

Sponsorship Opportunities

2017 FESTIVAL OF MOSMAN

13-22 October 2017



Mosman Council is inviting expressions of interest from businesses and other interested parties, who would like to participate in the 2017 Festival of Mosman as a sponsor. This biennial event will be a highlight in the 2017 Mosman Events Calendar and features a spectacular program for all to enjoy.

This exciting community cultural event is expected to attract audiences of 30,000 across the range of events. It presents a major opportunity for businesses looking for exposure to thousands of local residents and visitors to Mosman to be involved with high quality events that generate substantial community spirit and pride.

ABOUT THE FESTIVAL

Festival of Mosman Goals

1. Deliver a Festival with the theme *Living Mosman*
2. Celebrate Mosman and the Mosman community
3. Enhance opportunities for Mosman based businesses and enterprises
4. Profile and link key community assets within Mosman
5. Support the overall business of Mosman Council
6. Conduct all activities in a sustainable way
7. Reflect the lifestyle in Mosman with a focus on recreation, food and the natural environment

Theme

Key Festival events will follow the *Living Mosman* theme, celebrating and promoting Mosman's unique community and identity.

Festival Program

Highlights from the proposed 2017 program to be organised by Council include:

Date	Event	Location
Saturday 23 September – Friday 29 October	70 th Mosman Art Prize	Mosman Art Gallery
Friday 13 - Sunday 22 October	Public Art Program	Various locations in Mosman
Friday 13 October	HMAS Penguin Freedom of Entry	Streets of Mosman - Mosman Village Green
Friday 13 October 6-8pm	Festival Opening Concert	Balmoral Rotunda and Reserve
Saturday 14 October 10.30am – 12pm	Festival on Sydney Ferries	Mosman Bay Ferry
Saturday 14 October 7.30–9pm	Festival Cinema Under the Stars	Mosman Village Green
Monday 16 October 3.30-6pm	Market For Your Mind	Mosman Village Green
Monday 16 -Tuesday 17 October	Festival on Sydney Ferries	Mosman Bay Ferry

Date	Event	Location
Mon 4.00-5.30pm Tue 5.30-7pm		
Thursday 19 October 7-9pm	Environmental Movie and Talk	Grand Hall Mosman Art Gallery
Friday 20 October 10am-12pm	Children's Fair	Allan Border Oval Reserve
Friday 20 October 5- 8.30pm	Concert in the Park	Balmoral Rotunda and Reserve
Saturday 21 October	Ancient Whale Dreaming Ceremony (or another Aboriginal event of similar impact)	Balmoral Beach
Sunday, 22 October 10am-2pm	Pet's Day Out	Mosman Square and Village Green

As in previous years, the Festival will also incorporate a range of events organised by local community groups, local stakeholders and organisations.

Festival Promotion

The 2017 Festival will be promoted using a range of strategies including:

- Festival program to be distributed to all Mosman households and local schools in Mosman
- Festival of Mosman website
- Inclusions in Council's newsletter delivered to businesses and households
- Mosman Council and Mosman Events websites
- Banner at Mosman Junction
- Vertical street banner flags along Military Road between Spit Junction and Mosman Junction and some adjoining street
- Posters
- Social media including Facebook, Twitter, Flickr and Instagram
- Media releases
- Advertising

In keeping with the 2015 Festival of Mosman, this year's Festival will be predominantly promoted within the Mosman local government area.

SPONSORSHIP CATEGORIES

There are a variety of opportunities available for local businesses to be involved as a part of the Festival through sponsorship, which include;

Festival of Mosman Sponsorship:

- Major Sponsor
- Gold Sponsor
- Silver Sponsor
- Bronze Sponsor
- In kind Sponsor

Individual Festival Event Sponsorship:

- Event Sponsor
- In kind sponsor
- Prize Sponsor

In return for support, sponsors will receive a range of benefits and privileges, based on the amount of sponsorship committed.

FESTIVAL OF MOSMAN SPONSORSHIP:

Major Sponsor [\$10,000] – one only

The Major Sponsor would receive all the benefits provided to Gold, Silver and Bronze Sponsors, plus the following additional benefits.

1. Naming rights for an agreed Festival event for the term of the sponsorship.
2. Sponsor's name and logo to appear on the front page of official promotional material (along with Mosman Council branding), including programs, advertisements, flyers, posters, newsletters, and community updates with the exception of Art Gallery exhibitions (if arranged prior to June 2017).
3. Opportunity to have a stand / display at agreed Festival of Mosman events (at no cost to Mosman Council).

Gold Sponsor [\$5,000] – limited to three

Gold sponsors would receive the following benefits.

1. Sponsor's logo on a street banner displayed across Military Road at Mosman Junction.
2. Sponsor's name and logo on print material to promote the event including direct mail materials to rate payers and residents of Mosman (if arranged prior to June 2017) as well as advertisements in the Mosman Daily.
3. Sponsor's name and logo to appear on official promotional material, including programs, advertisements, flyers, posters, newsletters, and community updates with the exception of Art Gallery exhibitions (along with Mosman Council branding).
4. Logo and sponsorship recognition in advertising on Festival website with links to sponsor's website.
5. Sponsor's name and logo on signage to be displayed at event venues.
6. Acknowledgement of sponsor in Festival media releases.
7. Verbal acknowledgement of sponsor by event officer or master of ceremonies at Festival events, where appropriate.
8. Verbal acknowledgement of sponsor by Mayor or Deputy Mayor at all official Mayoral ceremonies during the Festival.
9. Opportunity to speak at official Mayoral ceremonies during the Festival.

Silver Sponsor [\$3,000] – limited to three

Silver sponsors would receive the following benefits.

1. Sponsor's name and logo on print material to promote the event including direct mail materials to rate payers and residents of Mosman (if arranged prior to June 2017).
2. Sponsor's name and logo on promotional material, including; advertisements, programs, flyers, and posters.
3. Logo and sponsorship recognition in advertising on Festival website with links to sponsor's website.
4. Acknowledgement of sponsor in Festival media releases.
5. Verbal acknowledgement of sponsor by event officer or master of ceremonies at Festival events, where appropriate.
6. Verbal acknowledgement of sponsor by Mayor or Deputy Mayor at all official Mayoral ceremonies during the Festival.

Bronze Sponsor [\$2,000] – limited to three

Bronze sponsors would receive the following benefits.

1. Sponsor's name and logo on Festival program that is distributed to Mosman residences.
2. Logo and sponsorship recognition in advertising on Festival of Mosman website.
3. Verbal acknowledgement of sponsor by event officer or master of ceremonies at Festival events, where appropriate.
4. Verbal acknowledgement of sponsor by Mayor or Deputy Mayor at all official Mayoral ceremonies during the Festival.

In Kind Sponsorship

Mosman Council will also consider 'In Kind' Sponsorship from businesses that can offer goods or services that are essential to the planning, preparations or operations of the Festival. The benefits to In Kind Sponsors will be determined according to the value of the goods and services provided. For example; in return for printing services, a printing company would be acknowledged on Festival programs and posters.

INDIVIDUAL EVENT SPONSORSHIP:

Festival events that have potential for Individual Event Sponsorship include:

- Festival Cinema Under the Stars
- Festival Opening Concert
- Pet's Day Out
- Public Art Program

Event Sponsor [\$500 - \$2,000]

Mosman Council provides opportunities for businesses to participate in the Festival as a sponsor of a specific event. The amount of sponsorship will be determined by the size and scope of the Festival event and promotional opportunities available.

1. Sponsor's name and logo on event promotional material, including; advertisements, programs, banners, flyers, and posters as appropriate.
2. Logo and sponsorship recognition in advertising on Festival website.
3. Acknowledgement of sponsor in event media releases.
4. Verbal acknowledgement of sponsor by event officer or master of ceremonies at sponsored event where appropriate.

In Kind Sponsor:

Mosman Council will also consider 'In Kind' Sponsorship from businesses that can offer goods or services that are essential to the planning, preparation or operations of an individual event. The benefits to In Kind Sponsors will be determined according to the value of the goods and services provided. Where In Kind Sponsorship is valued at more than \$300 a fete stall for the day will be provided free of charge.

Prize Sponsor (Pet's Day Out only):

- **Pet's Day Out:**
A number of competitions will be held throughout the day for which prizes are awarded, including a raffle. Donations of 'pet appropriate' prizes are welcome. Prize providers will have their donation recognised by the MC on the day, on Festival website and on supporters posters displayed at the event. Where Prize Sponsorship is valued at more than \$300 a fete stall for the day will be provided free of charge.

SELECTION CRITERIA

All Expressions of Interest will be assessed according to the following selection criteria and preference will be given to the first sponsors to endorse and submit relevant sponsorship agreements to the satisfaction of Council:

- The sponsor is a reputable organisation whose public image, products and services are consistent with the values, goals and specific policies of Mosman Council;
- The sponsor is not involved in the sale of tobacco or addictive drugs or products injurious to health or in conflict with Council's policies and responsibilities to the community;
- All sponsorship arrangements are to accord with Council's Sponsorship Policy.

All sponsorship categories are exclusive of GST.

Please lodge your Expression of Interest online at festivalofmosman.net

or via post to:

Diane Lawrence
Director Community Development
Mosman Municipal Council
PO Box 211
SPIT JUNCTION NSW 2088

To be acknowledged as a sponsor in Festival printed program, please lodge your expression of interest by Wednesday 31 May 2017.

Mosman Council's Corporate Sponsorship Policy is available for viewing at mosman.nsw.gov.au/council/policies

