

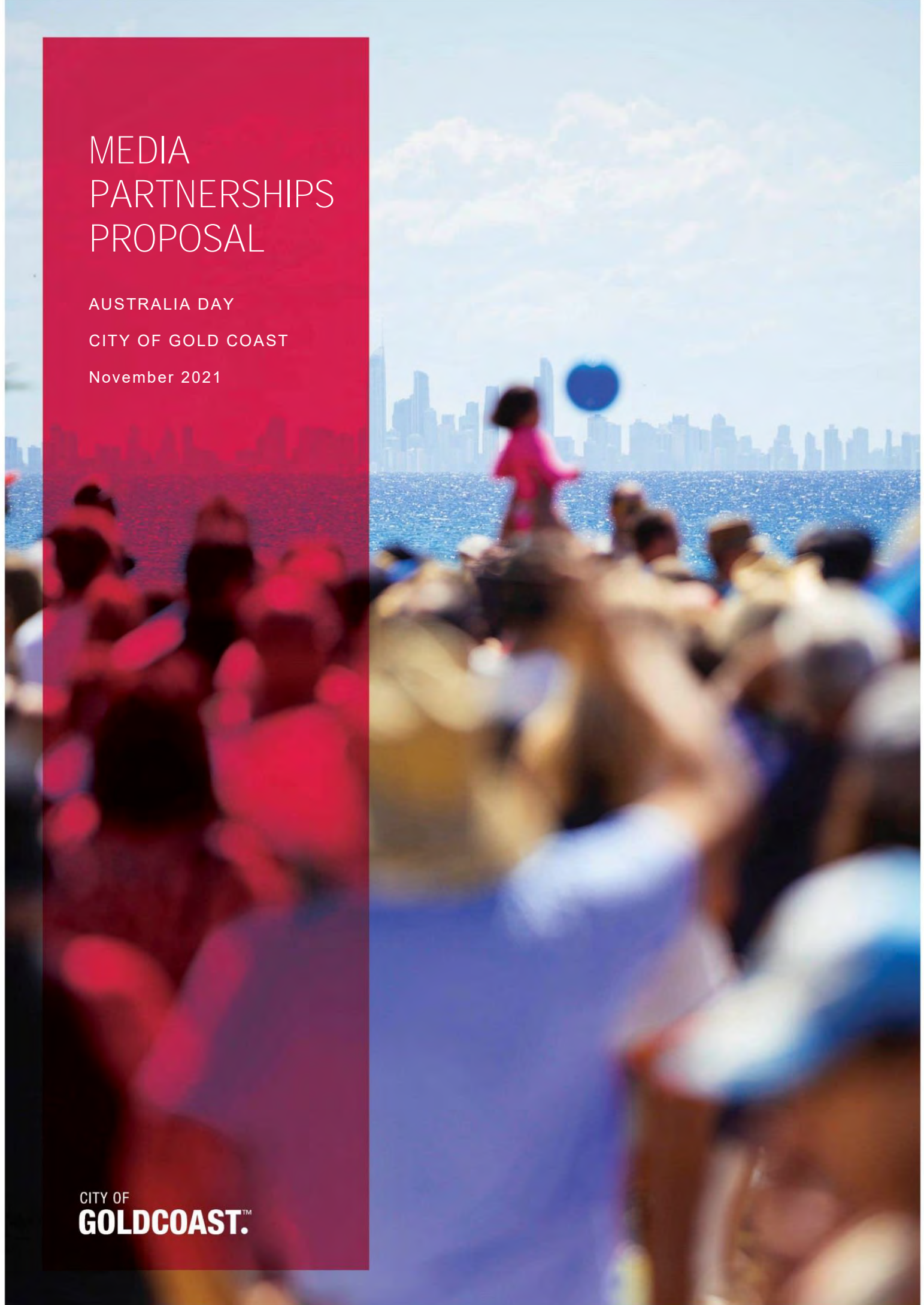
# MEDIA PARTNERSHIPS PROPOSAL

AUSTRALIA DAY

CITY OF GOLD COAST

November 2021

CITY OF  
**GOLDCOAST.**<sup>™</sup>



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## 1. Introduction

City of Gold Coast invites one radio organisation to become a major event partner of the 2022 Australia Day Celebrations.

Your media organisation will benefit from the direct connection to the Gold Coast community, alignment with the event and City of Gold Coast brand.

Recognition will be provided pre event, at event and post event with inclusion in marketing collateral, signage, on site activation, and social media channels reaching a relevant audience of locals and visitors.

Please note the potential for a non-disclosed presenting partner will also be attached to this event.

## 2. Australia Day Celebrations

Spend the day soaking up the sun then head to the Broadwater Parklands from 4:00 pm and fill up from the all-nations food truck feast. The event will feature a bunch of local music talent, kids activities and arts and crafts!

This free event concludes at 8:00 pm with a spectacular fireworks display, set to rival New Year's Eve as the largest display this year. The colourful presentation will feature new live performance components not seen before at this event!

Pack your picnic rug and gather your family and friends for a wonderful afternoon of food, fun and spectacular fireworks.

### Details

- Wednesday 26 January 2022, 4pm – 8pm
- Broadwater Parklands, Southport
- Free event. Covid Safe.
- Capacity approx. 15,000



### 3. Radio Opportunity

The opportunity exists for one radio organisation to be a major event partner. The City of Gold Coast is seeking support through in-kind commercial advertising production, promotional spots, editorial promotion and/or outside broadcast that includes support for our non-disclosed presenting partner.

The City of Gold Coast will invest in a paid campaign to the figure of \$5000 with the radio organisation to drive on air promotion of the 2022 Australia Day Celebrations.

### 4. Benefits to Organisation

<b>BENEFITS</b>	<b>\$15K Value</b>
Media channel / platform exclusivity	
<b>AT EVENT</b>	
MC recognition on stage	
Complimentary space for onsite activation with access to promote organisation*	
Opportunity for placement of exclusive signage around event separate to event signage	
Logo on any Australia Day event signage	
<b>MARKETING PROMOTION</b>	
Inclusion on Facebook competition giveaway prize pack – promotional items welcome*	
Logo included on any event collateral including posters, flyers, postcards. <i>12,000 flyers distributed to 180 childcare centres, 10,000 flyers to GC businesses</i>	
Organisation name included in media release	
Social media mentions including tagging	
Recognition on COGC website	
Organisation name inclusion in EDMs	
Logo on post-event video if made	

### 5. Proposal deadline

We welcome detailed proposals that outline the opportunities by COB 29 November, 2021.

Proposal submission to [sponsorship@goldcoast.qld.gov.au](mailto:sponsorship@goldcoast.qld.gov.au)

For any enquiries please call Katie Loveday on 07 5667 7128 or Simon Watson on 07 5581 6860

\*Content/design must be approved by COGC prior to event

FOR MORE INFORMATION

**P** 1300 GOLDCOAST (1300 465 326)

**W** [cityofgoldcoast.com.au](http://cityofgoldcoast.com.au)