



CAROLS  BEACH



CAROLS ON THE BEACH

Our 2023 Presenting and Supporting Partner Package Opportunities

CITY OF
GOLDCOAST.

Sandy feet and merry hearts, experience the Gold Coast's only Christmas Carols on the Beach.

The Surfers Paradise Carols, will once again draw one of the largest family friendly crowds to enjoy this unique experience.

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



20,000+
expected attendees



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

The presenting and supporting partners will receive pre, during and post event exposure.

This event offers a broad reach into the community both in person and online and has a track record for hosting the largest carols on the Gold Coast. This event attracts national breakfast TV crosses on Channel 9 Weekend and TODAY.



28,985

2022 Carols Facebook reach



6163

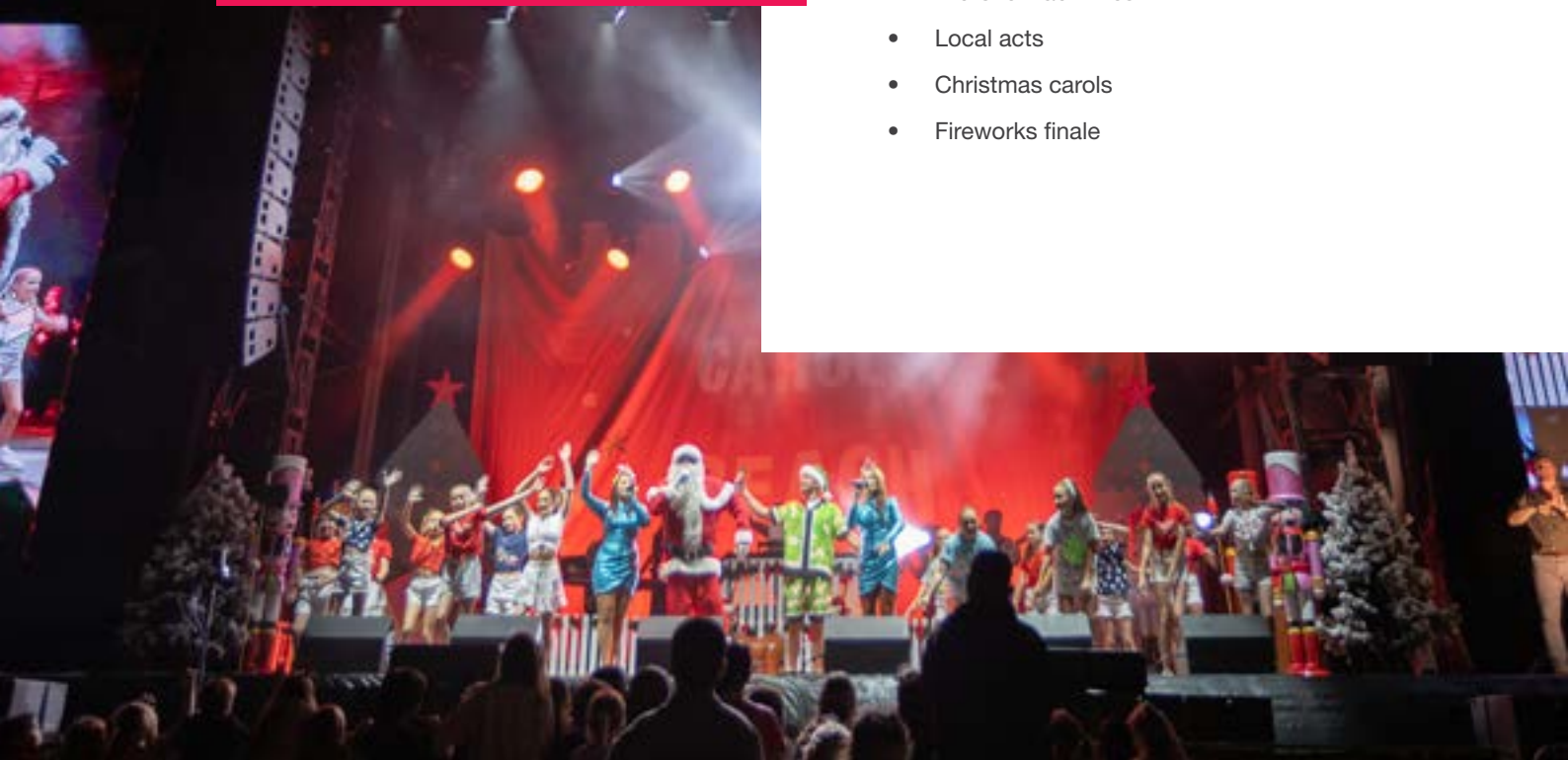
Carols website views
(wearegoldcoast.com.au)



Carols on the Beach 2023
Surfers Paradise
Sunday 17 December
6pm – 8pm

Visitor numbers are expected to reach 20,000 plus.

- Pre-show activities
- Local acts
- Christmas carols
- Fireworks finale



A radio station will promote the event.

The presenting and supporting partners 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 presenting and supporting partners to connect with prior to the event.

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

Recognition will be provided pre-event, 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*

Presenting **partner package**



Presenting partner package

- Presenting partner rights
'Carols on the Beach presented by XXXX and supported by XXXX
- On-site activation area
- Christmas themed merchandise or sampling give-away
- On-screen recognition through 5 x 30 sec commercial spots played to crowd during event
- Logo included on event collateral
- Logo recognition on 8400 flyers and 560 posters distributed childcare centres and child related businesses in the area
- Resident letter sent out to 2000 homes in the area
- Organisation name included in media release
- Logo recognition on on-site signage
- Brand specific on-site signage
- MC recognition
- Radio schedule inclusions
- City of Gold Coast digital recognition including
 - Social media mentions and tags
 - Website recognition

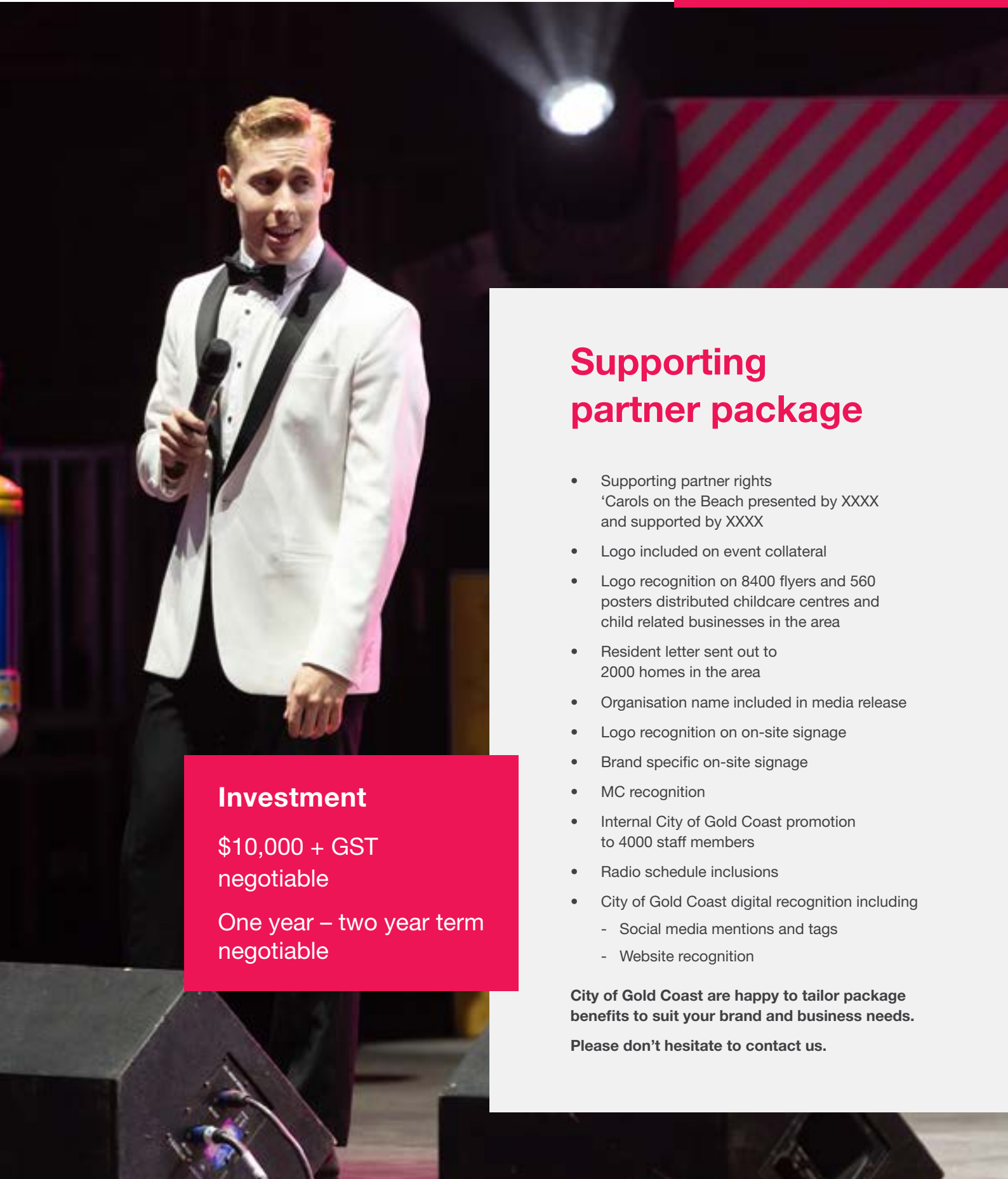
Investment

\$20,000 + GST
negotiable

One year – two year term
negotiable

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

Please don't hesitate to contact us.



Supporting partner package

- Supporting partner rights
'Carols on the Beach presented by XXXX and supported by XXXX
- Logo included on event collateral
- Logo recognition on 8400 flyers and 560 posters distributed childcare centres and child related businesses in the area
- Resident letter sent out to 2000 homes in the area
- Organisation name included in media release
- Logo recognition on on-site signage
- Brand specific on-site signage
- 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

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

Please don't hesitate to contact us.

Investment

\$10,000 + GST
negotiable

One year – two year term
negotiable

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