

Sponsoring a City of Armadale Event

The City of Armadale is currently inviting strategic organisations with the opportunity to partner with this suite of annual events and receive exposure to over 100,000 residents in the South Eastern Metropolitan Corridor.

Your organisation will be aligning with an active, strategic and innovative Events Team at the City of Armadale which is currently the second fastest growing local government area in Western Australia.

In an exciting time for our area, we would be pleased to have you alongside us in this journey with your partnership directly assisting further engagement and development within this dynamic and vibrant community.

The packages outlined below detail the potential expense and benefits for your business. We can also discuss alternative options to maximise your return on this investment.

Partnership Benefits	Major Partner	Partner
Partner logo on promotional flyers and posters	✓	✓
Partner logo on City of Armadale website event page	✓	✓
Promotion of Event in City Views resident newsletter (where possible)	✓	✓
Logo inclusion on Partner page of event program (if produced)	✓	✓
Logo included in Partner album on Events on the City of Armadale Facebook page (if event is created)	✓	✓
Partner banner at event* (if appropriate)	✓	✓
Acknowledgement in event speeches by the MC	✓	✓
Invitation to associated VIP events (if appropriate)	✓	✓
Partner logo on all newspaper advertising	✓	
Partner logo inclusion on event promotional signage (if produced)	✓	
Partial page advertisement in event program (if produced)*	✓	
Promotion of partnership in Facebook posts	✓	
Placing of partnership promotional banner near stage*	✓	
Promotion of partnership in media release	✓	
Branded merchandise distributed at the event* (if appropriate)	✓	
Branded marquee or presence at the event* (if appropriate)	✓	
Copy and image provided for partner organisation newsletters	✓	

**Materials / equipment to be provided by the Partner organisation.*

7 Orchard Avenue Armadale
Western Australia
Locked Bag 2 Armadale
Western Australia 6992

T: 08 9394 5000
F: 08 9394 5184
info@armadale.wa.gov.au
www.armadale.wa.gov.au

CITY OF  Armadale

Partnership Packages	Major Partner	Partner
Outside The Frame	\$3000	\$1500
Highland Gathering with the Perth Kilt Run	\$10,000	\$5000
Hawkers Markets	\$5000	\$2500
Twilight Markets	\$5000	\$2500
Carols by Candlelight with the Christmas Parade	\$5000	\$2500
Australia Day Celebration	\$10,000	\$5000
Movies in the Park	\$5000	\$2500
Minnawarra Art Awards	\$5000	\$2500
Armadale Arts Festival	\$5000	\$2500

Making an Application

Contact the City's Manager Community Development directly to discuss suitable partnership options for your organisation.

Manager Community Development	(08) 9394 5000	info@armadale.wa.gov.au
--------------------------------------	-----------------------	--------------------------------

Approved applications will require a formal agreement between the City of Armadale and the partnering organisation. The agreement will document the level of financial sponsorship being provided and the level of recognition of the partnership.

Deadlines		
For the maximum exposure of your partnership, we recommend you register your interest with us by these dates:	Outside The Frame	June
	Highland Gathering with the Perth Kilt Run	July
	Hawkers Markets	August
	Twilight Markets	August
	Carols by Candlelight with the Christmas Parade	September
	Australia Day Celebration	September
	Movies in the Park	October
	Minnawarra Art Awards	October
	Armadale Arts Festival	January

Confidentiality

The City of Armadale seeks to maximise openness and transparency in its decision making process.

If any organisation wishes to include information in communications of the partnership that they require to be maintained as confidential then this information must be clearly labelled.

Note: Some details in the application (excluding those justified as being confidential) may be considered in a Council or Committee meeting where public are present.

The right to undertake multi-year agreements for Events will be at the discretion of the City of Armadale.