

Pakenham Carols by Candlelight

Date: Saturday 2 December

Time: 6:30pm to 9pm

Venue: Toomuc Recreation Reserve, Pakenham



Event Partnership Prospectus

Acknowledgement

Cardinia Shire Council recognises and values the Boonwurrung, Bunurong and Wurundjeri tribes as the original inhabitants of the land that makes up Cardinia Shire.

Cardinia Shire's name is derived from the Boonwurrung or Wadawurrung word 'Kar-din-yarr', meaning 'look to the rising sun' or 'close to the sunrise'. Council's logo, which includes a motif of the rising sun, reflects this meaning.

Our Event

Pakenham Carols by Candlelight

Saturday 2 December 2023 | 6.30pm to 9pm | Toomuc Recreation Reserve, Pakenham

- Approx attendance: 5,000
- A free large outdoor event celebrating the festive season.
- Preshow entertainment 1.5 hours
- Carols event 2.5 hours
- Fireworks

Your Opportunity

Get involved, give back and connect with your community!

Speak to a large audience and be recognised as a partner of the [Pakenham Carols by Candlelight 2023 event](#).

As a sponsor of this much-loved community event, your brand will be highlighted and promoted in event promotional materials and at the event in front of thousands of attendees. A range of sponsorship packages are available.

Your business will benefit from exposure to an audience that's looking to support local businesses and shop local. Plus, you'll also get the benefit of knowing that your generous support helps to deliver a wonderful free event for your local community.

Our Connection

Events such as Pakenham Carols by Candlelight would not be possible without the generous support of local organisations and businesses like yours.

This is your business's opportunity to speak to a large audience and showcase your involvement in a large and well-loved community event.

Your support will ensure that we can deliver a high-quality event experience that fosters community connection and is free to attend.

By partnering with Cardinia Shire Council, you can reach your local community directly. We have an extensive list of marketing and promotional channels including:

- [Council's website \(event page\)](#)
- [Council's Facebook page](#) (15K followers) and [Instagram page](#) (1.9K followers)
- [What's On Cardinia community events website](#)
- Posters and flyers at Council facilities
- Media release distribution

Our Audience

Cardinia Shire Council is divided into 9 wards:

Beacon Hills Ward:	Beaconsfield, Beaconsfield Upper, Dewhurst, Guys Hill, Mt Burnett, Pakenham Upper
Bunyip Ward:	Bunyip, Bunyip North, Garfield, Garfield North, Maryknoll, Nar Nar Goon, Nar Nar Goon North, Tonimbuk, Tynong, Tynong North.
Central Ward:	Pakenham (parts of)
Henty Ward:	Pakenham (parts of)
Pakenham Hills Ward:	Pakenham (parts of)
Officer Ward:	Beaconsfield (part of) Officer (part of)
Ranges Ward:	Avonsleigh, Clematis, Cockatoo, Emerald, Gembrook, Menzies Creek, Nangana
Toomuc Ward:	Officer (parts of), Pakenham (parts of)
Westernport Ward:	Bayles, Caldermeade, Cardinia, Catani, Cora Lynn, Dalmore, Heath Hill, Iona, Koo Wee Rup, Koo Wee Rup North, Lang Lang, Lang Lang East. Longwarry, Modella, Monomeith, Nyora (part of), Officer South, Pakenham South, Rythdale, Tooradin (part of), Vervale, Yannathan.
Population	In 2021 the census for Cardinia Shire Council was 118,194 residents. The population estimate for Cardinia Shire Council as of 30 June 2022 is 123,104
Age Profile	In 2031, the population estimate for Cardinia Shire Council is 162,000.
Cultural Diversity	The largest age group in Cardinia was 30–34-year-olds. 23.5% of Cardinia residents identifying as being born in another country.

SPONSORSHIP BENEFITS TABLE

Benefit	Gold Partner \$10k (plus GST)	Silver Sponsor \$5k (plus, GST)
Brand representation (including logo) on event collateral	X	
Business name mentioned as sponsor on event communications	Social media, webpage, on-hold message and event listing on Council webpages	Event listing on Council webpages
MC Announcements	5	
Opportunity to provide product samples	X	X
Logo recognition on scoreboard at reserve on rotation	X	X
Business advertising space in the local newspaper song book distributed at the event	X	X
Event Space including marquee, table and chairs within preshow entertainment zone	3m x 3m 4 chairs	3m x 3m 2 chairs

PARTNERSHIP PACKAGES

GOLD PARTNER \$10,000 PLUS GST

Pre - event marketing

- Branding on event collateral including A4 full colour posters and flyers displayed/distributed in Cardinia Shire Council (Council) facilities across Cardinia Shire in the lead up to the event – including Cardinia Life, Cardinia Cultural Centre, Emerald and Pakenham libraries, maternal and child health centres and kindergartens.
- Business name mentioned in event communications including:
 - Pakenham Carols event webpage on Council's website
 - Event listing on the *What's On Cardinia* website
 - Media releases sent to local media and township newsletters
 - Facebook and Instagram posts
 - On hold message event promotion – played when customers are on hold to Council's customer service centre

Event day promotion

- 5 x MC acknowledgements during the event
- Quarter page advert in full colour songbook distributed at event.
- Business branding featured on the sponsors "thank you" board
- Signage at the event site including A-frame signs and vinyl banners (provided by sponsor, location determined by Council)
- Sponsor activation in 3m x 3m marquee provided by Council (with option to supply your own marquee). Marquee to be located in pre-show entertainment zone (including table and 4 chairs).
- Sponsor giveaways (to be approved by Council)
- Branding on rotation on scoreboard at event site (Toomuc Recreation Reserve)

SILVER SPONSOR \$5,000 Plus GST

Pre - event marketing

- Business name mentioned in event communications including:
 - Pakenham Carols event webpage on Council's website
 - Event listing on the *What's On Cardinia* website
- Branding on rotation on scoreboard at reserve

Event day promotion:

- Business branding on the sponsor "thank you" advertisement.
- Quarter page advert in song book distributed at event.
- Signage at the event site (provided by sponsor and location determined by Cardinia Shire Council)
- 3m x 3m marquee within preshow entertainment zone (including table and 2 chairs)
 - Sponsor activation and giveaways to be approved by Cardinia Shire Council
- Branding on scoreboard at reserve on rotation

In-kind support opportunities:

- Real estate boards
- Catering
- Marquees

Determining sponsorship arrangements

Council's vision, focus areas and specific objectives for this event will be used to assess sponsorship proposals.

Council will not enter into any sponsorship or partnership arrangement with any external party who are seen to be in potential conflict with Council's responsibilities to the community, or whose reputation or image could prove detrimental to the public image of Council.

To express your interest or for more information

Contact Council's Event Delivery Officer Beck Ellis on [1300 787 624](tel:1300787624) or mail@cardinia.vic.gov.au