



Community Events Sponsorship Prospectus

Making the City of Gosnells a great place

Welcome to Gosnells!

MAYOR'S MESSAGE

I'm delighted to present the City of Gosnells Events Sponsorship Prospectus. This document outlines a number of the City's wonderful events and programs, and the opportunities available to sponsors around our highly regarded and well-attended community events.

The City is committed to providing events and programs that highlight the very best of the City of Gosnells area, celebrating our cultural diversity and providing opportunities for our community to connect.

I encourage businesses from across the City of Gosnells area and beyond to consider supporting our programs and events – and benefit from the range of inclusions we can offer through our partnership programs.

The City proudly tailors packages to suit partners' needs and our events and programs target specific demographics or areas of interest, such as families, children, youth, seniors, environment, the arts and music, performing arts and more.

I hope and trust our Sponsorship Prospectus provides you with the information you require.

If you would like to learn more about the sponsorship opportunities, please email funding@gosnells.wa.gov.au or call the team on (08) 9397 3107.

I thank you for your consideration and look forward to seeing you at our upcoming events and programs.

Terresa Lynes

Mayor Terresa Lynes





A thriving community

The City of Gosnells is a vibrant, richly multicultural community with residents from 164 countries, people speaking 157 languages other than English at home and more than 3,400 Indigenous local residents.

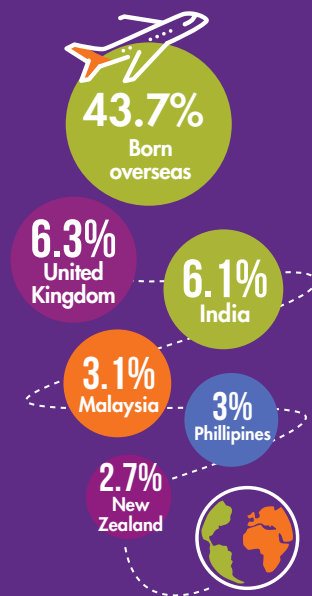
Since it was established in 1907 and formally declared a City in 1977, the City of Gosnells has grown and grown. It now covers 127km² and serves more than 133,000 people across 11 suburbs in Beckenham, Canning Vale, Gosnells, Huntingdale, Kenwick, Langford, Maddington, Martin, Orange Grove, Southern River and Thornlie.

The City of Gosnells runs a range of events, programs and exhibitions for the community – for people of all backgrounds, ages and abilities. These events attract tens of thousands of community members every year.

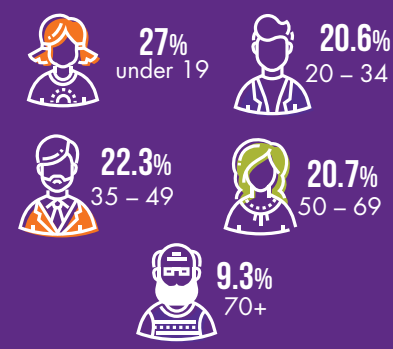
The City of Gosnells proudly offers the opportunity for businesses of all sizes to support these events and the local community – and benefit from the significant associated exposure and marketing opportunities.

THE GOSNELLS COMMUNITY

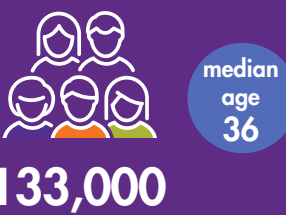
BORN OVERSEAS



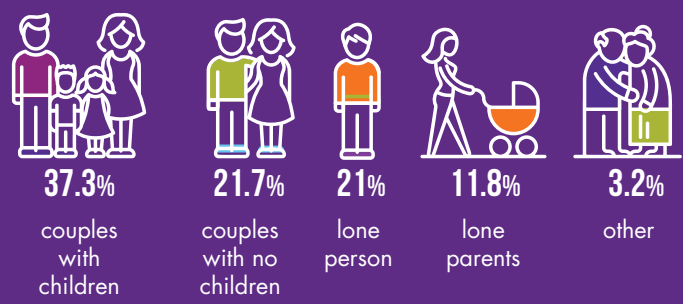
AGE DEMOGRAPHICS



POPULATION



FAMILY COMPOSITION



A unique opportunity

City of Gosnells events and programs offer a significant opportunity for brands and businesses to boost exposure, community awareness and consideration – but they are just one part of a number of significant channels businesses can benefit from through partnering with the City.

Events and programs run by the City of Gosnells attract literally tens of thousands of engaged participants and visitors each year, and that engagement stretches across a range of other channels too.

Partners with the City of Gosnells events and programs benefit from a range of different exposure community 'touchpoints' – engagement channels that reach hundreds of thousands of people, within the City of Gosnells and further afield, each and every year.

Partners with the City of Gosnells benefit from exposure and marketing opportunities around a range of channels, with sponsor logo and company acknowledgement included in social media, website content, electronic newsletters, flyers, posters, booklets, newspaper advertising, the Mayor's speeches, LED screen artwork and more.

Partnerships with the City of Gosnells also provide significant community awareness opportunities to complement the goodwill and social responsibility that is associated with partnering around community activities.



Engaging audiences

The City of Gosnells has cultivated a suite of well-developed digital channels that engage families, seniors, business owners and more – and provide sponsors valuable opportunities.

City of Gosnells has seven active eNewsletters with more than 20,000 combined active subscribers. These eNewsletters have an average open rate of 39 per cent, which is more than 10 per cent above industry average.

The City also manages 10 social media channels across Facebook, Instagram and LinkedIn, with a combined total of more than 40,000 followers. Together, these targeted channels have a yearly reach in excess of 3 million, as well as more than 369,000 active engagements per year.

The City of Gosnells website – gosnells.wa.gov.au – welcomes more than 500,000 users and 3.5 million views each year.

Fun for everyone!

The annual City of Gosnells calendar of events and programs has appeal for people of all backgrounds, ages and abilities – and sponsor opportunities are significant.

Here is a snapshot of a typical City of Gosnells events and programs calendar. Email funding@gosnells.wa.gov.au for the latest dates, activities and sponsor opportunities.

Australia Day Big Breakfast

Local residents celebrate Australia’s national day with this free family event which also welcomes new citizens. The City hosts one of its biggest citizenship ceremonies of the year and presents the annual Citizen of the Year Awards at this event, attracting around 3,000 people each year.

Community Concerts

Each year the City presents large-scale or smaller outdoor community concerts to provide an opportunity for local residents and the wider community to experience performances by quality Australian and Western Australian acts. The large-scale concerts feature several acts, food trucks, carnival rides and roving entertainers, while the smaller concerts include food trucks and entertainment. The concerts also serve to highlight the benefits of the City of Gosnells as a great place to live, work and play.

Fusion Food and Culture Festival

One of the City’s most popular annual events, the Fusion Food and Culture Festival celebrates the rich cultural diversity of our community and promotes acceptance and unity. This event is held over two evenings in November, attracting around 30,000 people from all over Perth for a lively multicultural display of music, dance, art, traditional dress and, of course, food.

Ghost Walks

The City runs a season of spook-tacular tours, focusing on haunting local history, which have proven incredibly popular over a number of years and in 2023 won the National Award for Local

Government – Creativity and Culture. A reimagined walk in 2023 now features new ghosts and new historic locations at Wilkinson Homestead and Kenwick Pioneer Cemetery. All of the stories are anecdotes about real people and their lives.

Jingle All the Way

This joyful free event transforms the City’s Civic Centre Gardens and Centennial Pioneer Park into a magical Christmas wonderland, with an interactive trail featuring roving entertainers, arts and crafts, large inflatables and light installations, Christmas carols, a community concert and an appearance by Father Christmas to delight the young and young at heart.

Sunset Cinemas

This series of outdoor cinema events provides a free entertainment option for local families. Cinema events are held at outdoor locations across the City of Gosnells, with each movie attracting between 500 and 2,000 people. In addition to family favourite films under the stars, these popular events feature live entertainment, children’s activities, lawn games and food trucks, for a guaranteed great night out.

Tropic Like It’s Hot

This weekend event brings the biggest pop-up water park and splash zone to the City of Gosnells. Three-hour sessions include unlimited access to more than 20 of the biggest waterslides in Western Australia, a dunk tank, mechanical surfboard, beach volleyball, Mega Supa Soak Arena, giant games and a Mini Splash Zone for the younger children. This event draws around 10,000 people over two days.

Art and cultural events

Each year, the City of Gosnells runs a range of art programs and workshops for amateur and experienced artists. The workshops offer attendees opportunities to build new or develop existing skills and meet other like-minded people.

The City of Gosnells Community Art Exhibition and Awards, which attracts hundreds of entries and attendees, is an annual competition and exhibition open to all emerging and professional artists. There are a number of prize categories, including an overall acquisitive award, with all entries displayed and available for purchase.

Other events and opportunities

Sponsorship opportunities also exist around the City’s other community events and programs, including but not limited to children’s and seniors’ activities, the annual Rates Incentive Program and community safety initiatives.

The City is also interested in speaking to potential sponsors of cultural celebrations such as NAIDOC Week. Sponsorship enables the City to provide many programs, events and activities for free or at low cost to the community.



Partnerships with punch

The City of Gosnells offers many sponsorship opportunities for small, medium and large organisations looking to support the local community – partnerships that provide a genuine and significant win-win-win for the community, the City of Gosnells and businesses/organisations.

Sponsorships are tailored to the needs of individual businesses and organisations, and partnerships are available at a range of different investment levels.

Available bands of sponsorship vary depending on sponsorship percentage of total project cost and include:

- Presenting partner
- Major partner
- Supporting partner

All sponsors sign a formal Sponsorship Agreement with the City of Gosnells to confirm contracted details and to ensure objectives are met by both parties throughout the term of the partnership.

Partners receive a range of benefits through promotion of events and programs such as exposure opportunities on event days; sponsor logo and/or name recognition via flyers, booklets, advertising, website promotion and social media; event signage and banner displays; official speeches, media backdrops and more.

To find out more about how you can promote your business or organisation while supporting well-established community events and programs through a sponsorship with the City of Gosnells, email funding@gosnells.wa.gov.au or phone (08) 9397 3107.

The City of Gosnells thanks you for your consideration.





City of Gosnells
PO Box 662
Gosnells WA 6990
(08) 9397 3000
council@gosnells.wa.gov.au
gosnells.wa.gov.au

Sponsorship enquiries
funding@gosnells.wa.gov.au

Printed on unbleached 100% recycled
and recyclable paper.

**This brochure is available
in alternative formats.**

**These events are subject
to change or cancellation.**