

# Savour<sup>THE</sup> FLAVOUR HAWKESBURY



WE HOPE YOU'RE *Hungry*



## Partnership Proposal

12 October 2024 | Richmond Oval, Richmond

LOCAL FLAVOURS TO SAVOUR

[www.savourtheflavour.com.au](http://www.savourtheflavour.com.au)





# Get your tastebuds ready!

Hawkesbury is a great place to hold events, located on the edge of Sydney – it is 'a vibrant city with a rural feel'. The Hawkesbury is a unique location with much to offer.

The iconic Hawkesbury River and its tributaries flow through the region, where the agricultural origins of Australia's third oldest settlement and its heritage towns blend to create a deep sense of history and place.

The landscape is dominated by a mix of urban and rural areas, 64 towns and villages with their own identities, connected and committed communities who are passionate about their Hawkesbury. There is a challenge to activate these great places to create vibrant town centres which are uniquely Hawkesbury.

Hosting community events, both along the River and in the townships, is a great way to promote the Hawkesbury.

We invite you, as a local business, to partner with Hawkesbury City Council to create a bigger and better Savour the Flavour event in 2024.

The event has hosted more than 20,000 people over the last 2 years and with this success we expect this year to be bigger and better. This is a fantastic event for the town centre of Richmond.

This partnership proposal provides various levels of sponsorship packages to suit all business types.

Please speak with our Events Team to gain a further understanding of the benefits of partnering with us for Savour the Flavour.

Hope to see you there.

## Did you know?

- In 2023, Savour the Flavour was held on 14 October and \$1.94 million was spent in the Richmond Town Centre
- Over 12,000 people attended the event
- Over 81 community groups, performers and small businesses involved
- Origin of attendees: 83% Hawkesbury and 17% outside

# Savour THE FLAVOUR

HAWKESBURY

**Saturday 12 October**

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

The event will be held on Richmond Oval on Saturday, 12 October 2024 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 12,000 people attend in 2023, enjoying the samples and hospitality of local producers across 41 stalls. We can't wait to grow this event further in 2024 and further raise the profile of the Hawkesbury across Sydney and NSW.

Hope to see you there!



**COOKING DEMONSTRATIONS**



**WORKSHOPS**



**SMALL BUSINESS Q & A**



**LIVE MUSIC**



**FOOD AND BEVERAGE STALLS**



**APPLE PIE EATING COMPETITION**



**" I'M A LOCAL IT WAS GREAT FREE FAMILY COMMUNITY DAY OUT! "**

**" IT WAS A GREAT FOOD EXPERIENCE AND WITH HEAPS OF FAMILY FUN. "**



**" GREAT EVENT FOR YOUNG CHILDREN. "**



**" IT WAS GREAT TO SEE LOCAL PRODUCERS WE HAD OUTSIDE OF LOCAL MARKETS. WE LOVE SUPPORTING LOCAL EVENTS. "**





# Marketing Strategy and Benefits to Sponsor

## ONLINE

Hawkesbury City Council and Hawkesbury Events manage Facebook pages with a combined 34,000 followers and an Instagram channel with an additional 3200 followers.

Council uses this powerful digital following as a primary tool for promoting Savour the Flavour, via native and boosted posts targeting the Hawkesbury and surrounds. As a sponsor you will have the opportunity to be publicly thanked, have your logo featured and your social media channels tagged to help drive greater awareness for your brand.

The Savour the Flavour website is a great platform for non-social media uses. The website will be set up with the event details, including sponsor logos with hyperlinks to business websites, event programs and an event map.

## WEBSITE

### Savour the Flavour website

#### What's On Event Section

#### Hawkesbury City Council website

#### Discover the Hawkesbury website

Savour the Flavour is also promoted using third-party social media channels and web pages including Hills Mums and Western Sydney Mums, ensuring an even broader exposure for the event and your brand.

Savour the Flavour is also promoted using third-party social media channels and web pages. These include:

- Hills District Mums
- Western Sydney Mums
- Weekend Notes, with Sydney Mums, Central Coast Mums, Blue Mountains Locals, Upper North Shore Locals, Bathurst Locals, Parramatta Locals and Central Coast Locals

## 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 major event.

- Letterbox drop
- Flyers distributed to local businesses
- A3 posters at Council facilities and local businesses
- Ground decals in high-pedestrian zones around Windsor
- Front page and editorial promotion in Hawkesbury District Independent magazine
- Display advertising in the Hills District and Blacktown Independent magazines

## PROMOTION AND ADVERTISING

Advertisements will be broadcast on social media and local lifestyle media publications to residents right across the Sydney basin.

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

Banners will be placed on Council banner poles at Clarendon, North 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 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.



**23k**  
Followers

Hawkesbury  
City Council

**12k**  
Followers

Hawkesbury  
Events

**2.5k**  
Followers

Hawkesbury Visitor  
Information Centre



**3.2k**  
Followers

Hawkesbury  
Events

**3.3k**  
Followers

Hawkesbury Visitor  
Information Centre

### **FUN FACT**

We receive more than 200k reaches on our posts



# Sponsorship Packages

## MAJOR PARTNER

### 1 X PACKAGE

#### AVAILABLE

\$10,000 + GST

#### PRIORITY 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 demonstration 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 x 3 (over 37,000 followers)

## GOLD PARTNER

### 2 X PACKAGES

#### AVAILABLE

\$7,000 + GST

#### PRIORITY LOGO PLACEMENT:

- Discover the Hawkesbury 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

#### ONSITE ACTIVATION:

- 3x3m stall at Savour the Flavour (site and marquee)
- Announcements throughout the day
- Opportunity for a 20min cooking demonstration 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 x 3 (over 37,000 followers)

**Contact us about sponsoring our VIP area and stage display.**

**Other opportunities available on request.**

## DISCLAIMER

Council provides exclusivity with businesses within the same industries.



# Sponsorship Packages

## STAGE PARTNER

### 1 X PACKAGE

#### AVAILABLE

\$6,000 + 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 signage at the event stage as the stage sponsor

#### ONSITE ACTIVATION:

- 3x3m stall space at Savour the Flavour (marquee not included)
- Opportunity 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 3 (over 37,000 followers)

## SILVER PARTNER

### 3 X PACKAGES

#### AVAILABLE

\$4,000 + 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

#### 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

#### LOGO PLACEMENT:

- Savour the Flavour website with a direct link 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 to discuss our sponsorship opportunities, please contact our events team 02 4560 4404**

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# Savour THE FLAVOUR

HAWKESBURY





## PARTNERSHIP ENQUIRIES

Hawkesbury Events Team  
(02) 4560 4404  
[events@hawkesbury.nsw.gov.au](mailto:events@hawkesbury.nsw.gov.au)

