



NAIDOC WEEK 2024



Event Sponsorship Prospectus

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“NAIDOC Week holds immense significance in Penrith as it serves as a crucial platform for celebrating the rich cultural heritage of our First Nations peoples. This year’s theme, ‘Keep the Fire Burning! Blak, Loud, and Proud,’ resonates deeply within our community, emphasizing the need to amplify First Nations voices, celebrate resilience, and foster a sense of pride in our cultural identity. Support for NAIDOC 2024 is paramount as it provides an opportunity for us to come together, acknowledge the diverse contributions of First Nations peoples, and promote a sense of unity.”

Josh Staines Senior Policy Officer – Aboriginal

About The Event

Penrith City Council’s NAIDOC Week event is a key regional celebration of First Nations culture, history and community. As one of the largest NAIDOC Week events in Greater Western Sydney, Penrith Council’s NAIDOC Celebrations attracts a large crowd from within Penrith and surrounding local government areas. Sponsorship of the NAIDOC Week event is ideal for businesses and organisations looking to work with or already working within First Nations communities to foster connection and wellbeing and to support outcomes for local Aboriginal and Torres Strait Islander residents. Event inclusions consist of a stage program, complete with cultural dance and music performances, workshops, and access to a broad range of support services and organisations working with and for local communities.



Event Details



When:
Friday 12
July 2024



Location:
Jamison Park,
South Penrith



Cost:
Free



2024 Marketing Campaign and Target Market

Our target market is local First Nations and Torres Strait Islander communities – those who may live, work or play in the Penrith LGA. In addition, the event naturally attracts communities outside of the Penrith LGA, from Greater Western Sydney, as one of the largest NAIDOC week events in the region. We also target a variety of services and businesses that work within the community in Penrith and beyond who facilitate access to health services, social services and support for First Nations residents.

In 2024, the marketing campaign will be rolled out in a similar fashion to 2023, focusing on local press, social media, website and print distribution.



2023 Marketing Campaign and Results

The 2023 NAIDOC Week Event marketing campaign was predominantly digital, utilising Penrith Council's Social Media, and website to full effect.

Attendance

- Penrith Council's NAIDOC Week event in 2023 was the first post COVID and weather affected years since 2019. Brand awareness of the event has not decreased within the community, or the sector – with the largest contingent of stallholders/service providers onsite in this event's history.

2023 RESULTS

Overall, the event was rated highly, with around **7,000** members of the community attending over the course of the day.

Website

- A dedicated event page was built for the 2023 NAIDOC event.
- In addition to Council channels, many local services and stallholders shared the promotions across their platforms.

2023 RESULTS

The website attracted over **4,000 unique hits** in the July 2023 period

Social

- Across Facebook, Instagram and LinkedIn, the NAIDOC Event Campaign received:

2023 RESULTS

66,000 impressions

Averaged over **2k in Reach**

Engagement rate was 0.77% – over double the recommended **0.35%**

Print

- A range of printed collateral, including posters and flyers, was produced and distributed to all Penrith LGA Schools and services attending the event.

2023 RESULTS

1,500 posters and flyers distributed



Sponsorship Packages

	Gold \$8k	Silver \$5k	Bronze \$3k	Event Partner \$2k
At-Event Opportunities				
Main Stage naming rights (exclusive to one package)	●			
Community BBQ Sponsor (exclusive to one package)		●		
Activity Zone Naming Rights (exclusive to one package)^			●	
Caring for Country Tent (exclusive to one package)^			●	
Elders Tent (exclusive to one package)#		●		
Cultural Workshop or Branded Giveaways				●
Logo on Sponsor Board/Signage at Event*	●	●	●	●
Pre-Event Opportunities				
Logo on website, with link to sponsor website	●	●	●	●
Logo on Pre-event promotion on Digital Billboard at Coachmans Park St Marys	●	●	●	●
Dedicated media release announcement of sponsorship	●	●	●	
Sponsor recognition on Councils official social media page	●	●	●	●
MC announcements at event	●	●	●	●
Pull up banner or tear drop signage at event (provided by you)	●	●	●	
Promotional space on the day of event	●	●	●	

^ Bronze package – 2 packages available – activity zone to include sporting or lifestyle/wellbeing activities.

Support and facilitate Elders Tent, including sponsorship of catering and wellbeing services for Elders on day of event.

* Logos will be placed on Sponsor's specific zone signage rather than general event signage across the site.



Contacts

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