



# COOLANGATTA CAROLS

Our 2023 Supporting Partner  
Package Opportunity

## **This December 2023 the Coolangatta Carols will once again be in full sing!**

The return of this loved festive community event, will be staged at the Coolangatta Queen Elizabeth Park and Esplanade.

Pre-show activities, local acts and a fireworks finale set the scene for a wholesome family evening out.



**10,000+**  
expected attendees





**This unique opportunity exists for your organisation to engage with thousands of Gold Coast residents by aligning with this popular event.**

You will receive benefits including recognition in marketing collateral, signage, advertising schedules, PR, social media and an on site activation space. This event has the capacity to reach huge attendee numbers.



## Coolangatta Carols 2023

Queen Elizabeth Park  
and Esplanade Coolangatta

Sunday 10 December

6pm – 8pm

**Visitor numbers are  
expected to reach  
10,000 plus.**

- Pre-show activities
- Local acts
- Christmas carols
- Fireworks finale
- Food trucks
- Markets
- Kids entertainment





## A radio station will promote the event.

The supporting partner will be recognised through a media partnership leading up to the event.

A solid commercial schedule commencing in November and continuing throughout December will include promotional spots, live announcements and giveaways to celebrate the event and your brand.



# 930k\*

viewers and listeners across  
radio and digital channels

\*2022 radio and digital reach



## Expand the reach of your brand through national and regional exposure.

The City of Gold Coast provides several opportunities for bespoke and engaging marketing platforms for our supporting partner to connect with prior to the event.

Social media advertising will ensure maximum exposure to engaged targeted audiences.

Recognition will be provided pre, during and post event with inclusion in several City digital marketing channels.

### City of Gold Coast Statistics



# 204k

facebook followers



# 78k

Instagram followers



# 207k

2022 digital reach\*



# 47k

City of Gold Coast website views\*







## Supporting partner package

- Logo included on event collateral
- Logo recognition on approx. 10,000 flyers and posters distributed to City venues, childcare centres and related businesses
- Organisation name included in media release
- On-site activation area
- Logo recognition on on-site signage
- Brand specific on-site signage
- Branded merchandise giveaway or sampling
- MC recognition
- Internal City of Gold Coast promotion to 4000 staff members
- Radio schedule inclusions
- City of Gold Coast digital recognition including
  - Social media mentions and tags
  - Website recognition

### Investment

\$10,000 + GST  
negotiable

One year – two year term

**City of Gold Coast are happy to tailor package benefits to suit your brand and business needs.**

**Please don't hesitate to contact us.**

## Submit a proposal which includes;

- Alignment with the Council's values, vision and corporate goals
- Benefits to Council including
  - Size of customer base
  - Marketing reach
- Demonstrated commitment to social responsibility and strong community ties

[See our city vision](#) 

**Contact:**  
**Natalie Weibel**  
**Incoming Sponsorship Officer**  
**City of Gold Coast**  
**(07) 5581 6860**  
**sponsorship@goldcoast.qld.gov.au**

**The deadline  
for proposal  
submissions is:**

**11 August, 2023**