Hawkesbury City Council

Hawkesbury EVENTS

Savour THE FLAVOUR HAWKESBURY

Partnership Proposal

Saturday 14 October	Richmond	4pm - 9pm

delicious food and beverage	live entertainment
local produce	cooking demonstrations

LOCAL **FLAVOURS TO SAVOUR**

www.savourtheflavour.com.au

2022 STAGE SPONSOR

Get your tastebuds ready!

Get your tastebuds ready once again! Hawkesbury City Council is hosting Savour the Flavour Hawkesbury for the second year.

The event will be held on Richmond Oval and Richmond Park on Saturday, 14 October 2023 and will celebrate the Hawkesbury's past and present as the original 'food bowl' of Sydney.

Visitors and locals alike will have the chance to sample and purchase delicious food, produce and beverages from farmers and businesses. There will also be cooking demonstrations and live entertainment to enjoy. The Hawkesbury and surrounds produces some of Australia's best fresh food and produce and plays a critical role in feeding Sydney and beyond.

This is an excellent opportunity for locals and visitors to come along and discover the amazing food and beverages our region has to offer.

The event will also be good for Hawkesbury's local shops, cafes and restaurants by drawing people into the area and boosting our local economy. There are also plenty of ways you can be directly involved!

Savour the Flavour had over 5000 people attend it's inaugural event and we can't waitto see alot more people attend the event. In 2023 we will make a bigger footprint and more exciting stalls and activities. See you there.

Did you know?

- In 2022, Savour the Flavour was held on the 15 October and $1.46 million was spent in the Richmond Town Centre
- Over 5000 people attended the event
- Over 50 community groups and small businesses involved
- Origin of attendees: 80% Hawkesbury and 20% Outside

Marketing Strategy and Benefits to Sponsor

ONLINE

Hawkesbury City Council has two Facebook pages which have been growing in popularity over the last 5 years. We intend to use this increasingly popular promotional tool to promote the event via boosted posts targeting specific areas of the Hawkesbury and surrounds. As a sponsor you would have the opportunity to have your logo featured and thanked for your sponsorship support of this event.

The event page on the Council website is a great platform for non-social media users. This year we are excited to have a didcated website for Savour the Flavour and your logo will feature in our partners section with a hyperlink directly to your businesses website.
www.savourtheflavour.com.au

- Hawkesbury Events Facebook Page – over 10k followers
- Hawkesbury City Council Corporate Facebook Page – over 19k followers
- Hawkesbury Events Instagram – over 2,400 followers
- Council Website Event Page
- www.discoverthehawkesbury.com.au
- www.savourtheflavour.com.au This will be made live later in the year)

COLLATERAL

Flyers and posters with the event information and sponsor logos will be sent to businesses and organisations across the Hawkesbury. This is a fantastic opportunity for locals to be alerted of your support for this community event.

- Flyers distributed to local businesses
- A3 posters at Council facilities
- Direct market

PROMOTION AND ADVERTISING

Advertisements will be broadcasted on the radio and social media to residents right across the Sydney basin.

This includes highly-targeted digital promotions designed to target key audiences both locally and across Sydney and generate maximum awareness and response.

Banners will be placed on Council banner poles at Clarendon, Richmond and McGraths Hill from the first week in October.

ONSITE

By being present at the evening event, representatives from your business will have the opportunity to speak to people, gain valuable contacts, promote incentives and develop brand awareness.

BROADER TOURISM PROMOTION

Savour the Flavour Hawkesbury also serves as a vehicle to promote the region as an excellent destination for family day trippers, romantic escapes and staycations.

In conjunction with the Visitor Information Centre, itineraries promoting other visitation opportunities across the Hawkesbury region are being developed and will be promoted to visitors prior to and on the day.

Sponsorship Packages

MAJOR PARTNER
1 X PACKAGE AVAILABLE
$10,000 + GST

LOGO PLACEMENT:
- Savour the Flavour website with a direct link back to your website
- Savour the Flavour adverts on Council foyer TV
- 2,000 flyers delivered via letterbox drop
- A3 posters in Council Libraries/Facilities
- Logo feature on mesh fencing surrounding the event space
- Logo on event coaster
- Inclusion in event itinerary promotions through our Visitor Information Centre.

ONSITE ACTIVATION:
- 6x3m stall at Savour the Flavour (Site and marquee)
- Opportunity to have your company mascot for the duration of event
- Announcements throughout the day
- Opportunity to create activity with your stall
- Opportunity for a 20min cooking demonsration or Q&A session.
- Logo feature on TV on stage
- 4 tickets to the VIP area

SOCIAL MEDIA:
- 'Hawkesbury Events' Social Media acknowledgment and link back to company social media pages – Facebook and Instagram (over 35,000 Followers)

GOLD PARTNER
2 X PACKAGES AVAILABLE
$7,000 + GST

LOGO PLACEMENT:
- Discover the Hawkesbury website with a directlink back to your website
- Savour the Flavour adverts on Council foyer TV
- 2,000 flyers delivered via letterbox drop
- A3 posters in Council Libraries/Facilities

ONSITE ACTIVATION:
- 3x3m stall at Savour the Flavour (site and marquee)
- Announcements throughout the day
- Opportunity for a 20min cooking demonsration or Q&A session.
- Logo feature on TV on stage
- 2 tickets to the VIP area

SOCIAL MEDIA:
- 'Hawkesbury Events' Social Media acknowledgment and link back to company social media pages – Facebook and Instagram over 35,000 Followers)

Contact us about sponsoring our VIP area and stage display.

Other opportunities available on request.

Sponsorship Packages

STAGE PARTNER
1 X PACKAGE AVAILABLE
$6,000 + GST

THIS PACKAGE HAS BEEN SNAPPED UP

LOGO PLACEMENT:
- Savour the Flavour website with a directlink back to your website
- Savour the Flavour adverts on Council foyer TV
- 2,000 flyers delivered via letterbox drop
- A3 posters in Council Libraries/Facilitie
- Logo feature on signage at the event stage as the stage sponsor.

ONSITE ACTIVATION:
- 3x3m stall space at Savour the Flavour (marquee not included.)
- Opportunty to create activity with your stall
- Logo featured on signage at the event stage known as the stage sponsor.
- opportunity for a 20min cooking demonstration
- Logo feature on TV on stage

SOCIAL MEDIA:
- 'Hawkesbury Events' Social Media acknowledgment and link back to company social media pages – Facebook and Instagram – x 2 (over 35,000 Followers)

SILVER PARTNER
3 X PACKAGES AVAILABLE
$4,000 + GST

ONE LEFT!

LOGO PLACEMENT:
- Savour the Flavour website with a directlink back to your website
- Savour the Flavour adverts on Council foyer TV
- 2,000 flyers delivered via letterbox drop
- A3 posters in Council Libraries/Facilities

ONSITE ACTIVATION:
- 3x3m stall space at Savour the Flavour (marquee not included.)
- Opportunity to create activity with your stall
- Thank you acknowledgement at the event.

BRONZE PARTNER
4 X PACKAGES AVAILABLE
$1,000 + GST

THREE LEFT!

LOGO PLACEMENT:
- Savour the Flavour website with a directlink back to your website
- 2,000 flyers delivered via letterbox drop
- A3 posters in Council Libraries/Facilities.
- Thank you acknowledgement at the event

Promotion of Savour the Flavour via your business platforms:

- In your business (reception, counter, flyer holders)
- Your business social media/website

If you would like discuss our sponsorship opportunities, please contact our events team 02 4560 4404.

Savour
THE
FLAVOUR
HAWKESBURY

PARTNERSHIP ENQUIRIES

Hawkesbury Events Team
(02) 4560 4404
events@hawkesbury.nsw.gov.au

Hawkesbury EVENTS
#hawkesburyevents