

Sponsorship Opportunities



2023 FESTIVAL OF MOSMAN

20-29 October 2023

Mosman Council is inviting expressions of interest from businesses and other interested parties, who would like to participate in the 2023 Festival of Mosman as a sponsor. This biennial event will be a highlight in the 2023 Mosman events calendar and features an engaging program of community events for all to enjoy.

The Festival is expected to attract audiences of 40,000 across a 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 *Celebrate Mosman*
2. Enhance opportunities for Mosman-based businesses and enterprises
3. Extend options for nighttime activities and events for enhanced nightlife in Mosman
4. Reflect the lifestyle in Mosman with a focus on food, recreation and the natural environment
5. Profile and link key community assets within Mosman
6. Support the overall business of Mosman Council
7. Conduct all activities in a sustainable way

Theme

Key Festival events will follow the *Celebrate Mosman* theme.

Festival Program

Highlights from the proposed 2023 program to be organised by Council include:

Date	Event	Location
Friday 20 - Sunday 29 October	Mosman Art Prize Exhibition	Mosman Art Gallery
Friday 20 - Sunday 29 October	Public Art Program	Various locations in Mosman
Friday 20 October 5-8.30pm	Festival Opening Concert	Balmoral Reserve
Saturday 21 October 7-10.30pm	Festival Cinema Under the Stars	Mosman Village Green
Sunday 22 October 6.30-9.30pm	Dinner on the Green	Mosman Village Green
Tuesday 24 - Sunday 29 October	Mosman Combined Schools Art Exhibition	Barry O'Keefe Library
Tuesday 24 October 4-6pm	Seniors Dance Party	Mosman Art Gallery
Thursday 26 October 4.30-9pm	OctoberFeast Night Market	Mosman Square and Village Green

Date	Event	Location
Thursday 26 October 4-7pm	Mosman Youth Centre Open Day Event	Mosman Youth Centre and Laneway
Friday 27 October 10am-12pm	Children's Fair	Mosman Park, The Crescent
Friday 27 October 4-8.30pm	First Nations Cultural Event	Balmoral Reserve
Saturday 28 October 10am-2pm	Seaside Scavenge	Balmoral Reserve
Saturday 28 October 7-9.30pm	Halloween Cinema Under the Stars	Mosman Village Green
Sunday 29 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 businesses, community groups and organisations.

Festival Promotion

The 2023 Festival will be promoted using a range of strategies including:

- Festival program to be distributed to all Mosman households, schools and businesses
- Festival of Mosman, Mosman Council and Mosman Events websites
- Inclusions in Council's print and digital newsletters delivered to businesses and households and subscribers
- Banner at Mosman Junction
- Vertical street flags along Military Road between Spit Junction and Mosman Junction
- Freestanding boards and posters at key locations in Mosman
- Social media including Instagram Facebook, Twitter and YouTube
- Advertising in Mosman Daily and North Shore Living
- Editorial coverage in Mosman Daily.

In keeping with previous events, the 2023 Festival will be promoted primarily 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:

- 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:

Gold Sponsor [\$7,000] – 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/logo to appear on the Festival print program to be distributed to all Mosman households, schools and businesses (if arranged prior to 14 July 2023).
3. Sponsor's name/logo on print promotional material including advertisements, posters, flyers, newsletters, and community updates with the exception of Art Gallery exhibitions (if arranged prior to 14 July 2023).
4. Logo and sponsorship recognition in advertising on Festival website with links to sponsor's website.
5. Acknowledgement of sponsor on Mosman Council and Mosman Events websites.
6. Acknowledgement of sponsor on Festival and Council's social media.
7. Acknowledgement of sponsor in Festival media releases.
8. Sponsor's name/logo on signage to be displayed at event venues.
9. Verbal acknowledgement of sponsor at Festival events, where appropriate.
10. Opportunity to speak at Festival events, where appropriate.
11. Opportunity to have a stand/display at agreed Festival events.

Note: No sponsorship agreement will be entered into with a second same-industry business or a competing brand at the Gold Sponsor level. Successful sponsor applications are to be determined by Council at its absolute discretion.

Silver Sponsor [\$4,000] – limited to three

Silver sponsors would receive the following benefits:

1. Sponsor's name/logo on print promotional material including Festival program, advertisements, flyers, posters and newsletters (if arranged prior to 14 July 2023).
2. Logo and sponsorship recognition in advertising on Festival website with links to sponsor's website.
3. Acknowledgement of sponsor on Mosman Council and Mosman Events websites.
4. Acknowledgement of sponsor on Festival and Council's social media.
5. Acknowledgement of sponsor in Festival media releases.
6. Sponsor's name/logo on signage to be displayed at event venues.
7. Verbal acknowledgement of sponsor at Festival events, where appropriate.

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

Bronze sponsors would receive the following benefits:

1. Sponsor's name on print promotional material including Festival program, flyers and posters (if arranged prior to 14 July 2023).
2. Logo and sponsorship recognition in advertising on Festival website with links to sponsor's website.
3. Acknowledgement of sponsor on Festival and Council's social media.
4. Acknowledgement of sponsor in Festival media releases.
5. Sponsor's name/logo on signage to be displayed at event venues.
6. Verbal acknowledgement of sponsor at Festival events, where appropriate.

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.

INDIVIDUAL EVENT SPONSORSHIP:

Event Sponsor [\$1,000 - \$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, flyers, and posters as appropriate.
2. Logo and sponsorship recognition in advertising on Festival website.
3. Acknowledgement of sponsor on Festival and Council's social media.
4. Sponsor's name/logo on signage to be displayed at sponsored event venue.
5. 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.

Pets Day Out only: 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):

A number of competitions will be held throughout the day for which prizes are awarded, including a lucky 'feedback form' prize. 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 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 in accordance with Council's Sponsorship Policy.

All sponsorship categories are exclusive of GST.

To be acknowledged as a sponsor in Festival printed promotional materials, please lodge your expression of interest by Friday 30 June 2023.

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