

# City of Mitcham's Carols at Kingswood Oval



## Partnership Opportunities with the City of Mitcham 2023

Contact Nat at the City of Mitcham on 0419 969 165 or via  
email [nfranklin@mitchamcouncil.sa.gov.au](mailto:nfranklin@mitchamcouncil.sa.gov.au)



*"It is with great pride that I extend this invitation to partner with Council in supporting the Carols at Kingswood Oval in its 26<sup>th</sup> year. Council is keen to collaborate with businesses, agencies and members of the community who are interested in supporting this wonderful celebration of Christmas in Mitcham. We look forward to hearing from you"*

**Mayor Dr Heather Holmes-Ross**

## **CAROLS AT KINGSWOOD OVAL**

Mitcham's Carols celebration is a high profile event that is regarded as one of the premier suburban Christmas Carol events in the Adelaide Region. It delivers a program of local school performances and acts in a vibrant and inclusive community environment.

The promotion of this event reaches over 50,000+ community members and attracts more than 4,500 carollers from the City of Mitcham and across the wider Adelaide metropolitan area.

We will be hosting our 26<sup>th</sup> annual Carols event at Kingswood Oval providing community the opportunity to gather, sing carols and enjoy a night of fun filled and most importantly, free Christmas entertainment.

The City of Mitcham is again seeking local businesses and community minded organisations to partner with us to present Carols at Kingswood Oval.

This event is the perfect way to reach the City of Mitcham community and offers exposure through our targeted social media campaign.

We hope you will consider a partnership with the Carols at Kingswood Oval event, providing you with a platform to connect with the City of Mitcham community during the festive season.

## **THE EVENT**

**Kingswood Oval will come alive on Saturday December 9 for City of Mitcham's 26<sup>th</sup> Carols event.**

2023 will see a mix of entertainment for all to enjoy.

Attractions on the night will include:

- Free face painting and children's entertainment
- Christmas market stalls
- Food vans and refreshments
- School choir performances
- Lots of carol singing
- An appearance by Father Christmas

## PARTNERSHIP OPPORTUNITIES

The range of partnership levels available for you to partner in this high profile community event include:

<b>PLATINUM PARTNER</b>	\$6,000 (plus GST)
<b>GOLD PARTNER</b>	\$3,000 (plus. GST)
<b>SILVER PARTNER</b>	\$2,000 (plus. GST)
<b>BRONZE PARTNER</b>	\$1,000 (plus. GST)

See below for the details of each partnership tier.

There is also the opportunity for in-kind partnerships.

### PLATINUM PARTNER

#### Secure Platinum Partnership for \$6,000 (plus GST)

- "Sponsored by" right to the event – the event will be known as Carols at Kingswood Oval with (Your Company)
- 1 x half page advertisement (\$797 value) in the Mitcham Community News
- Your logo and business name will appear as a Platinum Partner in the Mitcham Community News
- Your logo and business name on the cover of the Official Program, event flyers and posters as "*Platinum Partner*"
- Your logo and business name on display on the LED screen at the event as Platinum Partner with a QR code to link to your website
- Full page advertisement in Official Program
- Your logo and website to be linked to Carols website page
- Your logo linked to your website included in e news promotions
- Your brand linked to the event in all promotional and media releases
- Your logo to be included as a Platinum Partner on all event-specific banners in the council area
- Live reads or similar promoting your company during event
- Formal acknowledgement of partnership during the event and the opportunity to take part in on stage activities through a speech, live interview, or fun / creative involvement
- Marquee display area for your company at the event
- Display of your company banner at the event
- Social media prominence in promotion and live event updates
- 2 x dedicated Facebook posts in the lead up to the event, 2 x Facebook posts on event day, activation details to be mutually agreed upon

## **GOLD PARTNER**

### **Secure Gold Partnership for \$3,000 (plus GST)**

- 1 x two column square advertisement (\$501 value) in the Mitcham Community News
- Your logo and business name will appear as a Gold Partner in the Mitcham Community News
- Your logo and business name on cover of the Official Program, event flyers and posters as "*Gold Partner*"
- Your logo and business name on display on the LED screen at the event as Gold Partner
- Half page advertisement in Official Program
- Live read or similar promoting your company during event
- Your logo and website to be linked to Carols website page
- Your brand linked to the event in all promotional and media releases
- Your logo to be included as a Gold Partner on all event-specific banners in the council area
- Formal acknowledgement of partnership during the event
- Display of your company banner at the event
- Social media prominence in promotion and live event updates

## **SILVER PARTNER**

### **Secure Silver Partnership for \$2,000 (plus GST)**

- Your logo will appear in the Mitcham Community News as a Silver Partner
- Your logo and business name on display on the LED screen at the event as Silver Partner
- 1 x Banner or equivalent advertisement (\$296 value) in the Mitcham Community News
- Your logo on the cover of the Official Program, event flyers and posters as a "*Silver Partner*"
- A third of a page advertisement in the Official Program
- A link from Council's website to your business website
- Acknowledgement by MC during the event

## **BRONZE PARTNER**

### **Secure Bronze Partnership for \$1,000 (plus GST)**

- Your logo and business name on display on the LED screen at the event as Bronze Partner
- Your business logo will appear in the Mitcham Community News
- Your business logo will appear on Official Program as a Bronze Partner
- Acknowledgement by MC during the event

***To ensure your logo is incorporated into all event collateral as listed above relative to your partnership level, please submit your interest prior to 31 August 2023.***