

PARTNERSHIP PROPOSAL



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Light up Windsor Street Fair
Saturday 28 November 2026

lightupwindsor.com.au



CELEBRATING CHRISTMAS IN WINDSOR TOWN CENTRE



TO: *Santa*

FROM:

*Hawkesbury City
Council*

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 Street Fair event in 2026.



TO: *Santa*

FROM: *Hawkesbury City
Council*



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 Street Fair.

Hope to see you there!



DID YOU KNOW?



In 2024, LIGHT UP WINDSOR BROUGHT IN 1.4M TO WINDSOR TOWN CENTRE.

OVER 18,000 PEOPLE ATTENDED THE EVENT.



OVER 70+ MARKETS STALLS, WVEOCAL SMALL BUSINESS INVOLVED.



ORIGIN OF ATTENDEES:
75% HAWKESBURY AND
25% OUTSIDE



The Light Up Windsor Street Fair this year will be a true celebration of Christmas. On Saturday 28 November our annual street festival will include markets, live entertainment, amazing Christmas lights display, roving characters, Christmas workshops, reindeers and so much more.

Set in a new expanded footprint within the town centre of Windsor, the event will span from Windsor Mall into George Street and flowing onto the lawns of Derrubbin Centre.

Light Up Windsor Street Fair 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 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 2024 generated an additional \$232,000 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**
- **Stage Performances**
- **Christmas Roving Entertainment**
- **Christmas Lights Display**
- **Christmas Workshops**
- **Magical Winter Wonderland**
- **Santa Meet and Greet**
- **Live Reindeer Meet and Greet**



MARKETING STRATEGY AND BENEFITS FOR SPONSORS

DIGITAL MEDIA

In order to drive awareness, encourage visitation and increase attendance Light Up Windsor, Council will implement an integrated and targeted marketing plan.

Below is an example of the digital media activities planned to promote Light Up Windsor and maximise community reach and engagement.

Hawkesbury City Council and Hawkesbury Events manage Facebook pages with a combined 42.5K followers and Instagram channels with an additional 5.4K followers.

Council's strong digital following is a key platform for promoting Light Up Windsor across the Hawkesbury and surrounding regions. Through native and boosted social media posts, the campaign reaches a wide local audience and provides valuable exposure for sponsors. As a sponsor, your business will be publicly acknowledged, featured in promotional content, and tagged across Council's social media channels to help build brand awareness and community connection.

Council's dedicated Light Up Windsor Website page is a valuable platform for sharing event information beyond social media, providing visitors with a full overview of the event including dates, times, sponsors, stallholders and activities.

The website is the one stop shop for all you need to know about Light Up Windsor, it will be regularly updated with event details, including sponsor logos and hyperlinks to business websites helping drive additional visibility and online engagement for participating sponsors.

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

WEBSITE

- Light Up Windsor website: lightupwindsor.com.au
- What's On Event Section on the Hawkesbury City Council website: hawkesbury.nsw.gov.au/your-council/events/whats-on
- Hawkesbury City Council website: hawkesbury.nsw.gov.au
- Discover the Hawkesbury website: discoverthehawkesbury.com.au/whats-on

MARKETING REACH

- Council website X clicks 4 weeks leading up to Light Up Windsor approx 6K click throughs.
- Combined social media audience of 55K plus across all six social media channels
- Digital media advertising with a potential reach of over 1.5M





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
- 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
- Council community newsletter

PROMOTION AND ADVERTISING

Advertisements will be placed in the Hawkesbury, Hills and Blacktown Independent magazines, promoting the event from November.

- 2 x digital billboards at McGraths Hill on Windsor Road
- 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 18,000 people
- Exclusive supporter benefits

“ FUN FACT ”

WE RECEIVE MORE THAN 2.7 M REACHES ON OUR SOCIAL MEDIA POSTS!



27K
followers

15K
followers

4.5K
followers

Hawkesbury City Council

Hawkesbury Events

Hawkesbury Visitor Information Centre



1K
followers

4.4K
followers

4K
followers

Hawkesbury City Council

Hawkesbury Events

Hawkesbury Visitor Information Centre

SPONSORSHIP PACKAGES

LEVELS OF SPONSORSHIP PACKAGES

There are five levels of sponsorship packages available:

MAJOR PARTNER	(One package available) A stage partner package includes \$10,000 + GST
STAGE PARTNER	(One package available) A stage partner package includes \$4,000 + GST
REINDEER PARTNER	(One package available) A reindeer partner package includes \$4,000 + GST
GOLD PARTNER	(Two packages available) A stage partner package includes \$2,500 + GST
SILVER PARTNER	(Three packages available) A silver partner package includes \$1,500 + GST
SMALL BUSINESS PARTNER	(Several packages available) A bronze partner package includes \$750 + GST



LOGO PLACEMENT

BENEFITS	MAJOR	STAGE	REINDEER	GOLD	SILVER	SMALL BUSINESS
Naming rights Santa installation	✓					
Local Radio Special thank you included in ad	✓					
Pole signage recognition within event footprint	✓					
Gold package logo placement	✓	✓	✓			
Logo on Light Up Windsor website with direct link back to your website	✓	✓	✓	✓	✓	✓
Stage announcements by the MC	✓	✓	✓	✓		
Stage known at "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	✓	✓	✓	✓	✓	✓
Logo feature on signage at the reindeer attraction as the "Reindeer Sponsor"			✓			
Large sign at the meet and greet site with sponsor's logo			✓			
A1 posters at Council's Administration Centre	✓	✓		✓	✓	
A3 posters in Council facilities	✓	✓		✓	✓	✓
Logo on 5,000 flyers distributed to surrounding areas	✓	✓	✓	✓	✓	✓
Digital Billboard	✓	✓	✓			
Magazine advertising	✓	✓	✓	✓	✓	

ONSITE ACTIVATION

BENEFITS	MAJOR	STAGE	REINDEER	GOLD
Announcements throughout the event	✓	✓	✓	✓
Logo featured on signage at the event stage known as the stage sponsor	✓	✓		
3x3m stall site	✓	✓	✓	✓
Designated stop on the find the reindeer passport competition			✓	

SOCIAL MEDIA

BENEFITS	MAJOR	STAGE	REINDEER	GOLD	SILVER
Hawkesbury Events' Social Media acknowledgment and link back to company social media pages 3x posts on Facebook and Instagram	✓	✓	✓	✓	✓

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.

If you would like to discuss our sponsorship opportunities, please contact our Events Team on 02 4560 4404 or via email events@hawkesbury.nsw.gov.au

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





Hawkesbury
City Council

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