NEW YEARS EVE 2019
SPONSORSHIP PROSPECTUS
Victor Harbors’ New Years Eve Celebrations are the largest New Years Eve celebrations outside of metropolitan Adelaide and attract an estimated 10,000 direct attendees to Warland Reserve, and the Foreshore Precinct, while an estimated 40,000 locals and visitors enjoy the two fireworks displays from private residences, beaches and public reserves located between The Bluff (Encounter Bay) and Port Elliot.

The event is primarily targeted at families with free activities such as face painting, an animal nursery, a roving clown, giveaways for kids (and adults) and stage entertainment suited for a broad audience.

The event is managed by the City of Victor Harbor, and together with security patrols, additional lighting, dry zone restrictions, road closures and additional police presence the New Years Eve celebrations are a safe, happy and successful event for all.

The City of Victor Harbor are pleased to offer a range of sponsorship packages, providing sponsors with an opportunity to support the delivery of a high quality event that showcases Victor Harbor as a vibrant community and holiday destination.

The event provides an exciting opportunity for sponsors to expose their brand to over 10,000 event spectators while direct pre-event promotion is estimated to reach in-excess of 70,000 consumers.

For further information contact:
Stacey Richardson, Festivals and Events Officer
City of Victor Harbor
08 8551 0593 or 0439 275 486
srichardson@victor.sa.gov.au
**MAJOR SPONSOR ‘NAMING RIGHTS’ $5000 + GST**

Benefits:
- Naming right sponsor recognition on all NYE marketing and promotional material.
- NYE flyer design sympathetic to naming rights sponsor brand.
- Logo on NYE promotional outdoor signage placed around Victor Harbor.
- Promotion acknowledging sponsorship through ‘Victor Viewpoint’ monthly email and Business Newsletter email distribution.
- Four dedicated Facebook promotions via the NYE event Facebook page recognising naming rights sponsorship.
- Editorial stories involving naming rights sponsor presented to local media in advance of the NYE event.
- Opportunity to present offers to Council staff through direct email and on-site presentations.

On-site benefits
- Banner display on NYE event site.
- Opportunity to provide giveaways.
- Acknowledgment by MC on the night (minimum of six times.)

**CHILDREN’S FIREWORKS SPONSOR $3000 + GST**

Benefits:
- Acknowledgement as Children’s Fireworks Sponsor on all NYE marketing and promotional material.
- Logo placement on all NYE marketing and promotional material.
- Logo on NYE promotional outdoor signage placed around Victor Harbor.
- Facebook promotions the Encounter Victor Harbor Facebook page & Instagram.
- Promotion acknowledging sponsorship through ‘Victor Viewpoint’ monthly email newsletter and Councils Business News email newsletter (2000+ database)

On-site benefits
- Banner display on NYE festival site.
- Display site allocated for on-site promotion.
- Opportunity to provide giveaways.
- Acknowledgment by MC on the night.

**GOLD SPONSOR $1500 + GST**

Benefits:
- Logo placement on all NYE marketing and promotional material.
- Dedicated Facebook posts on the NYE event Facebook page.
- Promotion acknowledging sponsorship through ‘Victor Viewpoint’ monthly email newsletter and Councils Business News email newsletter (2000+ database).

On-site benefits
- Display site allocated for on-site promotion.
- Opportunity to provide giveaways.
- Acknowledgment by MC on the night.

CONTACT
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**Prices are subject to the adoption of Councils’ Fees and Charges.**