

Positively

PENRITH

# Winter Solstice 2025



## Event Sponsorship Prospectus



## Event Details

**Location:**  
Penrith CBD,  
City Park and  
Surrounds

**When:**  
Friday 6 to  
Monday 9  
June 2025

**Attendance:**  
10,000

**Audience target  
market:**  
Families, Teenagers,  
Young Adults

**Cost:**  
Free, with ice  
rink tickets paid

# Winter Solstice Marketing Campaign

## Campaign goals

- Support the local economy of Penrith City Centre and increase foot traffic.
- Support local businesses through live entertainment, food, and restaurants by increased opportunities.
- Enliven the outdoor spaces, highlighting that Penrith is an exciting place to go out to.
- Provide the Penrith LGA with inclusive, free, local events.

## Event goals

- Increase pedestrian foot traffic to Penrith City Centre.
- Test community appetite for a marquee Winter event in Penrith.

## Audience

- All residents of the Penrith LGA and surrounding suburbs.
- Families
- Young adults and teenagers
- Local businesses and creatives

## Communications Tools

- In-feed social media
- Organic Instagram Story
- Facebook event
- Facebook banner
- Website Homepage
- Media release
- Mayoral Column
- CNP briefs and ads
- What's On page (Council's website)
- Staff Bulletin
- Our Place eDM
- E-signature
- Sustainability eNews
- Library Newsletter
- Social Media Influencers
- Visit Penrith



## Council's Reach and Statistics

The communications campaign for Winter Solstice is aimed at raising awareness of the event and encouraging people to attend, with the campaign achieving this through media, social media, newsletters and Council's website. Across other successful communications campaigns, many people tag their friends in our social posts, encouraging them to attend as well as vendors sharing our social media content. Below is a breakdown of Council's social media presence and website views over the last 12 months.

**Website:**  
2,122,879 visits

**Facebook:**  
38,500 followers  
5.6 million reach  
8.2 million impressions

**Instagram:**  
8,370 followers  
523,848 reach  
819,341 impressions

**LinkedIn:**  
12,680 followers  
215,368 reach  
403,815 impressions



# Sponsor Packages

Benefits	At Event	Platinum \$20k	Gold \$10k	Silver \$5k	Bronze \$3k
Ice rink sponsor with branded rink perimeter signage	●				
Performance Stage		●			
Winter Solstice Bar Sponsor				●	
Creative winter workshop sponsor*					●
Pull up or tear drop banner signage displayed at event (sponsor provided)	●	●	●	●	●
Dedicated 6x3m marquee at event	●				
Dedicated 3x3m marquee at event			●	●	●
	Pre-event				
Named as a dedicated sponsor in the media release	●	●			
Logo inclusion on event program/flyer	●	●	●		
Sponsor recognition in paid advertising (if applicable)	●			●	
Sponsor recognition on Council's social media pages	●	●	●	●	●
Sponsor recognition in post-event video (large font)	●	●			
Sponsor recognition in post-event video small font)					●
Sponsor recognition in post-event social media post	●	●	●	●	●
Sponsor recognition on event page on Council's website	●	●	●	●	●

\* multiple packages available

The above packages are guidelines & indicative only (pending programming) – if there is an activation you'd love to see at the event aligned to your brand, we're more than happy to discuss opportunities directly.



## Contacts

### **Nikki Akbar**

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#### **Events Lead**

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#### **Disclaimer:**

Council, in its full and unfettered discretion, may decline any offer for sponsorship, whether cash and/or in-kind, from any individual or organisation. Council is not compelled to provide a reason for declining any sponsorship offer received.