



PORT STEPHENS
COUNCIL

IT'S ●N!

Sponsorship Prospectus

The ongoing development and investment in events, the arts and culture is vital to the wellbeing of the Port Stephens community.



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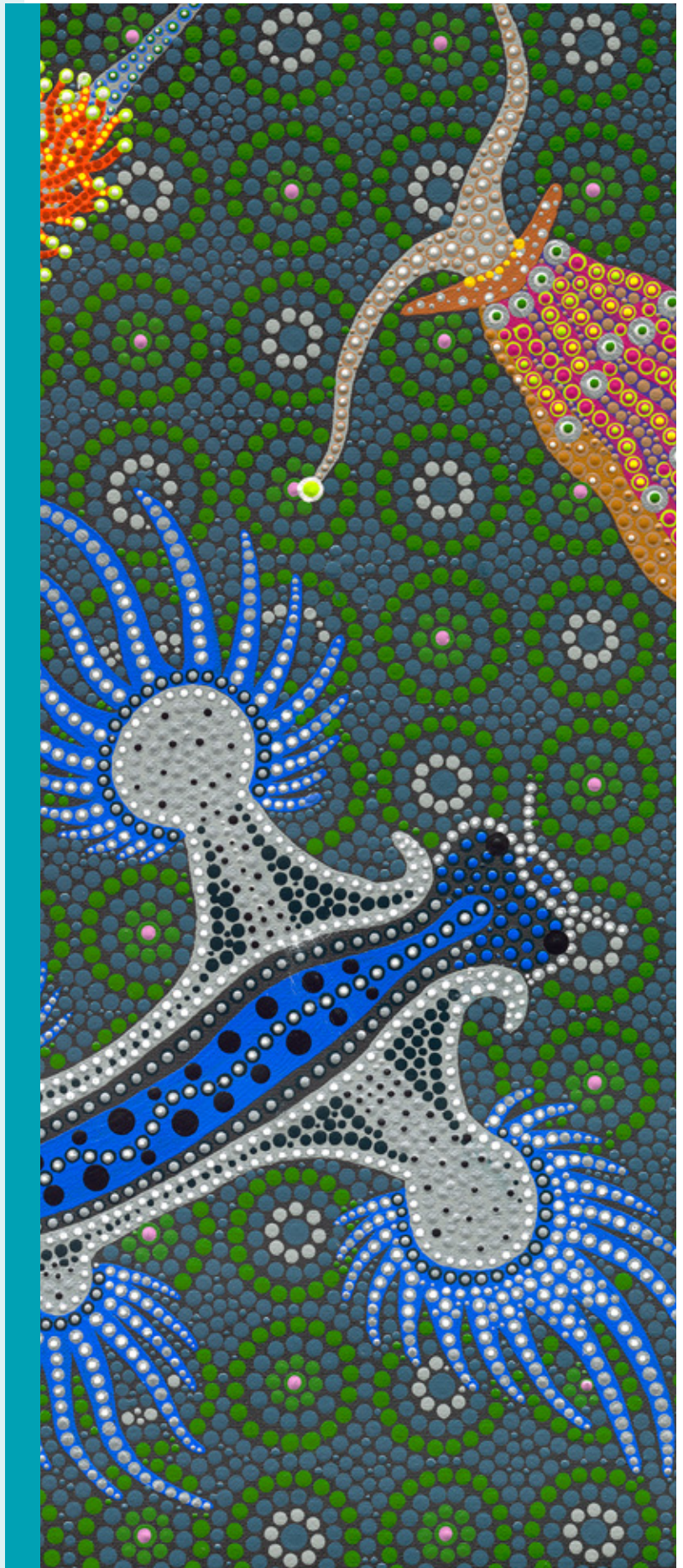
(GOO-JEE IK-KOO)

We welcome you to Port Stephens – part of the Worimi Aboriginal Nation. Port Stephens Council acknowledges the Worimi people as traditional owners and custodians of the lands and waterways on which we all live, learn, work and play.

We value and respect the Worimi people and the legacy 60,000 years of Aboriginal Nation traditions and culture brings with it. As part of Council's culture of acceptance, diversification and harmony we walk alongside the Worimi people on a journey of listening and learning.

Together we will strive to make this a better place for all peoples. As guardians of these lands, we ask that you tread lightly to help preserve the biodiversity and respect those who came before as well as those who will follow.

Artwork by Regan Lilley.





A message from the Mayor

Each year, Port Stephens Council delivers a vibrant and diverse program of events and activations, from beloved community favourites to exciting new initiatives. These events are at the heart of what makes our region such a fantastic place to live, work, and play, bringing our community together and attracting visitors from near and far.

This prospectus outlines exciting sponsorship opportunities for your business to partner with us and be a part of this dynamic program. Sponsorship offers a unique platform to connect with this diverse audience and demonstrate your commitment to the vibrancy of Port Stephens. By supporting these events, you'll not only be enhancing your brand visibility but also directly contributing to the cultural and social fabric of our community.

Your support is crucial to ensuring the sustainability and delivery of a high-quality events program. It's an investment in what makes Port Stephens such a special place, and a chance for your business to shine.

Imagine your business being front and centre as our community comes together to celebrate. This is your opportunity to be seen supporting the events that bring joy and connection to Port Stephens.

I encourage you to explore the sponsorship packages detailed within this prospectus and consider how your business can benefit from partnering with us. We look forward to discussing how we can work together to make our next event season the best yet.

Leah Anderson, Mayor of Port Stephens

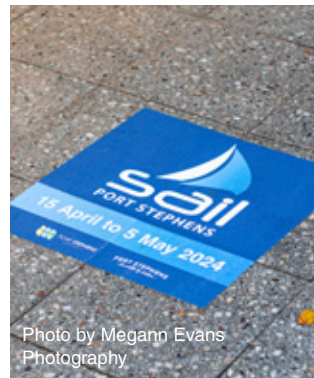
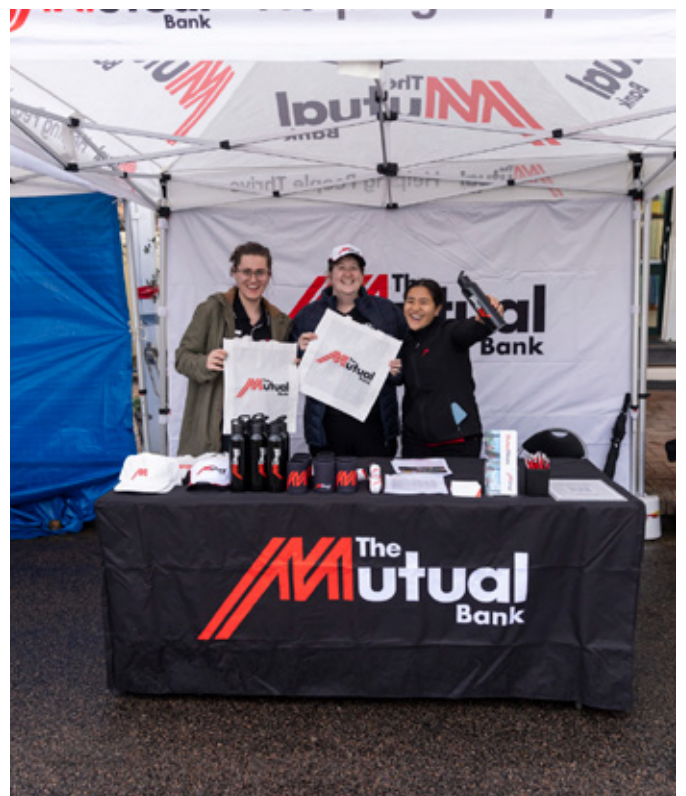


Photo by Megann Evans Photography



Why become a sponsor?

Partner with Port Stephens and grow your business

Becoming a sponsor means becoming an integral part of Port Stephens' most-loved community events and activities. We're committed to fostering long-lasting partnerships that benefit your business, brand, and marketing goals.

Sponsoring an event offers a powerful platform to:



Connect with an engaged audience: Tap into a diverse and receptive community eager for new experiences and connections. Our events attract locals and visitors alike, providing valuable access to your target market.



Elevate your brand visibility: Build brand awareness and recognition with both local and visiting customers. Sponsorship provides prominent exposure across various channels, maximising your reach and impact.



Enhance your corporate image: Position your business as a socially responsible organisation committed to supporting the vibrancy and well-being of the Port Stephens community.



Maximise your reach: Gain exposure at a wide variety of high-profile locations across Port Stephens and social media platforms, ensuring your message resonates with a broad audience.



Generate new leads and sales: Promote your services and products directly to new and engaged audiences, driving leads and boosting sales. Our events offer unique opportunities for activation and engagement.



Network and build relationships: Connect with key stakeholders, community leaders, and potential customers in a dynamic and engaging environment.



Receive tailored sponsorship opportunities: We work with you to create customised sponsorship packages that align with your specific business objectives and maximise your return on investment. Discuss your goals with us and let us help you achieve them.

Overview of our events

Event	Date	Location	Audience
Australia Day	26 January	Nelson Bay, Raymond Terrace, Karuah and Lemon Tree Passage	8,000 people
Sail Port Stephens Street Party	April/May	Nelson Bay	4,000+
Illuminate Raymond Terrace	May/June	Raymond Terrace	5,000+
Shoal Bay Food & Wine Festival	March	Shoal Bay	8,000+
New Year's Eve	31 December	Nelson Bay foreshore	15,000+



Australia Day

Celebrate community and elevate your brand

When: 26 January **Where:** Multiple locations **Who:** 8,000 people – locals, family friendly

Our Australia Day celebrations are one of the largest community events on our calendar, drawing in thousands of people across five unique events. These gatherings are a powerful way to showcase our pride in the local community and support the volunteers who bring it all to life.

Partnering with us offers a unique opportunity to connect with a diverse and engaged audience while demonstrating your commitment to the community.



Connect with families through a variety of activities, from festive BBQ community breakfasts and citizenship ceremonies to exciting markets, food trucks, amusement rides, and captivating fireworks displays.



Position your business as a supporter of events and the dedicated volunteers who make these events possible.



Elevate your brand visibility through association with prestigious events like Australia Day Award presentations and visits from esteemed ambassadors.



Tailor your sponsorship to specific locations and audiences, such as the popular pool party and sausage sizzle at the Lakeside Leisure Centre.

By partnering with us, you'll not only contribute to a memorable community experience but also gain valuable brand exposure and strengthen your connection with the heart of Port Stephens.



Sail Port Stephens Street Party

A winning opportunity for your business

When: April / May **Where:** Magnus Street, Nelson Bay **Who:** 4,000+ people

The Sail Port Stephens Street Party offers an opportunity to connect with a highly engaged audience of regatta participants, local residents, and visitors. This vibrant event transforms the Nelson Bay town centre into a hub of activity, creating a dynamic atmosphere for your business to thrive.



Reach a captive audience of sailing enthusiasts, local families, and tourists actively seeking entertainment and experiences.



The Street Party encourages active participation from local businesses, with opportunities for special dining offers, retail discounts, and interactive competitions.



Drive traffic directly to your door and generate immediate sales. Position your brand prominently within the heart of the action. Benefit from exposure to a large and diverse crowd, boosting brand awareness and recognition.



Align your business with a community event that celebrates the spirit of Sail Port Stephens. Demonstrate your support for the local economy and build positive brand associations.



Create memorable experiences for attendees through interactive activations, product demonstrations, and engaging promotions. Connect with customers on a deeper level and build lasting relationships.



Leverage the event's marketing and promotional efforts to extend your brand's reach. Benefit from pre-event publicity, social media coverage, and on-site branding opportunities.

The Street Party's vibrant atmosphere, featuring alfresco dining, live music, and pop-up bars, creates the perfect backdrop for your business to connect with a captive audience and achieve your marketing objectives. Partner with us and be a part of this exciting celebration.



Illuminate Raymond Terrace

Spark your brand and connect with the community

When: May / June **Where:** Raymond Terrace **Who:** 5,000+ people – locals and visitors

Illuminate Raymond Terrace is an annual spectacle of fire and light, bringing families together with a focus on community, inclusion, place and belonging. This winter warmer offers a range of entertainment, creating a unique opportunity for your business to shine. Partnering with Illuminate allows you to demonstrate your commitment and connect with the local community.



An integral part of a beloved community event that celebrates Raymond Terrace, its residents and visitors.



Connect with families through a range of engaging activities, from mesmerising fire twirling performances and displays to captivating music and live entertainment



Create memorable experiences for attendees through interactive activations, product demonstrations, and engaging promotions. The event's festive atmosphere provides the perfect backdrop for customer interaction.



Increase your brand's visibility within a vibrant and visually stunning environment. Illuminate's focus on light and spectacle ensures your brand stands out.



Reach a diverse audience of local residents and families seeking a unique winter experience. While aligning your business with a positive and inclusive community event that promotes a sense of belonging.



Take advantage of opportunities for on-site presence, including the interactive art and hot chocolate zone, to directly engage with attendees.

Partner with Illuminate and ignite your brand while celebrating the spirit of Raymond Terrace.



Shoal Bay Food & Wine Festival

A taste of success for your business

When: November **Where:** Shoal Bay **Who:** 8,000+ people – statewide visitors, locals

This exciting event transforms the stunning Shoal Bay foreshore into a vibrant alfresco dining precinct, showcasing the region's exceptional food and wine scene. Attendees will savour delectable dishes made from fresh, local ingredients, perfectly paired with wine, beer, or spirits, while enjoying entertainment and activities for all ages. Partnering with the Shoal Bay Food & Wine Festival offers a prime opportunity to connect with a discerning audience and align your brand with a celebration of culinary excellence and community.



Reach a highly engaged audience of food and wine enthusiasts, local residents, and visitors seeking premium experiences.



Increase your brand's visibility within a vibrant and picturesque setting. The festival's focus on showcasing local produce and talent ensures high exposure for sponsors.



Connect directly with potential customers through on-site activations, product sampling, and interactive experiences. The festival's relaxed atmosphere encourages interaction and relationship building.



Connect with key stakeholders, industry professionals, and potential partners within the food and wine sector.



Create memorable experiences for attendees through interactive activations, product demonstrations, and engaging promotions. Connect with customers on a deeper level and build lasting relationships.

Partner with the Shoal Bay Food & Wine Festival and savour the rewards of connecting with a passionate audience in a stunning location.



New Year's Eve

Ignite your brand as we ring in the new year

When: 31 December **Where:** Nelson Bay foreshore **Who:** 15,000+ people

The Nelson Bay New Year's Eve fireworks attract thousands of visitors to the waterfront each year during the peak holiday season. Families gather along the foreshore for picnics, creating a festive atmosphere as they await the fireworks spectacular display. This event showcases the magic of Port Stephens and offers a prime opportunity for your business to shine. Partnering with the New Year's Eve fireworks provides a powerful platform to connect with a large and enthusiastic audience.



Connect with thousands of visitors and local residents celebrating the arrival of the new year. This high-profile event guarantees significant exposure for your brand.



Engage with families enjoying picnics and pre-fireworks entertainment along the foreshore. This family-oriented environment provides a positive context for your brand message.



Gain prominent visibility through association with the spectacular fireworks display and beloved community event that brings joy and celebration to Port Stephens.



Position your business prominently during the peak holiday season, maximising your reach to both locals and tourists.



Connect with a captive audience actively participating in the New Year's Eve festivities, including onsite activation, demonstrations and sampling.

Partner with the Nelson Bay New Year's Eve fireworks and ignite your brand as we welcome the new year together.

Partner with us

Let's create a winning sponsorship together

We welcome businesses of all sizes to partner with us and become part of our vibrant events program. Whether you're a small local business or a large corporation, we're eager to collaborate and find the perfect sponsorship opportunity.

We believe in creating mutually beneficial partnerships. Our team will work closely with you to develop a tailored sponsorship package that aligns with your business objectives and budget.

We encourage you to think creatively and explore innovative ways to showcase your brand and values at our events.

Pre-event exposure

Benefits	Principal (\$\$)	Major (\$\$)	Event partner (\$)
Prominent logo placement across all branding	✓		
Logo placement – posters, digital collateral	✓	✓	
Logo placement – electronic direct mail distributed	✓	✓	✓
Logo placement website	✓	✓	✓
Media releases – acknowledgement as a partner	✓		
Social media – logo on digital collateral and account tagging or acknowledgment	✓	✓	✓

On the day

Mayor's speech acknowledgement – (if relevant to event) mentioned as a partner during the Mayors welcome speech	✓	✓	
MC mentions throughout the day	✓		
Display signage/banner (provided by sponsor) – displayed on perimeter fence/wall near event entry point	✓		
Display signage (where applicable) – logo on A-frame and event banner signage	✓	✓	✓
Sponsors tent/table/zone – we will provide an on-site activation space (or the ability to roam the site)	✓	✓	
Post event sponsorship report	✓	✓	

Tailored packages

Get in touch and we can help tailor a package that works for your business. We encourage business to think outside the box and create innovative campaigns that showcase your business values at our events. If you are interested in **naming rights** for an event or for an element in an event please speak to our team.

Contact us today to discuss how we can collaborate to achieve your marketing goals and make your sponsorship successful: 02 4988 0255 or at events@portstephens.nsw.gov.au.



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