

Partnership Proposal

Savour THE FLAVOUR



HAWKESBURY

Saturday, 15 October 2022
4pm – 8pm, Richmond Park

Delicious food and beverages | Local produce
Cooking demonstrations | Live entertainment

discoverthehawkesbury.com.au

 Hawkesbury
City Council

 Hawkesbury
EVENTS
#hawkesburyevents

Bilpin Bush Honey
150g - \$8
300g - \$12
400g - \$13
400g - \$15
Orange Cream \$13

\$4/Kg



Bilpin Bush Honey
150g - \$8
300g - \$12
400g - \$13



Get your tastebuds ready!

Get your tastebuds ready! Hawkesbury City Council is launching a brand new event for 2022 called Savour the Flavour Hawkesbury, and it is sure to delight the palate.

The new food and beverage event will be held in Richmond Park on Saturday, 15 October 2022 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 local farmers and businesses. There will also be cooking demonstrations and live entertainment to enjoy. The Hawkesbury 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 our 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 Hawkesbury is being assisted by a Regional Tourism Bushfire grant and the NSW Government's Destination Sydney Surrounds North. Hawkesbury Harvest and Richmond Good Food Market are also a partner of the event.

We want **you** to be involved!

We are looking for local businesses to partner with us to make this event a success – not just this year but for many years to come!

Have your brand promoted to audiences all over Sydney while investing back into an event that supports our local production and tourism economy.

We have four tiers of sponsorship available at prices designed to suit your needs.

Book your sponsorship package today!



Are you a local **primary producer?**

We are also looking for local businesses to become a stallholder and make this event a success.

It might be fruit and vegetables; cider; beers, wines and spirits; meat; cheese; bread, and honey. You are invited to have a stall to showcase, sample and sell your produce.

If you know a local primary producer that might be interested, please be sure to invite them to contact us!



SCAN THE QR CODE OR VISIT
[discoverthehawkesbury.com.au/
link/stallholder-application](https://discoverthehawkesbury.com.au/link/stallholder-application)

Marketing Strategy and Benefits to Sponsor

ONLINE

Hawkesbury City Council has two Facebook pages which have been growing in popularity over the last 3 years. We intend to use this increasingly popular promotional tool to promote the event via boosted posts targeting specific areas of the Hawkesbury and surrounds. As a sponsor you would have the opportunity to have your logo featured and thanked for your sponsorship support of this event.

The event page on the Council website is a great platform for non-social media uses. The Savour the Flavour website has been set up on discoverthehawkesbury.com.au and your logo will feature in our partners section with a hyperlink directly to your businesses website.

- Hawkesbury Events Facebook Page – over 10k followers
- Hawkesbury City Council Corporate Facebook Page – over 19k followers
- Hawkesbury Events Instagram – over 2,400 followers
- Council Website Event Page
- www.discoverthehawkesbury.com.au
- www.hawkesburyaustralia.com.au

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 community event.

- Flyers distributed to local businesses
- A3 posters at Council facilities

PROMOTION AND ADVERTISING

Advertisements will be broadcasted on the radio and social media to residents right across the Sydney basin.

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

Banners will be placed on Council banner poles at Clarendon, Richmond and McGraths Hill from the first week in March.

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 Hawkesbury 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.

Sponsorship Packages

MAJOR PARTNER

1 X PACKAGES

AVAILABLE

\$10,000 + GST

LOGO PLACEMENT:

- Discover the Hawkesbury website with a directlink 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 surroundin the event space

ONSITE ACTIVATION:

- 6x3m stall at Savour the Flavour
- Opportunity to have your company mascot for the duration of event
- Announcements throughout the day
- Opportunity to create activity with your stall

SOCIAL MEDIA:

- 'Hawkesbury Events' Social Media acknowledgment and link back to company social media pages – Facebook and Instagram – x 2 (over 14,000 Followers)

GOLD PARTNER

2 X PACKAGES

AVAILABLE

\$7,000 + GST

LOGO PLACEMENT:

- Discover the Hawkesbury website with a directlink 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
- Announcements throughout the day
- Opportunity to create activity with your stall

SOCIAL MEDIA:

- 'Hawkesbury Events' Social Media acknowledgment and link back to company social media pages – Facebook and Instagram – x 1 (over 14,000 Followers)



SILVER PARTNER

~~3 X PACKAGES~~

AVAILABLE

\$4,000 + GST

LOGO PLACEMENT:

- Discover the Hawkesbury website with a directlink 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 – (BYO Marquee)
- Opportunity to create activity with your stall

BRONZE PARTNER

4 X PACKAGES

AVAILABLE

\$1,000 + GST

LOGO PLACEMENT:

- Discover the Hawkesbury website with a directlink back to your website
- 2,000 flyers delivered via letterbox drop
- A3 posters in Council Libraries/Facilities.

EXPECTATIONS

Promotion of Savour the Flavour via your business platforms:

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



PARTNERSHIP ENQUIRIES

Hawkesbury Events Team
(02) 4560 4444
events@hawkesbury.nsw.gov.au

