Council is in receipt of a signed sponsorship agreement.
5. The Terms and Conditions of this agreement shall not be disclosed to any third parties without prior written consent of both parties.
6. Where speaking opportunities are included in the sponsorship package, sponsors agree to promote their product but not at the detriment to any other sponsor or Lithgow City Council.
7. Any additional marketing collateral your company produces that includes the Lithgow Halloween branding must be approved by Lithgow City Council prior to release.

Acknowledgement of Terms & Conditions

By signing this agreement you acknowledge that you have read, understand and agree to the Terms and Conditions set out in this sponsorship prospectus.

Signature

Date

Name

Position/Title

Company