

2025 Cardinia Shire Carols by Candlelight

October 2025

2025 Cardinia Shire Carols by Candlelight: Be part of something magical

Date: Saturday 6 December 2025

Time: 4:30pm to 9:15pm

Location: Toomuc Recreation Reserve, Pakenham

Expected attendance: 3,000 plus people

Be part of one of Cardinia's most cherished community events! The Cardinia Shire Carols by Candlelight brings together thousands of families, friends, and neighbours for an evening of music, joy, and festive celebration.

As a sponsor, your business will be front and centre in creating magical memories while gaining meaningful exposure and goodwill.

Why sponsor the Cardinia Shire Carols by Candlelight?

Sponsoring the Cardinia Shire Carols by Candlelight isn't just about brand exposure—it's about being part of something meaningful. Here's why your business should get involved:

Reach thousands: Connect with over 3,000 attendees in a vibrant, family-friendly environment. From young families to seniors, your brand will be seen by a broad cross-section of the Cardinia Shire community.

Boost brand visibility: Your business will be featured across a wide range of promotional channels. This multi-channel exposure ensures your brand is seen before, during, and after the event.

Demonstrate community leadership: Align your business with a beloved local tradition and show your commitment to supporting community wellbeing. Sponsorship signals that your business cares about more than just commerce—it's about connection.

Create lasting impact: Your support helps deliver a free, inclusive event that brings joy to thousands. From the glow of LED candles to the sparkle of fireworks, you'll be part of the magic that makes this night unforgettable.

Build relationships: Engage directly with attendees through sponsor activations, giveaways, and marquee presence. It's a chance to build trust, loyalty, and recognition in a relaxed, festive setting.

Strengthen your local presence: Whether you're a local business or a regional organisation, this is a unique opportunity to reinforce your presence in Cardinia Shire and connect with potential customers, partners, and advocates.

Sponsorship packages

Cardinia Shire Council offers a diverse range of sponsorship packages designed to suit organisations of all sizes and sectors, each providing meaningful opportunities for visibility, engagement, and community impact.

The **Platinum and Gold packages** are ideal for businesses and organisations seeking premium exposure and presence at the event, with our **Silver and Bronze packages** offering accessible options for valuable brand visibility and opportunities to connect with the community.

We also welcome **in-kind sponsorships**, where contributions such as printing, giveaways, or equipment are recognised with benefits aligned to the value of the support provided.

Let's light up the night together

Partnering with the Cardinia Shire Carols by Candlelight is more than a marketing opportunity—it's a chance to be part of something joyful, meaningful, and deeply local. Let's make this year's celebration unforgettable.



Partnership packages

<i>PLATINUM – Naming rights partner</i>	<i>\$15,000 (EX. GST)</i>
<p>Pre-event benefits</p> <ul style="list-style-type: none"> • Exclusive naming rights: “2025 Cardinia Shire Carols by Candlelight proudly brought to you by Cardinia Shire Council and [Your Business Name]” • Logo featured on all major event collateral (posters, flyers) • Event posters and associated material made available to you to promote the partnership • Business name included in: <ul style="list-style-type: none"> ○ Cardinia Shire Council events webpage ○ Media releases and township newsletters ○ Council’s Facebook and Instagram posts ○ Council’s customer service on-hold messages 	
<p>Event day benefits</p> <ul style="list-style-type: none"> • 3 x MC acknowledgements (opening, mid-show, and before fireworks) • Name recognition in Mayor’s speech • An allocated speaking time on the main stage to promote your work and services (script approval required) • 3m x 3m marquee including table and chairs (or provide your own branded marquee) • Prime position for your marquee at the event so that you are seen and recognised • Opportunity for sponsor activation and giveaways (subject to Council approval) • Display signage/banner (provided by sponsor) • Face Painter located at your display stand (we will provide additional furniture for this activity) • Space for your branded vehicle on site 	

GOLD – Stage sponsor**\$10,000 (EX. GST)****Pre-event benefits**

- Business name included in:
 - Cardinia Shire Council events webpage
 - Media releases and township newsletters
 - Council's Facebook and Instagram posts
- Event posters and associated material made available to you to promote the partnership

Event day benefits

- Naming rights to the main stage (e.g. "The [Your Business Name] Stage") including a co-branded stage backdrop or signage displayed front and centre on the main stage throughout the event.
- 2 x MC acknowledgement at the start of the main stage show and mid-show.
- 3m x 3m marquee including table and chairs (or provide your own branded marquee)
- Opportunity for sponsor activation and giveaways (subject to Council approval)
- Display signage/banner (provided by sponsor)
- Face Painter located at your display stand (we will provide additional furniture for this activity)

SILVER – Fireworks sponsor**\$5,000 (EX. GST)****Pre-event benefits**

- Business name included on all promotional materials/ listings advertising the fireworks display
- Event posters and associated material made available to you to promote the partnership
- Business name included in:
 - Event webpage on Council's website
 - Council's Facebook and Instagram posts

Event day benefits

- Naming rights to the fireworks display (i.e. "Fireworks proudly sponsored by [Your Business Name]")
- 1 x MC acknowledgement prior to the fireworks display
- 3m x 3m marquee including table and chairs (or provide your own branded marquee)
- Opportunity for sponsor activation and giveaways (subject to Council approval)
- Display signage/banner (provided by sponsor)
- Face Painter located at your display stand (we will provide additional furniture for this activity)

BRONZE – Candle sponsor**\$2,500 (EX. GST)****Pre-event benefits**

- Business name included in:
 - Event webpage on Council's website
 - Council's Facebook and Instagram posts
- Event posters and associated material made available to you to promote the partnership

Event day benefits

- Logo sticker (provided by sponsor) placed on of each LED flicker candle distributed at the event
- Option to include a small flyer or voucher with each candle
- 1 x MC acknowledgement at the beginning of the show
- 3m x 3m marquee including table and chairs (or provide your own branded marquee)
- Opportunity for sponsor activation and giveaways (subject to Council approval)
- Display signage/banner (provided by sponsor)

Custom and in-kind sponsorships

We welcome tailored sponsorships and in-kind contributions such as printing, giveaways, or equipment. Benefits will be aligned with the value of your support and may include signage, digital promotion, and public recognition.



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.

In line with Council's Gambling Harm Prevention and Minimisation Policy, Council cannot accept direct financial contributions from the gambling industry and will not promote community grants, events or initiatives offered by gambling venues.

To express your interest or for more information

Contact Council's Event Delivery Officer, Micaela Vaughan on [1300 787 624](tel:1300787624) or ActiveConnectedCommunities@cardinia.vic.gov.au before **Friday 24 October 2025**.

Disclaimer

This sponsorship proposal is intended for informational purposes only and does not constitute a binding agreement.

Sponsorship benefits are subject to change based on event logistics, availability, and Council discretion. Cardinia Shire Council reserves the right to modify event details, sponsorship tiers, and associated benefits at any time. Final confirmation of sponsorship will be provided upon receipt of payment or formal agreement. All branding and promotional materials must be approved by Council prior to publication.





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