



**AUBURN CITY COUNCIL**

MANY CULTURES ONE COMMUNITY

# 2011 Event Sponsorship Prospectus



PO Box 118, Auburn NSW 1835  
Tel: 02 9735 1362 Fax: 02 9643 1120  
Email: [stefan.jurd@auburn.nsw.gov.au](mailto:stefan.jurd@auburn.nsw.gov.au)  
Web: [www.auburn.nsw.gov.au](http://www.auburn.nsw.gov.au)

T086664/2010

## About Auburn City Council

Auburn City Council serves the needs of approximately 61,000 residents and 1300 businesses. The wide range of services provided by Council include local infrastructure (traffic, roads, drains, street lighting, footpaths, land and buildings and civic precinct), parks, community development and library services, child care, planning assessment, environment protection and domestic refuse and recycling collection.

Auburn City Council seeks to work in partnership with the community to achieve better outcomes for our local area. One of the key aims of Council is to build the capacity of Auburn's communities to actively engage in a wide variety of social, economic, cultural, recreational, learning and civic activities.

Council plans, supports and develops a range of quality services and facilities to meet community needs through its social and cultural events, programs and activities.

## Your opportunity to get involved

Council seeks sponsorship from businesses in the community to fund additional resources which enhance the events, activities and programs provided to the Auburn local government area. As a supporter of Auburn City Council events and programs, you will be provided with the opportunity to:

- Increase your brand exposure, awareness and recognition throughout the local community
- Market directly to local residents and businesses of the area - your potential customers
- Achieve community objectives, by being seen as an active contributor to local community development
- Develop relationships with new customers and strengthen relationships with existing customers

By investing in Council's range of community events, programs and activities, you will not only become a part of our vision of developing and uniting the local community, but you will also create opportunities to target specific sections of the market, showcase your products and services, fulfil marketing objectives and increase the propensity of successful business operations in the local area.

Your business would receive promotion in extensive marketing campaigns occurring for Council events and programs through a variety of mediums. This includes advertisements and editorials in various newspaper publications, community distribution of posters, pamphlets and Councils' newsletter, various forms of signage, radio announcements, and electronic notification utilising Council's website and large community database.

## Auburn City Council 2011 Calendar of Major Events

The following document contains essential information about Auburn City Council's major events and programs planned for 2011. Included with a brief description of each event or program activity are all the associated sponsorship opportunities available to interested organisations, as well as application forms for the various levels of sponsorship available.

Please note - Specific benefits for each event or program can be tailored to suit the individual needs of a particular organisation. Please do not hesitate to contact Council to discuss the specific goals and objectives of your organisation and customise sponsorship packages and ensure such targets are achieved.

If you would like any further information on any of the featured events or programs, please do not hesitate to contact Auburn City Council as per the following details:

**Steffan Jurd - Community Events Coordinator**

**02 9735 1362**

[steffan.jurd@auburn.nsw.gov.au](mailto:steffan.jurd@auburn.nsw.gov.au)

# AUSTRALIA DAY

## WEDNESDAY 26 JANUARY 2011

In 2011 the Australia Day celebratory activities for the Auburn local government area will be held in Bicentennial Park, within the Sydney Olympic Park precinct. The event will comprise of a Citizenship Ceremony and Civic Awards Presentation held in the Waterview Function Centre, followed by a full program of fantastic entertainment throughout the day and concluding with a fireworks finale.

There will be a wide variety of musical and dance performances from 12pm through to 9pm entertaining the crowd from the main stage. There will also be a separate off stage entertainment area called the 'Farm Yard' with ongoing activities such as sheep dog trials, sheep shearing and whip cracking occurring within the event area. In addition there will be free amusement rides, an animal farm, interactive workshops, roving performers and an arts and craft bazaar, to entertain the crowd throughout the day.

The event typically attracts approximately 10,000 – 15,000 people throughout the course of the day and is a great celebration with a diverse representation from the local community.

### Principal Sponsor - \$5,000 + GST

- Exclusive naming rights to Main Stage (i.e. Main Stage, proudly brought to you by 'insert name')
- Two (2) minute speaking opportunity as part of Event Opening
- Opportunity to display up to four (4) banners in Main Stage area
- Prominent exposure of colour company logo on all Festival promotional materials including:
  - Promotional flyers and posters distributed throughout the Auburn LGA
  - Advertisements to appear in local press and via email in the lead up to the event
  - Auburn City Council's website
- Sponsorship to be verbally acknowledged by MC throughout the event
- Allocation of a stall within the precinct for the display of promotional materials and giveaways
- Website exposure including a link back to your company website for a period of 3 months
- Opportunity to provide prizes for event promotions and competitions

### 'Farm Yard' Sponsor - \$3,000 + GST

- Exclusive naming rights to the 'Farm Yard' area of the event precinct
- Opportunity to display up to four (4) banners in the 'Farm Yard' area
- Inclusion of colour company logo on all Festival promotional materials including:
  - Promotional flyers and posters distributed throughout the Auburn LGA
  - Advertisements to appear in local press and via email in the lead up to the event
  - Auburn City Council's website
- Sponsorship to be verbally acknowledged by MC throughout the event
- Allocation of a stall within the precinct for the display of promotional materials and giveaways
- Website exposure including a link back to your company website for a period of one month
- Opportunity to provide prizes for event promotions and competitions



### Event Supporter - \$1,000 + GST

- Opportunity to display one (1) banner within the event precinct
- Inclusion of colour company logo on all Festival promotional materials including:
  - Promotional flyers and posters distributed throughout the Auburn LGA
  - Advertisements to appear in local press in the lead up to the Festival
  - Auburn City Council's website
- Sponsorship to be verbally acknowledged by MC throughout the event
- Opportunity to provide prizes for event promotions



# 2011 AUSTRALIA DAY

## Sponsorship Agreement

ABN 63 914 691 587

Auburn City Council will send an invoice for this sponsorship

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

### Agreement

I have read the attached Sponsorship Proposal for the 2011 Australia Day event, to be held on Wednesday 26 January 2011 and wish to nominate the above company under the following sponsorship category and agree to the terms and conditions of this agreement.

- Principal Sponsor - \$5,000 plus GST
- 'Farm Yard' Sponsor - \$3,000 plus GST
- Event Supporter - \$1,000 plus GST

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name

\_\_\_\_\_  
Date

### Terms and Conditions

- All sponsorship applications will be considered in accordance with Council's Sponsorship Guidelines
- A confirmation letter and invoice will be sent to your organisation by Auburn City Council
- Sponsorship payments must be received within 30 days of receipt of signed Sponsorship Agreement
- Cheques should be made payable to Auburn City Council

**Please return completed Sponsorship Agreement to:**

**Steffan Jurd – Community Events Coordinator  
Auburn City Council**

**PO Box 118, Auburn NSW 1835**

**Fax: 02 9643 1120**

**Email: [steffan.jurd@auburn.nsw.gov.au](mailto:steffan.jurd@auburn.nsw.gov.au)**



Auburn City Council's Community Pride Program provides local residents the opportunity to become involved in beautifying and cleaning up their local area by participating in projects such as clean-up campaigns, tree plantings, park beautification activities, recycling projects and education awareness campaigns.

The program is run by local volunteers and Council officers. The volunteer Taskforce is establishing a visible presence in the community and works closely with Council to develop a number of community pride initiatives throughout the year including neighbourhood clean-up days, tree planting projects and the Community Pride Awards.

## Corporate Sponsorship Opportunities

### Program Sponsor - \$5,000 plus GST

As an overall sponsor of the Community Pride Program, your organisation will feature as a Supporting Partner of this important local community initiative. The specific benefits provided are outlined below:

- Exclusive naming rights as *'Supporting Partner'* of the Community Pride Program
- Opportunity to display up to four (4) banners at every Community Pride Program event
- Prominent exposure of your company logo (full colour) on all Program materials including:
  - Promotional flyers distributed for all Community Pride events
  - Advertisements to appear in local press to promote the initiatives of the Program
  - Community Pride Program flyers and posters to be distributed throughout the Auburn LGA
  - Auburn City Council's website
- Allocation of information area at all events for the display of promotional materials and giveaways
- Formal invitation for company representatives to attend Community Pride Awards Presentation event in May 2011 and present Award winners trophies

### Community Pride Awards Sponsor - \$2,000 plus GST

As sponsor of the Community Pride Awards Program, your organisation will be provided these benefits:

- Naming rights as *'Event Partner'* of the Community Pride Awards Program
- Opportunity to display up to two (2) banners at the Community Pride Awards Presentation
- Prominent exposure of company logo (full colour) on all Awards materials including:
  - Promotional flyers, posters and advertisements distributed for the 2011 Community Pride Awards
  - Nomination forms for the 2011 Community Pride Awards Program
- Formal invitation for company representatives to attend Awards Presentation event in May 2011 and present Award winners plaques and cheques



# Community Pride Program

## Sponsorship Agreement

ABN 63 914 691 587

Council will send an invoice for this sponsorship

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

### Agreement

I have read the attached Sponsorship Proposal for the Community Pride Program and wish to nominate the above company under the following sponsorship category and agree to the terms and conditions of this agreement.

- Program Sponsor - \$5,000 plus GST
- Community Pride Awards Sponsor - \$2,000 plus GST

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name

\_\_\_\_\_  
Date

### Terms and Conditions

- All sponsorship applications will be considered in accordance with Council's Sponsorship Guidelines
- A confirmation letter and invoice will be sent to your organisation by Auburn City Council
- Sponsorship payments must be received within 30 days of receipt of signed Sponsorship Agreement
- Cheques should be made payable to Auburn City Council

**Please return completed Sponsorship Agreement to:**

**Steffan Jurd– Community Events Coordinator  
Auburn City Council**

**PO Box 118, Auburn NSW 1835**

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**Email: [steffan.jurd@auburn.nsw.gov.au](mailto:steffan.jurd@auburn.nsw.gov.au)**

# Auburn Living Library Program

Auburn Living Library is a community-based initiative designed to break down cultural barriers and encourage harmony and cultural understanding in the community.

A Living Library works just like a normal library, where readers come to borrow a book, and then return their book to the library. The only difference is that the books in a Living Library are people, and the readers and books enter into a personal conversation. Living Libraries provide a safe and friendly environment where you can meet people with unusual occupations and lifestyles or from different social, religious or ethnic backgrounds.



Our Living Books come from all walks of life and include a Darug tribal elder and member of the Stolen Generation, an Iraqi mother of 13 who was detained in both Villawood and Woomera, a Franco-Australian who married a Lebanese man and lived through civil war in Lebanon in the 1970s, an aeronautical engineer with several interesting and totally unexpected tales to tell and a Tamil poet, writer and survivor of civil war in Sri Lanka. We provide training for new books twice a year.

Auburn Living Library is coordinated by Auburn City Council in partnership with Sydney West Area Health Services and Auburn Hospital. Living Library sessions are held each month, with the exception of January 2011.

## Corporate Sponsorship Opportunities

### Program Sponsor - \$2,000 plus GST

As an overall sponsor of the Auburn Living Library Program, your organisation will feature as the primary supporter of this important local community initiative. The specific benefits provided are outlined below:

- Exclusive naming rights as *'Supporting Partner'* of the Auburn Living Library Program
- Opportunity to display up to two (2) banners at every Auburn Living Library Program event
- Prominent exposure of company logo (full colour) on all Program materials including:
  - Promotional flyers distributed for all Auburn Living Library program events (11 per year)
  - Advertisements to appear in local press and via email to promote Program events
  - Auburn Living Library Program posters to be distributed throughout the Auburn LGA
  - Auburn City Council's website
  - Training materials developed for the Auburn Living Library Program
- Sponsorship to be verbally acknowledged at all Auburn Living Library Program events and activities

### Individual Event Sponsor - \$500 plus GST

As sponsor of an individual Auburn Living Library event, your organisation will be provided these benefits:

- Naming rights as *'Event Supporter'* of the chosen Auburn Living Library event
- Opportunity to display one (1) banner at the chosen Auburn Living Library Program event
- Prominent exposure of company logo (full colour) on all Program materials including:
  - Promotional flyers distributed for chosen Auburn Living Library event
  - Advertisements to appear in local press to promote chosen Auburn Living Library event
  - Auburn City Council's website

# Auburn Living Library

## Sponsorship Agreement

ABN 63 914 691 587

Council will send an invoice for this sponsorship

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

### Agreement

I have read the attached Sponsorship Proposal for the Auburn Living Library Program and wish to nominate the above company under the following sponsorship category and agree to the terms and conditions of this agreement.

- Program Sponsor - \$2,000 plus GST
- Individual Event Sponsor - \$500.00 plus GST

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name

\_\_\_\_\_  
Date

### Terms and Conditions

- All sponsorship applications will be considered in accordance with Council's Sponsorship Guidelines
- A confirmation letter and invoice will be sent to your organisation by Auburn City Council
- Sponsorship payments must be received within 30 days of receipt of signed Sponsorship Agreement
- Cheques should be made payable to Auburn City Council

**Please return completed Sponsorship Agreement to:**

**Steffan Jurd– Community Events Coordinator  
Auburn City Council**

**PO Box 118, Auburn NSW 1835**

**Fax: 02 9643 1120**

**Email: [steffan.jurd@auburn.nsw.gov.au](mailto:steffan.jurd@auburn.nsw.gov.au)**

# Business Education & Networking events

Auburn City Council is actively involved in the growth and support of our local business community through initiatives such as our annual Auburn City Business Awards Program, employment generation strategies, business education, assistance to and development of local business networks. Council collaborates with a range of partnering organisations, Councils, Federal and State Government agencies to deliver a range of innovative programs to local and regional business.

Council hosts business education and networking events throughout each year in an effort to bring local business professionals together to learn how to grow their business, access services and funding and to discuss local issues and local solutions! These events also provide an ideal forum for business professionals to network, expand their contact base in the local area and work towards developing local supply chain solutions and industry clusters.

Opportunities exist for interested organisations to partner Council in delivering these Business Education & Networking events to our local community. *With over 23,500 local businesses and over 75,000 businesses in Western Sydney – you have a broad contact base through a sponsorship opportunity.*

## Corporate Sponsorship Opportunities

### Business Education & Networking events Program Sponsor - \$4,000 plus GST

As an overall sponsor of the Auburn Business Education & Networking Events Program, your organisation will feature as a primary supporter of this important initiative. The specific benefits provided are outlined below:

- Exclusive naming rights as 'Supporting Partner' of the Auburn Business Education & Networking events Program
- Opportunity to display up to two (2) banners at every Auburn Business Education & Networking events Program event
- Two (2) minute speaking opportunity at various Business Education & Networking events
- Prominent exposure of your company logo (full colour) on all Program materials including:
  - Promotional flyers distributed for all Business Education & Networking Events (where applicable)
  - Advertisements to appear in local press and via email to promote Business Education & Networking events
  - Auburn City Council's website
- Sponsorship to be verbally acknowledged at Business Education & Networking events and related activities

### Individual Forum Sponsor - \$1,000 plus GST

As sponsor of an individual Business Education & Networking Events program, your organisation will be provided these benefits:

- Exclusive naming rights as 'Event Supporter' of the chosen events
- Opportunity to display one (1) banner at the chosen events
- Prominent exposure of company logo (full colour) on Program materials including:
  - Promotional flyers distributed for chosen events
  - Advertisements to appear in local press to promote events
  - Auburn City Council's website



# Business Education & Networking Events

## Sponsorship Agreement

ABN 63 914 691 587

Council will send an invoice for this sponsorship

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

### Agreement

I have read the attached Sponsorship Proposal for the Business Education & Networking Events and wish to nominate the above company under the following sponsorship category and agree to the terms and conditions of this agreement.

Business Education & Networking Events Program Sponsor - \$4,000 plus GST

Individual Business Event Sponsor - \$1,000 plus GST

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name

\_\_\_\_\_  
Date

### Terms and Conditions

- All sponsorship applications will be considered in accordance with Council's Sponsorship Guidelines
- A confirmation letter and invoice will be sent to your organisation by Auburn City Council
- Sponsorship payments must be received within 30 days of receipt of signed Sponsorship Agreement
- Cheques should be made payable to Auburn City Council

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Auburn City Council**

**PO Box 118, Auburn NSW 1835**

**Fax: 02 9643 1120**

**Email: [steffan.jurd@auburn.nsw.gov.au](mailto:steffan.jurd@auburn.nsw.gov.au)**

# SENIORS WEEK

## 20 - 27 MARCH 2011

### Celebrate Seniors Week and LIVE LIFE!

NSW Seniors Week celebrates the valuable contribution seniors make to our community. Here in New South Wales, it is our way of saying thank you to seniors and a great opportunity for all generations to join with older people to celebrate.

With a theme of LIVE LIFE, Auburn City Council is dedicating a whole week of special activities for seniors throughout the Auburn LGA and we encourage local senior residents to get involved and join in one, if not all, of our activities.

Concerts, morning teas, special outings, picnics and a games afternoon are just some of the events that take place during Seniors Week. This is your chance to partner Council in delivering these special activities aimed at celebrating the valuable contribution seniors make to our local community.

### Corporate Sponsorship Opportunities

#### Seniors Week Program Sponsor - \$2,000 plus GST

As an overall sponsor of the 2011 Seniors Week Program, your organisation will feature as the primary supporter of this important local community initiative.



The specific benefits provided are outlined below:

- Exclusive naming rights as *'Supporting Partner'* of the 2011 Auburn Seniors Week activities
- Opportunity to display up to two (2) banners at every 2011 Auburn Seniors Week event
- Prominent exposure of company logo (full colour) on all event materials including:
  - Promotional flyers distributed for all 2011 Seniors Week events
  - Advertisements to appear in local press and via email to promote Seniors Week events
  - Seniors Week posters to be distributed throughout the Auburn LGA
  - Auburn City Council's website
- Sponsorship to be verbally acknowledged at all 2011 Auburn Seniors Week events and activities

#### Individual Event Sponsor - \$500 plus GST

As sponsor of an individual 2011 Auburn Seniors Week event, your organisation will have these benefits:

- Naming rights as *'Event Supporter'* of the chosen 2011 Auburn Seniors Week event
- Opportunity to display one (1) banner at the chosen 2011 Auburn Seniors Week event
- Prominent exposure of company logo (full colour) on all event materials including:
  - Promotional flyers distributed for chosen Seniors Week event
  - Advertisements to appear in local press to promote chosen Seniors Week event
  - Auburn City Council's website



# SENIORS WEEK

## Sponsorship Agreement

ABN 63 914 691 587

Council will send an invoice for this sponsorship

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

### Agreement

I have read the attached Sponsorship Proposal for the 2011 Seniors Week Program and wish to nominate the above company under the following sponsorship category and agree to the terms and conditions of this agreement.

Seniors Week Program Sponsor - \$2,000 plus GST

Individual Event Sponsor - \$500 plus GST

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name

\_\_\_\_\_  
Date

### Terms and Conditions

- All sponsorship applications will be considered in accordance with Council's Sponsorship Guidelines
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- Sponsorship payments must be received within 30 days of receipt of signed Sponsorship Agreement
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Auburn City Council**

**PO Box 118, Auburn NSW 1835**

**Fax: 02 9643 1120**

**Email: [steffan.jurd@auburn.nsw.gov.au](mailto:steffan.jurd@auburn.nsw.gov.au)**

# YOUTH WEEK

1 - 10 APRIL 2011

## LIVE IT NOW

National Youth Week is the largest annual celebration of young people in Australia. Thousands of young people aged 12-25 all across Australia participate in National Youth Week each year.

National Youth Week presents us with the opportunity to give the young people in our community a chance to shine and to celebrate their abilities and achievements. Auburn City Council will celebrate Youth Week throughout activities coordinated in partnership with local organisations such as the Auburn Youth Centre.

The key objectives of National Youth Week are to:

- Give young people aged 12–25 an opportunity to express their ideas and views, raise issues of concern to them, act on issues that affect their lives, and create and enjoy entertainment
- Give the wider community the opportunity to listen to young people, and celebrate the positive contributions they make to the community through their efforts and achievements
- Promote a community focus on issues of concern to young people.

## Corporate Sponsorship Opportunities

### Youth Week Program Sponsor - \$1,000 plus GST

As an overall sponsor of the 2011 Youth Week Program, your organisation will feature as the primary supporter of this important local community initiative.

The specific benefits provided are outlined below:

- Exclusive naming rights as *'Supporting Partner'* of the 2011 Auburn Youth Week program
- Opportunity to display up to two (2) banners at 2011 Auburn Youth Week event
- Prominent exposure of company logo (full colour) on all event materials including:
  - Promotional flyers distributed for all 2011 Youth Week events
  - Advertisements to appear in local press and via email to promote Youth Week events
  - Youth Week posters to be distributed throughout the Auburn LGA
  - Auburn City Council's website
- Sponsorship to be verbally acknowledged at all 2011 Auburn Youth Week events and activities



# YOUTH WEEK

## Sponsorship Agreement

ABN 63 914 691 587

Council will send an invoice for this sponsorship

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

### Agreement

I have read the attached Sponsorship Proposal for the 2011 Youth Week Program and wish to nominate the above company under the following sponsorship category and agree to the terms and conditions of this agreement.

Youth Week Program Sponsor - \$1,000 plus GST

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name

\_\_\_\_\_  
Date

### Terms and Conditions

- All sponsorship applications will be considered in accordance with Council's Sponsorship Guidelines
- A confirmation letter and invoice will be sent to your organisation by Auburn City Council
- Sponsorship payments must be received within 30 days of receipt of signed Sponsorship Agreement
- Cheques should be made payable to Auburn City Council

**Please return completed Sponsorship Agreement to:**

**Steffan Jurd– Community Events Coordinator  
Auburn City Council**

**PO Box 118, Auburn NSW 1835**

**Fax: 02 9643 1120**

**Email: [steffan.jurd@auburn.nsw.gov.au](mailto:steffan.jurd@auburn.nsw.gov.au)**

# CELEBRATION OF AFRICAN CULTURES

SATURDAY 19 MARCH 2011

The **2011 Celebration of African Cultures** is a Community Event operated by the Somali Welfare & Cultural Association that has the support of Auburn City Council.

It is an event that embraces and celebrates the wide ranging diversity of African cultural groups living in Western Sydney. We have tailored a number of sponsorship packages to suit all levels of participation and to ensure that all sponsors receive real benefits to commensurate with your level of support.

Early confirmation of your sponsorship will ensure maximum return on your investment, as we will be able to promote your support and association with the '**Celebration of African Cultures**' event in all local promotional materials during the coming months.

Please see below for further information about the sponsorship packages available for the 2011 Celebration of African Cultures. Deductible Gift Recipient Status is available.

Should you wish to discuss any of these opportunities in more detail, please contact Somali Welfare & Cultural Association's, Fatma Isir, on the details listed below:

Fatma Isir

Somali Welfare & Cultural Association

Phone – 0407 904 526

Email – [somaliwelfare@hotmail.com](mailto:somaliwelfare@hotmail.com)

## Corporate Sponsorship Opportunities

### Principal Sponsor - \$5,000 + GST

- Naming rights as a Principal Sponsor of the event
- Two (2) minute speaking opportunity as part of Official Opening of the event
- Opportunity to display up to four (4) banners in Main Stage area of event site
- Prominent exposure of colour company logo on all event promotional materials including:
  - Promotional flyers distributed through local community organisations and channels
  - Advertisements to appear in local press in the lead up to the event
  - Auburn City Council's website
  - Event posters to be distributed throughout the Auburn LGA
- Opportunity to provide prizes for event activities (e.g. sporting competitions etc)

### Event Sponsor - \$2,000 + GST

- Inclusion of colour company logo on all event promotional materials including:
  - Promotional flyers distributed through local community organisations and channels
  - Advertisements to appear in local press in the lead up to the event
  - Auburn City Council's website
  - Event posters to be distributed throughout the Auburn LGA
- Opportunity to display up to two (2) banners at event site
- Opportunity to provide prizes for event activities (e.g. sporting competitions etc)

### Event Supporter - \$1,000 + GST

- Opportunity to display one (1) banner at event site
- Inclusion of colour company logo on all event promotional materials including:
  - Promotional flyers distributed through local community organisations and channels
  - Advertisements to appear in local press in the lead up to the event
  - Auburn City Council's website
  - Event posters to be distributed throughout the Auburn LGA

# 2011 Celebration of African Cultures

## Sponsorship Agreement

Somali Welfare & Cultural Association will send an invoice for this sponsorship

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

### Agreement

I have read the attached Sponsorship Proposal for the 2011 Celebration of African Cultures, to be held on Saturday 10 April 2011 and wish to nominate the above company under the following sponsorship category and agree to the terms and conditions of this agreement.

- Principal Sponsor - \$5,000 plus GST
- Event Sponsor – \$2,000 plus GST
- Event Supporter - \$1,000 plus GST

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name

\_\_\_\_\_  
Date

### Terms and Conditions

- A confirmation letter and invoice will be sent to your organisation
- Sponsorship payments must be received within 30 days of receipt of signed Sponsorship Agreement
- Cheques should be made payable to Somali Welfare & Cultural Association

**Please return completed Sponsorship Agreement to:**

Fatma Isir  
Somali Welfare & Cultural Association  
PO Box 1007 AUBURN NSW 2142  
Fax: 02 8850 3814  
Email: [somaliwelfare@hotmail.com](mailto:somaliwelfare@hotmail.com)

# MAYOR'S CHARITY GOLF DAY

## SUNDAY 22 MAY 2011

The fifth annual Auburn Mayor's Charity Golf Day will be held on 22 May 2011 at the Auburn Public Golf Course, Weymouth Avenue.

This annual Two Ball Ambrose event is a fantastic day out, with all proceeds from the day being donated to a local charity to assist the fantastic work that is done in our community to help those in need. Teams participating in this event will compete for the coveted Mayor's Cup, with prizes also being awarded for Mixed Winners, Scratch Winners and Nearest the Pin shots.

Corporate sponsorship is sought from interested businesses to be involved in this fantastic opportunity to support our local charities whilst participating in a fun and social competition with other members of the local business and general community. Businesses also have the opportunity to donate goods for raffle prizes to be drawn at the event.

### Corporate Sponsorship Opportunities

#### Event Sponsor - \$2,000 plus GST

As an overall sponsor of the Mayor's Charity Golf Day, your organisation will be provided with the following specific benefits:

- Naming rights as *'Supporting Partner'* of the 2011 Mayor's Charity Golf Day (Please note – this may apply to more than one organisation if multiple applications are received)
- Prominent exposure of company logo (full colour) on all promotional materials including:
  - Promotional flyers and posters distributed throughout the Auburn local government area
  - Advertisements to appear in local press and via email to promote the 2011 event
  - Auburn City Council's website
- Two (2) minute speaking opportunity at the Awards Presentation held at Rosnay Golf Club at the conclusion of the day
- Opportunity to display up to two (2) banners at the event
- Sponsorship to be verbally acknowledged at Awards Presentation
- Opportunity to donate a raffle prize



#### Individual Hole Sponsor - \$500.00 plus GST

As sponsor of an Individual Hole, your organisation will be provided with the following specific benefits:

- Exclusive naming rights as *'Individual Hole Sponsor'* of the allocated hole
- Prominent exposure of company logo (full colour) on the following:
  - Signage to be displayed at allocated hole
  - Promotional flyers and posters distributed throughout the Auburn local government area
  - Advertisements to appear in local press and via email to promote the 2011 event
- Opportunity to display one (1) banner at the event
- Sponsorship to be verbally acknowledged at Awards Presentation
- Opportunity to donate a raffle prize

# MAYOR'S CHARITY GOLF DAY

## Sponsorship Agreement

ABN 63 914 691 587

Council will send an invoice for this sponsorship

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

### Agreement

I have read the attached Sponsorship Proposal for the 2011 Mayor's Charity Golf Day and wish to nominate the above company under the following sponsorship category and agree to the terms and conditions of this agreement.

- Event Sponsor/s - \$2,000 plus GST
- Individual Hole Sponsor - \$500.00 plus GST

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name

\_\_\_\_\_  
Date

### Terms and Conditions

- All sponsorship applications will be considered in accordance with Council's Sponsorship Guidelines
- Joint Event Sponsors will be accepted if more than one application is received by Auburn City Council
- A confirmation letter and invoice will be sent to your organisation by Auburn City Council
- Sponsorship payments must be received within 30 days of receipt of signed Sponsorship Agreement
- Cheques should be made payable to Auburn City Council

**Please return completed Sponsorship Agreement to:**

**Steffan Jurd– Community Events Coordinator  
Auburn City Council**

**PO Box 118, Auburn NSW 1835**

**Fax: 02 9643 1120**

**Email: [steffan.jurd@auburn.nsw.gov.au](mailto:steffan.jurd@auburn.nsw.gov.au)**

# MAYORAL ART & PHOTOGRAPHIC AWARDS

THURSDAY 4 AUGUST 2011



The Auburn Mayoral Art & Photographic Awards are an annual event aimed at showcasing the artistic talents of our local residents. The competition is open to anyone residing or working within the Auburn local government area and aims to lift the profile of our local artists, giving them an opportunity to display their talent.

Award winners are announced at our Exhibition Launch which is to be held on Thursday 5 August 2011. The Exhibition then remains open for the following 10 days, offering the general public an opportunity to view the fantastic works on display.

Sponsorship is sought from those businesses interested in supporting our local artists and developing relationships with our local arts community.

## Corporate Sponsorship Opportunities

### Exhibition Sponsor - \$2,000 plus GST

As an overall sponsor of the 2011 Mayoral Art & Photographic Awards Exhibition, your organisation will feature as the primary supporter of this important local initiative. The specific benefits provided are outlined below:

- Exclusive naming rights as *'Supporting Partner'* of the 2011 Mayoral Art & Photographic Awards
- Opportunity to display up to two (2) banners for the duration of the Exhibition
- Two (2) minute speaking opportunity at the Awards Presentation Evening and Exhibition Launch
- Prominent exposure of company logo (full colour) on all Awards materials including:
  - Promotional flyers and posters distributed for the 2011 Mayoral Art & Photographic Awards
  - Entry forms for both the Mayoral Art and Photographic Award competitions
  - Advertisements to appear in local press and via email to promote the 2011 Awards
  - Auburn City Council's website
- Sponsorship to be verbally acknowledged at the Awards Presentation Evening and Exhibition Launch
- Opportunity to provide gift to Award winners

### Award Sponsor – prices vary depending on selected Award

Your organisation has the opportunity to sponsor one of the following Awards:

\$200.00 plus GST - Community Art Award (currently sponsored by Lidcombe TAFE Outreach)

\$500.00 plus GST - Photographic Award – 1<sup>st</sup> Prize

\$200.00 plus GST - Photographic Award – 2<sup>nd</sup> Prize

\$150.00 plus GST - Photographic Award – 3<sup>rd</sup> Prize

\$200.00 plus GST - Photographic Award – Local Prize

As sponsor of an individual Award category, your organisation will be provided these benefits:

- Exclusive naming rights as *'Award Sponsor'* for the chosen Art or Photographic Award category
- Opportunity to display one (1) banner for the duration of the Exhibition
- Prominent exposure of company logo (full colour) on all Awards materials including:
  - Promotional flyers and posters distributed for the 2011 Mayoral Art & Photographic Awards
  - Entry forms for either Art and Photographic Award competition (dependent on chosen Award)
- Sponsorship to be verbally acknowledged at the Awards Presentation Evening and Exhibition Launch
- Opportunity to provide gift to winner of chosen Award category

# Mayoral Art & Photographic Awards

## Sponsorship Agreement

ABN 63 914 691 587

Council will send an invoice for this sponsorship

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

### Agreement

I have read the attached Sponsorship Proposal for the 2011 Mayoral Art & Photographic Awards and wish to nominate the above company under the following sponsorship category and agree to the terms and conditions of this agreement.

- Exhibition Sponsor - \$2,000 plus GST
- Community Art Award Sponsor - \$200.00 plus GST (currently sponsored by Lidcombe TAFE)
- Photographic Award – 1<sup>st</sup> Prize Sponsor - \$500.00 plus GST
- Photographic Award – 2<sup>nd</sup> Prize Sponsor - \$200.00 plus GST
- Photographic Award – 3<sup>rd</sup> Prize Sponsor - \$150.00 plus GST
- Photographic Award – Local Prize Sponsor - \$200.00 plus GST

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name

\_\_\_\_\_  
Date

### Terms and Conditions

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Auburn City Council**

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**Fax: 02 9643 1120**

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# AUBURN FESTIVAL

## SATURDAY 17 SEPTEMBER 2011

Auburn Festival is a celebration of colour and culture and is the signature event of Auburn City Council's annual calendar of community celebrations. Now a significant annual event in the Sydney festival calendar, Auburn Festival attracts over 30,000 to the area on Festival day each year.

Festival provides a unique opportunity for residents and visitors alike to join together and celebrate the rich diversity of the Auburn local government area, embracing our Festival theme - 'Celebrating All Cultures'. It boasts an exciting day of entertainment with three stages hosting a wide range of cultural performances, over 100 arts, craft, market and food stalls, 'Kidzone' entertainment and amusement rides along with many roving performers to delight both the young and the young at heart.

### Corporate Sponsorship Opportunities

#### Principal Sponsor - \$10,000 + GST

- Exclusive naming rights to Main Stage (i.e. Main Stage, proudly brought to you by '*insert name*')
- Two (2) minute speaking opportunity as part of Official Opening
- Opportunity to display up to four (4) banners in Main Stage area
- Prominent exposure of colour company logo on all Festival promotional materials including:
  - Promotional flyers and posters distributed throughout the Auburn LGA
  - Advertisements to appear in local press and via email in the lead up to the Festival
  - Auburn City Council's website
- Sponsorship to be verbally acknowledged from all stages throughout the Auburn Festival
- Allocation of two (2) fete stalls for the display of promotional materials and giveaways
- Website exposure including a link back to your company website for a period of 3 months
- Opportunity to provide prizes for event promotions



#### Event Sponsor - \$5,000 + GST

- Exclusive naming rights to either Kidzone Stage or Community Talent Stage
- Opportunity to display up to two (2) banners in selected Stage area
- Inclusion of colour company logo on all Festival promotional materials including:
  - Promotional flyers and posters distributed throughout the Auburn LGA
  - Advertisements to appear in local press and via email in the lead up to the Festival
  - Auburn City Council's website
- Sponsorship to be verbally acknowledged by MC throughout the Auburn Festival
- Allocation of one (1) fete stall for the display of promotional materials and giveaways
- Website exposure including a link back to your company website for a period of one month
- Opportunity to provide prizes for event promotions

#### Event Supporter - \$1,500 + GST

- Opportunity to display one (1) banner in nominated Festival area (*determined by Council*)
- Inclusion of colour company logo on all Festival promotional materials including:
  - Promotional flyers and posters distributed throughout the Auburn LGA
  - Advertisements to appear in local press in the lead up to the Festival
  - Auburn City Council's website
- Sponsorship to be verbally acknowledged by MC throughout the Auburn Festival

# 2011 AUBURN FESTIVAL

## Sponsorship Agreement

ABN 63 914 691 587

Council will send an invoice for this sponsorship

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

### Agreement

I have read the attached Sponsorship Proposal for the 2011 Auburn Festival, to be held on Saturday 18 September and wish to nominate the above company under the following sponsorship category and agree to the terms and conditions of this agreement.

- Principal Sponsor - \$10,000 plus GST
- Event Sponsor – Kidzone Stage - \$5,000 plus GST
- Event Sponsor – Community Talent Stage - \$5,000 plus GST
- Event Supporter - \$1,500 plus GST

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name

\_\_\_\_\_  
Date

### Terms and Conditions

- All sponsorship applications will be considered in accordance with Council's Sponsorship Guidelines
- A confirmation letter and invoice will be sent to your organisation by Auburn City Council
- Sponsorship payments must be received within 30 days of receipt of signed Sponsorship Agreement
- Cheques should be made payable to Auburn City Council

**Please return completed Sponsorship Agreement to:**

**Steffan Jurd– Community Events Coordinator  
Auburn City Council**

**PO Box 118, Auburn NSW 1835**

**Fax: 02 9643 1120**

**Email: [steffan.jurd@auburn.nsw.gov.au](mailto:steffan.jurd@auburn.nsw.gov.au)**

# AUBURN BUSINESS AWARDS

WEDNESDAY 28 SEPTEMBER 2011

Each year, Auburn City Council proudly presents the Auburn Business Awards. Organised by Precedent Productions and presented by Council, the Business Awards Program showcases outstanding local businesses, service driven organisations and individuals who are proud to serve our local community.

The Auburn Business Awards are an excellent opportunity to recognise and honour the significant role that local business plays in our community. The Awards are an opportunity to acknowledge the personal integrity, compassion and commitment of local business owners not only to their loyal customers but to the wider community in terms of practical support for programs and initiatives developed to enhance the quality of life for all members of our community.

The Business Awards program is a unique opportunity for your company to promote itself to some of our community's most outstanding businesses, their employees, customers, government and media. This Awards Program not only recognises high performers in local business, but also gives sponsoring partners the opportunity to establish strong relationships with the local business community.

Awards organisers, Precedent Productions, understand that each company will have unique needs and decision making considerations. Their sponsorship packages have been designed with flexibility in mind, intended to accommodate individual organisation's marketing needs.

For further information about the individual sponsorship packages available, please contact Precedent Productions:

## Steve Loe

Managing Director, Precedent Productions

Phone: 8577 5060

Fax: 8577 5066

Email: [precedent@precedent.net](mailto:precedent@precedent.net)

Website: [www.precedent.net](http://www.precedent.net)

Address: PO Box H211  
Hurlstone Park NSW 2193



Auburn Business Awards winners

# AUBURN SPORTS AWARDS

FRIDAY 11 NOVEMBER 2011

The Annual Auburn Sports Awards provide an opportunity to encourage our local sports people and to celebrate their outstanding achievements in their chosen sporting fields. Council aims to recognise our local sports people through the presentation of five annual Sports Awards:

- Junior School Sports Person
- Senior School Sports Person
- Junior Sports Person
- Senior Sports Person
- Club Person of the Year

Sponsorship opportunities exist for those organisations with a keen interest in encouraging and developing our local sports people.

## Corporate Sponsorship Opportunities

### Individual Awards Category Sponsor - \$1,000 + GST

Your organisation has the opportunity to sponsor one or more of our individual Awards categories:

As sponsor of an individual Award category, your organisation will be provided these benefits:

- Exclusive naming rights as 'Award Sponsor' for the chosen Sports Award category
- Opportunity to display one (1) banner at the Awards Presentation Evening on Friday 12 November
- Prominent exposure of company logo (full colour) on all Awards materials including:
  - Promotional flyers and posters distributed for the 2011 Auburn Sports Awards
  - Nomination forms for the 2011 Auburn Sports Awards
  - Advertisements to appear in local press and via email in the lead up to the Awards
- Formal invitation for two company representatives to attend the Awards Presentation Evening
- Two (2) minute speaking opportunity as part of the Awards Presentation Evening
- Presentation of Award winners plaques and cheque for chosen Award category



**Auburn Sports Awards Winners**

# AUBURN SPORTS AWARDS

## Sponsorship Agreement

ABN 63 914 691 587

Council will send an invoice for this sponsorship

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

### Agreement

I have read the attached Sponsorship Proposal for the 2011 Auburn Sports Awards, to be held on Friday 12 November and wish to nominate the above company under the following sponsorship category and agree to the terms and conditions of this agreement.

- Junior School Sports Person Award Sponsor – \$1,000 plus GST
- Senior School Sports Person Award Sponsor – \$1,000 plus GST
- Junior Sports Person Award Sponsor – \$1,000 plus GST
- Senior Sports Person Award Sponsor – \$1,000 plus GST (*currently sponsored by Dooleys*)
- Club Person of the Year Award Sponsor – \$1,000 plus GST (*currently sponsored by Dooleys*)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name

\_\_\_\_\_  
Date

### Terms and Conditions

- All sponsorship applications will be considered in accordance with Council's Sponsorship Guidelines
- A confirmation letter and invoice will be sent to your organisation by Auburn City Council
- Sponsorship payments must be received within 30 days of receipt of signed Sponsorship Agreement
- Cheques should be made payable to Auburn City Council

**Please return completed Sponsorship Agreement to  
Steffan Jurd– Community Events Coordinator  
Auburn City Council  
PO Box 118, Auburn NSW 1835  
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Email: [steffan.jurd@auburn.nsw.gov.au](mailto:steffan.jurd@auburn.nsw.gov.au)**

# CHRISTMAS TREE LIGHTING FESTIVAL

THURSDAY 1 DECEMBER 2011

The annual Christmas Tree Lighting Festival is a joint initiative of Auburn City Council and Auburn Central which celebrates the start of the festive season.

Held on the first Thursday evening in December and located in the Auburn Town Square, the event is a joyous occasion filled with music, Christmas carols, face painting, roving characters, the arrival of Santa and Mrs Claus and of course the official lighting of the Christmas Tree.

This event is an opportunity for local businesses to be involved in a fun family oriented celebration.



## Corporate Sponsorship Opportunities

### Event Sponsor - \$500 plus GST

As sponsor of the annual Christmas Tree Lighting Festival, your organisation will be provided these benefits:

- Naming rights as an 'Event Supporter' of the 2011 Christmas Tree Lighting Festival
- Opportunity to display one (1) banner at the 2011 Christmas Tree Lighting Festival
- Prominent exposure of company logo (full colour) on all Program materials including:
  - Promotional flyers distributed for the 2011 Christmas Tree Lighting Festival
  - Advertisements to appear in local press to promote 2011 event
  - Auburn City Council's website
- Opportunity to provide free giveaways at the event

# CHRISTMAS TREE LIGHTING EVENT

## Sponsorship Agreement

ABN 63 914 691 587

Council will send an invoice for this sponsorship

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

### Agreement

I have read the attached Sponsorship Proposal for the 2011 Christmas Tree Lighting Event, to be held on Thursday 2 December and wish to nominate the above company under the following sponsorship category and agree to the terms and conditions of this agreement.

Event Sponsor - \$500.00 plus GST

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name

\_\_\_\_\_  
Date

### Terms and Conditions

- All sponsorship applications will be considered in accordance with Council's Sponsorship Guidelines
- A confirmation letter and invoice will be sent to your organisation by Auburn City Council
- Sponsorship payments must be received within 30 days of receipt of signed Sponsorship Agreement
- Cheques should be made payable to Auburn City Council

**Please return completed Sponsorship Agreement to:**

**Steffan Jurd– Community Events Coordinator**

**Auburn City Council**

**PO Box 118, Auburn NSW 1835**

**Fax: 02 9643 1120**

**Email: [steffan.jurd@auburn.nsw.gov.au](mailto:steffan.jurd@auburn.nsw.gov.au)**