



EXPERIENCE THE WORLD

SPONSORSHIP PROSPECTUS

LIVERPOOL
CITY
COUNCIL

LOVE
LIVERPOOL

#lovelivo



ACKNOWLEDGEMENT OF COUNTRY

Liverpool City Council acknowledges the traditional custodians of the land that now resides within Liverpool City Council's boundaries, the Cabrogal clan of the Darug Nation. We acknowledge that this land was also accessed by peoples of the Dharawal and Darug Nations.



CONTENTS

MESSAGE FROM OUR MAYOR	4
LIVERPOOL AT A GLANCE	6
PARTNERING WITH US	7
EXPERIENCE THE WORLD	8
LANTERNS & LIGHTS	10
MOST BLESSED NIGHTS	12
MOTHERLAND	14
WINTERBLAST	16
STARRY SARI NIGHTS	18
PRIMAVERA	20
PACIFIC SUMMER	22
MARKETING PLAN	24
SPONSORSHIP BENEFITS	25
PAST SUPPORTERS	26
CONTACTS	27



Liverpool City Council's Major Events program for 2023 is a crowd-pleasing attraction that is sure to again draw big crowds and continue to capture public imagination and media prominence.

The excitement that started with our New Year's Eve celebration featuring simultaneous firework displays from six sites in Liverpool, through to Winterblast in July recreating a European winter and the Latin America focus of Primavera in October, the fun is unending.

Throw in seasonal extravaganzas like Pacific Summer and exotic displays like Starry Sari Nights, Most Blessed Nights and the inaugural presentation of Motherland, celebrating Africa's rich history and you have a line-up of exciting attractions unmatched in Sydney's entertainment cycle.

Our Major Events program has continued to grow spectacularly since it started a decade ago and this year's line-up promises to be the best ever, with exciting new festivals added to the schedule expanding its already wide-ranging appeal.

The festivals are an unparalleled opportunity for the community to travel the world without leaving home. They can sample different foods, see different costumes, and experience the attractions of life in other countries all in the CBD.

The showcase also reflects Liverpool's own diversity and showcases its rich multi-cultural identity.

More than one in three Liverpool residents was born overseas and more than half of them speak a language other than English at home.

This is your chance to join council in presenting this memorable and colourful line-up of exotic attractions that draw big crowds to the CBD and attract multi-media attention.

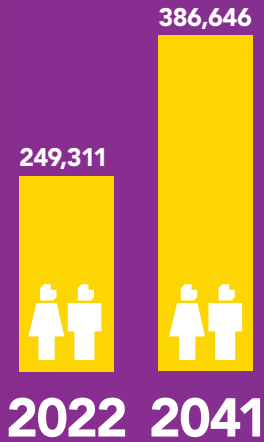
Engagement with the Major Events schedule promises maximum exposure for your company or logo with the most imaginative and crowd-pleasing fun.



Ned Mannoun

Liverpool Mayor

LIVERPOOL AT A GLANCE



POPULATION GROWTH



MORE THAN
40%
BORN
OVERSEAS

51.9%
PEOPLE SPEAK A
LANGUAGE OTHER THAN
ENGLISH AT HOME

140 LANGUAGES
SPOKEN

LIVERPOOL **33** SYDNEY **36**
MEDIAN AGE



16,410 BUSINESSES
94,828 JOBS
IN LIVERPOOL

GRP
\$11.31 billion



SITE OF THE NEW
**WESTERN SYDNEY INTERNATIONAL
(NANCY-BIRD WALTON) AIRPORT**
AT BADGERYS CREEK



WELL CONNECTED CITY

PARTNERING WITH US

More than 250,000 people attended our events in 2022

Aligning with the Liverpool City Council brand in high-profile major events will deliver substantial exposure to a wide cross-section of Liverpool and Greater Sydney communication and consumers.

Our events program boasts a varied portfolio that allows the community to experience the world, providing several opportunities to reach your target market.

Council invites event sponsors and partners to support major events through a range of package options which will offer you:

- Promotion of your business or service to hundreds of thousands of people across greater Sydney, including to more than 300,000 people living, working, studying and visiting Liverpool.
- Enhanced corporate image and brand recognition through association to the Liverpool Council brand and major community event.
- Recognition in pre-event, at event and post-event marketing collateral and signage, including extensive media and social media reach to hundreds of thousands of people.

Major events are held annually and Council is open to discussion regarding current and future event sponsorship and partnerships.

LEVELS OF INVESTMENT

There are six levels of investment (inc. GST) available:

EXPERIENCE THE WORLD PARTNER: \$50,000

DIAMOND: \$20,000
exclusive activation for each event

GOLD: \$10,000

SILVER: \$8000

BRONZE: \$5000

Benefits included in each level of investment are listed on the following page. Cash or in-kind contributions are subject to approval and must meet Incoming Sponsorship Policy conditions.

Visit www.liverpool.nsw.gov.au/majorevents to review Council's Incoming Sponsorship Policy.





EXPERIENCE THE WORLD



EXPERIENCE

LANTERNS AND LIGHTS

WHEN

5pm – 10pm

Friday – Sunday

17 – 19 February

ATTENDANCE

Expected approx 20,000 across the weekend

Macquarie Mall, Liverpool will be your ticket to experience the world. Savour a smorgasbord of cultures and flavours throughout the year, starting with Lights and Lanterns, a journey through Asia.

Across three nights, see traditional and contemporary dance, music and unique performances from artists representing countries all over the region, paired with a bustling open-air street food night market reminiscent of Taiwan.

Enjoy some new and classic dishes to suit all budgets and wonder at the beautiful alley of lanterns adorning the strip.

With up to 30 stalls smoking up the night, this event is set to attract thousands across the weekend to experience the spice and thrill of Asia.

DIAMOND SPONSOR **\$20,000**



**Exclusive naming rights to 12 x 26m (approx.)
'LEVEL UP' OPEN-AIR ARCADE activation**



EXPERIENCE

MOST BLESSED NIGHTS

WHEN

6pm – Midnight

Fri, Sat, Sun

24 March – 23 April

ATTENDANCE

120,000 across 5 weeks in 2022

Having experienced unprecedented success in its inaugural year, Most Blessed Nights returns in 2023. The event, held over the Ramadan period, is a gateway to experience the exotic and exciting Middle-East as well as a chance to savour flavours all over the world. With a street-food focus and hawker style atmosphere, Most Blessed Nights is about family, friends and coming together over a banquet. This is a feast for the senses – beautiful lights, barbeque smoke, the chatter of people and the enthusiastic calls from vendors tempting you to taste their wares.

Blessed Nights is now a staple event, and the modern school equivalent of Lakemba's Ramadan Nights. An exciting, contemporary offering for people from all walks of life.

DIAMOND SPONSOR

\$20,000



Exclusive naming rights to SOCIAL 360 PHOTO PODIUM with opt in capacity across all 5 weekends



EXPERIENCE

MOTHERLAND

WHEN

4pm – 9pm

Friday – Sunday

19 – 21 May

ATTENDANCE

20,000 expected

Referred to as the mother continent, Africa has a long, rich history that has shared its influence across the world. Motherland African Cultural Festival is a weekend-long event that showcases the tastes, colours, sounds and customs of the many dynamic cultures that make up the African continent. From Morocco to Zimbabwe, we explore the unique features and the fusion that exists which makes this region so rich in culture. The event will feature a mainstage program showcasing dance, music, fashion and drumming performances. Motherland will showcase a variety of food stalls from across the continent and provide an opportunity for newly migrated families to share their experiences and culture.

DIAMOND SPONSOR

\$20,000



Exclusive naming rights to MAIN STAGE, MC mentions and acknowledgement, promo video playback*, and potential to provide competition giveaways to be presented on stage.

**complying with program/screen specifications*



EXPERIENCE

WINTERBLAST

WHEN

4 – 9pm

Friday – Sunday

30 June – 16 July (Ice Skating Rink Operates)

30 June – 2 July (Festival)

ATTENDANCE

25,000 over two weekends in 2022

The days might be getting colder but there will be lots to keep you warm at Winterblast. Bringing a taste of Europe to the streets of Liverpool, the event is all about the magic of a European winter – ice skating under the stars, spiced mulled wine, street performers busking along the promenade and tantalising winter warmers to thaw you from the chilly air.

The ice-skating rink will operate across the entirety of the winter school holidays with an array of sessions available, including 'learn to skate' classes for all ages. Winterblast night market will feature food and entertainment from across the European continent and family-friendly activities in a picturesque setting from Friday 30 June to Sunday 2 July.

DIAMOND SPONSOR **\$20,000**



Exclusive naming rights to at-event OPEN AIR ICE SKATING RINK including branding and opt-in potential across ticketing



EXPERIENCE

STARRY SARI NIGHTS

WHEN

4pm – 9pm

Friday – Sunday

22 – 24 September

ATTENDANCE

20,000

Starry Sari Night is a celebration of the colours and flavours of South Asia. Macquarie Mall will be transformed into a vibrant bazaar of spices and fabric, providing an outlet for local Sari vendors to hold a pop-up shop, allowing us to provide the amenity to business owners from across the Liverpool CBD and the wider LGA. The event will feature the signature Sari Showcase catwalk and an array of food stalls.

DIAMOND SPONSOR **\$20,000**



Exclusive naming rights to STARRY SARI SHOWCASE CATWALK STAGE with branding, MC acknowledgements, promo video playback*, and potential to provide competition giveaways to be presented on stage.

**complying with program/screen specifications*



LIVERPOOL CITY COUNCIL

cvgt

REAL ESTATE
9602 8844

RENTAL

EXPERIENCE

PRIMAVERA

WHEN

5pm – 10pm

Friday - Sunday

20 – 22 October

ATTENDANCE

20,000 expected

Celebrate springtime in Sydney's south-west with the vibrant flavours, colours and sounds of Latin America at Primavera, a weekend-long festival. Walk through smoky hawker-style markets as we bring traditional and contemporary Latin dishes to your table; empanadas, pupusas, arepas, and birria taco's. Explore dance workshops from Peru, Columbia and Chile, and purchase artisan goods such as textiles, jewellery and baked goods. A highlight will be the main stage program and a colourful street parade every night of the festival.

DIAMOND SPONSOR

\$20,000



Exclusive naming rights to LA COCINA PRIMAVERA (The Springtime Kitchen) cooking-stage with branding, sponsor acknowledgements, promo video playback*, and potential to provide competition giveaways to be presented on stage.

**complying with program/screen specifications*



EXPERIENCE

PACIFIC SUMMER

WHEN

5pm – 10pm

Friday – Sunday

17 – 19 November

ATTENDANCE

20,000 expected

Liverpool's Pacific Islander community is thriving, and Pacific Summer sets to transport attendees to the Islands through music, food, dance and art. Enjoy a traditional Hangi feed or an array of treats from local vendors, explore pop-up cultural dance performances from across the Pacific, and browse artisan markets to take a piece of island life back with you. Pacific Summer will run from Friday to Sunday and showcase traditional and contemporary performers of Pacific Island background, with free activities for families.

DIAMOND SPONSOR \$20,000



Exclusive naming rights to FIRE PERFORMANCE STAGE with branding, sponsor acknowledgements and potential to provide competition giveaways to be presented on stage.

**complying with program/screen specifications*



MARKETING PLAN

An integrated marketing plan will target each of the annual major events' unique audiences to drive awareness, engagement and attendance.

The Marketing Plan may include a mix of the below.

PRINT ADVERTISING in local and metropolitan newspapers, including dedicated event advertisements and features in 'Liverpool News', Council's weekly local newspaper insert.

ONLINE ADVERTISING campaign may be run across metropolitan and national online lifestyle websites, with a mix of advertising and editorial, seamlessly linking to Council's website and social media channels for additional event information.

RADIO ADVERTISING campaign may run across local and metropolitan radio stations in the weeks or month leading to the major event.

SOCIAL MEDIA campaign driven through a targeted mix of content across Council's Facebook, Instagram and LinkedIn channels.

COUNCIL WEBSITE hosts dedicated event pages detailing information about the event with links to sponsors' websites. The majority of communications direct people to the Council website for further major event information.

SIGNAGE, FLAGS AND BILLBOARDS may be used throughout Liverpool city centre and surrounding suburbs.

FLYERS, POSTERS AND NEWSLETTER distributed to suitable audiences including over 80,000 homes, reaching more than 212,000 residents, and to Council's various community facilities. Major event collateral may also be distributed to some of Liverpool's 16,410 businesses.

INTERNAL COMMUNICATIONS channels are utilised for major event promotion and include quarterly CEO Presentations to all Council staff, Intranet news updates, fortnightly e-newsletters and posts on Yammer, Council's social media platform for staff engagement.

The Communications team will work alongside news media to deliver exciting and engaging editorial content across newspaper print, online, radio and television news outlets.

 **18,000**
BUSINESSES

 **249,311**
RESIDENTS

MARKETING REACH



Combined **social media** audience of 54,000+

Reach hundreds of thousands



Council website –
2,000+ hits each day

Flyers, posters and Council newsletters shared with:

- **80,000 homes**
212,000+ residents
- **Customer Service Centre**
24,000+ visitors per year
- **Casula Powerhouse Arts Centre**
50,000+ visitors per year
- **Liverpool City Libraries**
700,000+ visitors per year



900 staff

SPONSORSHIP BENEFITS

Sponsorship Benefits	PACKAGES ('000s)				
	Presenting Partner	Diamond Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
	\$50+	\$20+	\$10+	\$7.5+	\$5+
Presenting partner across the entire 'Experience the World' suite of events	✓				
Exclusive naming rights to bespoke experience at event (see event pages for details)		✓			
Logo inclusion on all collateral including; <ul style="list-style-type: none"> • Billboard • Flyer distribution • Posters • Website 	✓	✓	✓	✓	✓
Complimentary of an event space (up to 6x3m) for audience engagement or promotion – including 3x3m marquee, table, chairs & 1 x10amp power access		✓	✓		
Placement of collateral or giveaways at our Info Booth WITH opt in capabilities		✓	✓		
Placement of collateral or giveaways at our Info Booth for brand awareness	✓			✓	
Sponsor recognition on event flyers and posters (where applicable)	✓	✓	✓		
Sponsor recognition in paid advertising (where applicable)	✓	✓	✓		
Organisation name and sponsorship level included in Council's quarterly print newsletter, Liverpool Life (distributed to 77,000 homes)	✓	✓	✓	✓	
Sponsor recognition on digital screen in Macquarie Mall	✓	✓	✓	✓	
Display of sponsor banner at event *placement dependent on size and type of signage available		✓	✓	✓	
Organisation name and sponsorship level included in all media releases distributed pre-and post-event	✓	✓	✓	✓	✓
Sponsor recognition in post-event video (where applicable)	✓	✓	✓	✓	✓
Sponsor recognition in post-event social media post/s	✓	✓	✓	✓	✓
Sponsor recognition on event page on the Council's website	✓	✓	✓	✓	✓

* All artwork is subject to Council approval and must be submitted to our communications team at least one month prior to the event.

PAST SUPPORTERS

Liverpool City Council appreciates the support of previous sponsors and partners who helped to ensure the success of major events.

EVENT SPONSORS AND PARTNERS



MEDIA PARTNERS



CONTACTS

SPONSORSHIP OPPORTUNITIES

To enquire about becoming a sponsor, please contact:

Clara McGuirk
Strategic Events Lead

02 8711 7624 | 0439 253 893
McGuirkC@liverpool.nsw.gov.au

Aya Kartambis
Communications Officer

0420 881 044
KartambisA@liverpool.nsw.gov.au

For further information



 **Visit Us**

Customer Service Centre
Ground Floor, 33 Moore Street, Liverpool, NSW 2170
Open Monday - Friday, 8.30am - 5pm

 **Phone**

1300 36 2170
Calling from interstate: (02) 8711 7000
National Relay Service (NRS): 133 677
(for hearing and speech impaired customers)

 **Email**

lcc@liverpool.nsw.gov.au

 **Post**

Locked Bag 7064, Liverpool BC, NSW 1871

 **Website**

www.liverpool.nsw.gov.au

 **Subscribe**

www.liverpool.nsw.gov.au/subscribe