

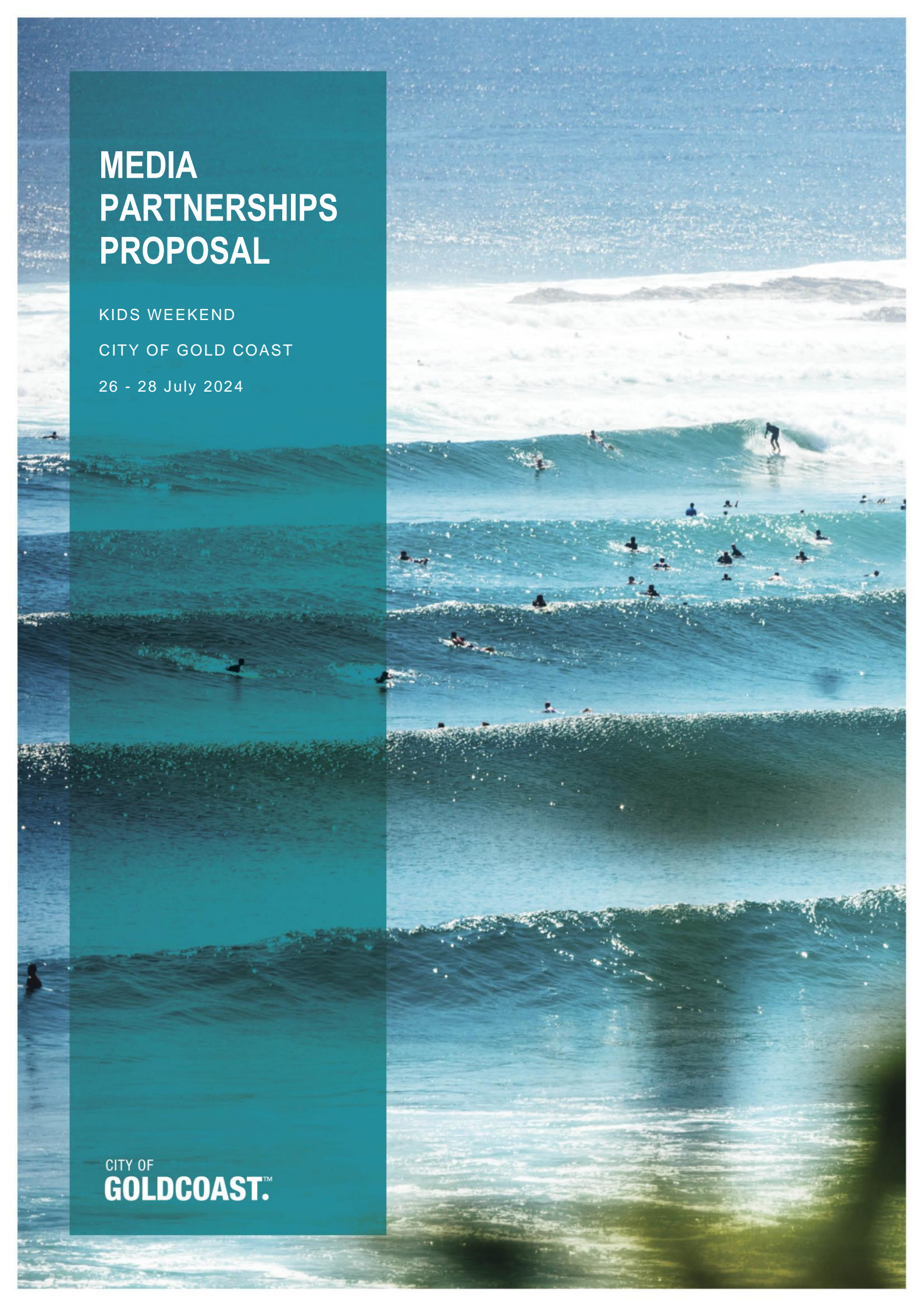
MEDIA PARTNERSHIPS PROPOSAL

KIDS WEEKEND

CITY OF GOLD COAST

26 - 28 July 2024

CITY OF
GOLDCOAST.TM



1. Introduction

City of Gold Coast invites one media organisation to become an event partner, providing support through commercial advertising and promotion.

Your media organisation will benefit from the 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, activation, and social media channels.

Reach

The 2023 event reached a wide digital audience. Facebook event page generated 8300 event responses, Instagram organic posts reached 30,475 with 1000 engagements.

2. Kids Weekend

This annual signature event run by City of Gold Coast. The theme of this years weekend will be decided on by Friday 27 May.

The three-day event is a chance for the Gold Coast community and visitors, to experience surfers Paradise through beach and children themed activities including movies on the beach. Kids Weekend is a free (non-ticketed) family event that attracts 5,400 attendees a day and is very popular with young families.

Details

- Friday 26 - Sunday 28 July 2024
- Surfers Paradise Foreshore, The Esplanade



*Activities are subject to availability

3. Opportunity

The City of Gold Coast is seeking support through in-kind commercial advertising production, promotional spots, a kids themed activation, editorial promotion and/or outside broadcast.

The City of Gold Coast will invest in a paid campaign to the figure of \$5,000 with the radio organisation to drive on air promotion of the Kids Weekend event.

Please put forward your promotional proposal for this event **by Friday 24 May 2024**.

Proposal submission to sponsorship@goldcoast.qld.gov.au

4. Benefits Table

BENEFITS
Media channel / platform exclusivity
AT EVENT
Complimentary space for onsite activation with access to promote organisation* <i>For example, this could be in the form of a Santa photo opportunity</i>
Logo on any Kids Weekend event signage
MARKETING PROMOTION
Logo included on any event collateral including posters, flyers, postcards. <i>7,500 flyers and 280 posters distributed to childcare centres and child related businesses. Flyers distributed to all libraries, community centres and councillor offices in the Gold Coast.</i>
Logo included on the movie screen prior to screening
Organisation name included in media release
Social media mentions including tagging
Recognition on COGC website
Inclusion of promotion in the Inside Gold Coast and Hello Gold Coast newsletters

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

FOR MORE INFORMATION

P 1300 GOLDCOAST (1300 465 326)

W cityofgoldcoast.com.au