



### Get involved

To find out more about promoting your business by sponsoring well-established local events and programs, please email [council@gosnells.wa.gov.au](mailto:council@gosnells.wa.gov.au) or call the Funding and Sponsorship Officer on 9397 3116.

A detailed Sponsorship Opportunities brochure is available on request.



City of Gosnells  
PO Box 662  
Gosnells WA 6990

9397 3000

[council@gosnells.wa.gov.au](mailto:council@gosnells.wa.gov.au)  
[gosnells.wa.gov.au](http://gosnells.wa.gov.au)

Printed on unbleached 100% recycled and recyclable paper.

This document is available in alternative formats.

## Sponsorship Invitation



## Reach out to your market

With a busy annual events calendar, a vast range of programs and one of the State's most culturally diverse communities, the City of Gosnells offers excellent opportunities for businesses to reach their target market through sponsorship.

The City extensively promotes its events and programs, which attract large numbers of people each year, and sponsorship allows businesses to support the local community while promoting their social responsibility and environmental or economic commitment.

## About the City of Gosnells

Located 17km south-east of the Perth CBD, the City of Gosnells has 11 suburbs and serves a population of more than 126,000 people, with a rich cultural diversity.

As one of the largest metropolitan local governments in Western Australia, the City of Gosnells continually strives to meet the changing needs of the community, with a strong focus on customer service.

The City's wide range of programs, events and services includes specialised events and activities for children, young people, seniors, people with disability and families.

## Sponsorship opportunities

A range of sponsorship opportunities are available for small, medium and large corporate organisations to support community activities, programs and events presented by the City.

Some of these include:

- Spring into Summer events series, featuring Fusion Food and Culture Festival, community concerts, Sunset Cinemas and the Tropic Like It's Hot pop-up inflatable water park
- Australia Day Big Breakfast and Citizenship Ceremony
  - Ghost Walks
  - Families, children and youth events and programs
  - Community Art Exhibition and Awards

Many City venues, including Leisure World, the Don Russell Performing Arts Centre and various community facilities, also provide opportunities for sponsors.



## Return on investment

To generate maximum community interest in its events and programs, the City undertakes comprehensive communications and marketing campaigns for all events, including print, broadcast, digital and social media collateral.

Marketing for the events and programs will include the sponsor's logo or acknowledgement of name in materials such as flyers, posters, booklets, website content and newspaper advertising and editorial, as well as roadside banners, Mayor's speeches, LED screen artwork and eNewsletter items. From 1 July 2021 to 30 June 2022, the City's website attracted an average of over 256,000 views each month, for a total of over 3 million page views and over 415,000 new visitors for the year.

This active marketing gives sponsors the best-possible return on their investment.

Signage or banners provided by sponsors can also be displayed at events or programs, and promotional roles may be offered for sponsors' staff at events or programs.

## Tailor-made sponsorship

The City will tailor packages to suit individual sponsors and target specific demographics or areas of interest, such as families, children, youth, seniors, environmental, arts and music, performing arts, community events and programs or safety and security.

All sponsors will sign a formal Sponsorship Agreement with the City of Gosnells to ensure commitments are met by both parties throughout the sponsorship term.