



LIGHT UP WINDSOR *Street Fair*

Partnership Proposal

2024

lightupwindsor.com.au





Celebrating Christmas in Windsor Town Centre

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 Light Up Windsor event in 2024.

The event has hosted more than 45,000 people over the last 5 years and with this success we expect this year to be bigger and better. This is a fantastic event for the town centre of Windsor.

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 Light Up Windsor.

Hope to see you there.

Did you know?

- In 2023, Light Up Windsor was held on 2 December and **\$1.14 million** was spent in Windsor Town Centre.
- Over **18,000** people attended the event
- Over **70+** market stalls, community groups, performers and local small businesses involved
- Origin of attendees: **75% Hawkesbury | 25% outside the Hawkesbury**

LIGHT UP WINDSOR Street Fair

Saturday 30 November

The Light Up Windsor Festival this year will be a true celebration of Christmas. On Saturday 30 November our annual street festival will include markets, live entertainment, amazing Christmas lights display, roving characters, Christmas workshops and so much more.

Set on George Street between Thompson Square and flowing into Windsor Mall, we will be transforming Windsor town centre into a Christmas extravaganza. Windsor Mall will also be lit up with Christmas decorations and vibrant lighting.

The Light Up Windsor Festival is the perfect way for families from Hawkesbury and beyond to come and enjoy local hospitality and retail while celebrating a magical time of the year at a fun, exciting and interactive Christmas event. We are looking forward to giving locals a memorable event to enjoy while also supporting the recovery of the local economy.

We want the entire local business community to benefit from the huge influx of pedestrian traffic and visitations to Windsor this Christmas season. Data provided by SpendMapp shows this event in 2023 generated an additional \$546,000 in spending in Windsor, excluding cash spending.

We invite your business to partner with Hawkesbury City Council to help create a memorable Christmas celebration for all to enjoy. The more support the event receives, the greater the benefits for the entire community.



MARKETS



LIVE PERFORMANCES



CHRISTMAS ROVING ENTERTAINMENT



CHRISTMAS LIGHTS DISPLAY



CHRISTMAS WORKSHOPS



MAGICAL WINTER WONDERLAND



SANTA



LIVE REINDEER MEET AND GREET

4

LIGHT UP WINDSOR PARTNERSHIP PROPOSAL



90% OF ATTENDEES SAID THEY WOULD COME BACK TO OUR CHRISTMAS EVENTS

80% OF ATTENDEES ATE IN WINDSOR EATERIES.

"WE LOVED THE LIVE MUSIC, ROVING ENTERTAINMENT & CHILDREN'S CRAFT. IT WAS A GREAT ATMOSPHERE"



75% OF ATTENDEES VISITED LOCAL BUSINESS WHILST AT THE EVENT.



"WE COME EVERY YEAR AND IT JUST GETS BETTER AND BETTER"

"TOOK THE GRANDKIDS, THEY LOVED IT"



Marketing Strategy and Benefits for SPONSORS

ONLINE

Hawkesbury City Council and Hawkesbury Events manage Facebook pages with a combined 35,000 followers and an Instagram channel with an additional 3200 followers.

Council uses this powerful digital following as a primary tool for promoting Light Up Windsor, 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 event page on the Council Website is a great platform for non-social media uses. A Light Up Windsor event page will be set up with the event details, including sponsor logos with hyperlinks to business websites.

WEBSITE

Light Up Windsor website
What's On Event Section
Hawkesbury City Council website
Discover the Hawkesbury website

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



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

COLLATERAL

Flyers with the event information and sponsor logos will be sent to 5,000 homes surrounding Windsor. This is a fantastic opportunity for locals to be alerted of your support for this community event.

- Letterbox drop – 5,000 residents
- Flyer 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 placed in the Hawkesbury, Hills and Blacktown Independent magazines, and the Blue Mountains Life magazine, promoting the event from November.

- Local newspaper advertising, with your company's logo
- Banners – Clarendon, McGraths Hill, North Richmond
- Media releases

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.

Why SPONSOR? Help grow Hawkesbury as a visitor destination.

- Support the recovery of local businesses and economy
- Get your brand in front of **15,000 people**
- Exclusive supporter benefits

Sponsorship Packages

STAGE PARTNER TAKEN

1 x Package Available
\$4000 + GST

LOGO PLACEMENT:

- Gold package logo placement
- Logo featured on signage at the event known as the "Stage Sponsor"
- Light Up Windsor website with direct link back to your website
- Stage announcements by the MC
- Stage known as "SPONSOR NAME" Light Up Windsor stage
- Logo featured on event map
- Logo featured on stage program
- Council community newsletter delivered to over 22,000 homes

ONSITE ACTIVATION:

- Announcements throughout the Event
- 3x3 stall space at Light Up Windsor (marquee not included)
- Logo featured on signage at the event known as the "Stage Sponsor"

SOCIALS

Hawkesbury Events' Social Facebook and Instagram acknowledgment and link back to company social media pages – Facebook and Instagram – x3 (over 37k followers)

EXPECTATIONS

Promotion of the Light Up Windsor event through your various platforms including:

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

DISCLAIMER

Council provides exclusivity with businesses within the same industries.



Please note: Sign up before 1 September to be included in the Community Newsletter

Sponsorship Packages

REINDEER PARTNER

1 x Package Available
\$4000 + GST

A new opportunity in 2024 to sponsor a live reindeer and sleigh meet and greet opportunity.

LOGO PLACEMENT:

- Large sign at the meet and greet site with sponsor's logos
- Stage announcements by the MC
- Logo featured on event map
- Logo on Light Up Windsor website
- Gold package logo placement
- Council community newsletter delivered to over 22,000 homes

ONSITE ACTIVATION:

- Announcements throughout the event
- 3x3 stall space at Light Up Windsor (marquee not included)
- Designated stop on the Find the Reindeer passport competition

SOCIALS

Hawkesbury Events' Social Facebook and Instagram acknowledgment and link back to company social media pages – Facebook and Instagram – x3 (over 37k followers)

EXPECTATIONS

Promotion of the Light Up Windsor event through your various platforms including:

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

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Sponsorship Packages

GOLD PARTNER

2 x Packages Available

\$2000 + GST or in-kind advertising support.

LOGO PLACEMENT:

- Newspaper advertising
- Light Up Windsor website with a direct link back to your website
- Light Up Windsor adverts on Council foyer TV
- 5,000 flyers distributed to surrounding areas
- A3 posters in Council Libraries
- Banners
- Council community newsletter delivered to over 22,000 homes

ONSITE ACTIVATION:

- Announcements throughout the event
- 3x3 stall space at Light Up Windsor (marquee not included)

SOCIALS

Hawkesbury Events' Social Facebook and Instagram acknowledgment and link back to company social media pages – Facebook and Instagram – x3 (over 37k followers).



EXPECTATIONS

Promotion of the Light Up Windsor event through your various platforms including:

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

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Sponsorship Packages

SILVER PARTNER

3 x Packages Available
\$1500 + GST

2 AVAILABLE

LOGO PLACEMENT:

- Newspaper advertising
- Light Up Windsor website with a direct link back to your website
- Light Up Windsor adverts on Council foyer TV
- 5,000 flyers distributed to surrounding areas
- A3 posters in Council Libraries
- Council community newsletter delivered to over 22,000 homes

ONSITE ACTIVATION:

- 3x3 stall space at Light Up Windsor (marquee not included)

SOCIALS:

Hawkesbury Events' Social Facebook and Instagram acknowledgment and link back to company social media pages – Facebook and Instagram – x 3 (over 37k followers).

Please note: Sign up before 1 September to be included in the Community Newsletter

SMALL BUSINESS PARTNER

\$500 + GST

LOGO PLACEMENT:

- Newspaper advertising
- Light Up Windsor website with a direct link back to your website
- Light Up Windsor adverts on Council foyer TV
- 5,000 flyers distributed to surrounding areas
- A3 posters in Council Libraries



EXPECTATIONS

Promotion of the Light Up Windsor event through your various platforms including:

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

DISCLAIMER

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PARTNERSHIP ENQUIRIES

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This event is brought to you by Hawkesbury City Council partnered by Windsor Business Group