

# Event Sponsorship Expressions of Interest



Shire of  
Serpentine  
Jarrahdale

# Introduction

Community events bring local communities together, giving people a sense of ownership and pride in their local areas and an opportunity to celebrate and embrace diversity.

The Shire of Serpentine Jarrahdale's annual events program features a range of events targeting a wide variety of local residents and visitors, from babies to seniors. Fortunately located in the beautiful south-eastern corridor of Perth we are 45km from the CBD with a picturesque backdrop of the Darling Scarp. Our rural, country-town feel and friendliness are our biggest drawcards and ones we want to share.

Offering the opportunity for businesses to invest in our local area allows for greater connection across the community, while building positive brand awareness for your organisation.

## Acknowledgement of Country and Indigenous History

The Shire of Serpentine Jarrahdale acknowledges that the land of the district is the traditional country of the Noongar people. We recognise their cultural heritage, beliefs, and continuing relationship with the land, and pay our respects to Elders past, present and emerging.



# Why partner with us?

We're a vibrant and progressive local government with a proven history of creating community events which foster connection and fun within our incredible natural places and spaces.

Partnering with the Shire will allow you access to successful marketing campaigns and high quality, connection-focused events attracting both residents and visitors from the local region, as well as Greater Perth, Peel and beyond.

If you're all about celebrating local community, connection, fun, diversity, contribution and growing brand awareness, we could be a match made in heaven.

There are many benefits to becoming a sponsorship partner at our events, which include but aren't limited to:

- Increasing your brand awareness with residents within the Shire and beyond
- Enhancing your corporate image and brand recognition
- Engaging and connecting at a grass-roots level with your customers and our community
- Being part of events which build valuable relationships with the broader community and instil a sense of civic pride and connection
- Supporting your corporate social responsibility objectives through contributing to significant community events.

## Community Snapshot

Our Shire is the fastest growing local government in Western Australia, and the fourth fastest in Australia.

Offering affordable living, the friendliness and rural feel of small towns and gorgeous natural areas on our doorstep, the Shire is becoming an increasingly popular choice for many people. We welcome nearly two new families to the Shire each day.



# 2023/2024 Events and Programs

## November/February

### Serpy Sunset Cinema

Families and friends unite at these free movie nights hosted on Serpentine Oval. More than just a movie night under the stars, these two events in November 2023 and February 2024 provide the opportunity for people to connect, play lawn games, enjoy children's activities, bring a picnic to enjoy watching the sunset or make it a treat night by indulging in food truck cuisine.



#### Attendance

Approx. 4,000 across both events



#### Audience

SJ residents, families with children, couples



#### Our why

Encourage community connection and build community spirit

Create a sense of belonging within the SJ Shire

Provide low-cost, easily accessible entertainment for residents

Support local businesses and showcase local talents.

## December

### Christmas Lights Competition

Christmas lights bring so much joy, festivity and connection to our community. This much-loved event allows residents and visitors to vote for their favourite residential, business and rural Christmas Lights in the Shire, with winners sharing in more than \$2,500 worth of prizes.

More than 5,000 votes were cast in our 2022 Serpentine Jarrahdale Christmas Lights Competition. The competition is free to enter.



#### Attendance

Over 30 entrants Shire wide

More than 5,000 public votes cast



#### Audience

SJ residents and businesses



#### Our why

Foster community connections

Provide a free activity for families to participate in during the festive season

Encourage residents to visit and support local businesses.





## December

### Christmas Street Festival

Our biggest event of the year! Thousands of residents and visitors flood Mundijong to join the free festivities including market stalls, roving entertainment, Santa and his elves, free giant games and a huge selection of Perth's finest food trucks. 2023 is expected to be bigger than ever with additional activities proposed to further engage local talent, community groups and businesses.



**Attendance**  
3,500



**Audience**  
SJ residents, families with children, visitors



**Our why**  
Provide a low-cost entertainment, easily accessible event for residents to participate in during the festive season  
Encourage community connection and build community spirit while celebrating the festive season and school holiday period  
Create a sense of belonging within the SJ Shire  
Support local businesses and showcase local talents.

## March

### Harmony Night

Celebrate cultural diversity and inclusiveness with us at our Harmony Night Festival! Showcasing Serpentine-Jarrahdale's cultural diversity, this free night festival at Kalimna Oval, Byford will be full of cultural dance, live music, demonstrations, market stalls and a selection of international food.



**Attendance**  
2,000



**Audience**  
SJ residents, families with children



**Our why**  
Provide low-cost, easily accessible entertainment for residents  
Encourage community connection and build community spirit while celebrating our diverse culture  
Create a sense of belonging within the SJ Shire  
Support local businesses and showcase local talents.

## June

### Muddy Buddies

Our messiest and most popular event of the year, Muddy Buddies offers families the chance to celebrate muddy outdoor play in the beautiful surrounds of Jarrahdale! The free but ticketed event sells out quickly and attracts over 2,000 people. Squeals of joy can be heard all around as children (and adults!) immerse themselves in play at its most basic level – in two huge mud pits, building cubbies, climbing and enjoying a range of nature activities.



**Attendance**  
2,500



**Audience**  
SJ residents, families with children, visitors



**Our why**  
Provide an opportunity for residents to get outdoors and connect with their backyards  
Promote our local Trails and unique natural assets  
Encourage community connection and build community spirit  
Activate the town of Jarrahdale and support local businesses.



## Youth Programs

The Shire engages with young people to enhance their connections to the community through active participation and delivery of a variety of programs and activities.

These are developed in conjunction with the youth of SJ and aim to cater to a variety of interests and backgrounds. In addition to weekly drop-in sessions and school holiday programs, our Youth Week celebrations in April are a highlight on the annual events calendar!



### Attendance

Annual reach of approximately 3,800 young people



### Audience

12 – 18 year olds, families and parents



### Our why

Celebrate the positive contributions young people make to our community  
Supporting the future leaders and community custodians of SJ  
Encourage community connection and build community spirit.

## Health & Wellbeing Programs

The Shire is committed to positively influencing the community's health and wellbeing through a broad range of programs and activities.

From community workshops to sport and recreation programs, we're all about fostering positive mental health and providing opportunities to keep our residents physically and socially active. Connecting with our community is an essential part of the Shire's annual program of activities.



### Attendance

Annual reach of approximately 3,000 residents, volunteers and recreational groups



### Audience

SJ residents, families with children, multicultural community, couples and singles



### Our why

To protect, promote and enhance the health and wellbeing of our community in safe and sustainable environments  
To grow healthy and active lifestyles for residents  
Encourage connected and inclusive communities, for physical and psychosocial benefits  
Support our community groups and volunteers.



# Sponsorship that suits you

Whether you're keen to be a Festival Friend or a Sponsorship Superstar, we want to find a sponsorship option that meets your organisation's objectives. Choose from our options below or contact our team to discuss a tailor-made package.

## Sponsorship level

Benefit	Presenting Partner \$20,000	Sponsorship Superstar \$10,000	Amazing Ally \$5,000	Festival Friend \$2,000
Logo displayed on all promotional event collateral	✓	✓	✓	✓
Sponsor acknowledgement in the Shire's e-newsletter (dist. 1,500)	✓	✓	✓	✓
Display of one sponsor pull-up banner on event day (to be provided by sponsor)	✓	✓	✓	✓
Opportunity to have a stall or display at the event for promotional purposes	✓	✓	✓	
Sponsor logo used on event signage & fencing	✓	✓	✓	
Logo displayed on event day collateral i.e., event map, program (where applicable)	✓	✓	✓	
Company name/logo displayed on all event promotion as "Proudly supported by"	✓	✓		
Naming Rights of an event zone (where applicable)	✓	✓		
Sponsor acknowledgement in Facebook event	✓	✓		
Display of sponsor logo on big screen during event (outdoor cinema events only)	✓	✓		
Bespoke partnership opportunity	✓	✓		
Logo in 1 x pre-event ¼ page newspaper advertisement in The Examiner	✓			
Sponsor acknowledgement as "Proudly supported by" on social media posts, with sponsor social media tagged	✓			
Acknowledgement of sponsor in all media releases	✓			

# Register your interest today!

If you're interested in investing in your local community as well as reaching and engaging with your customers on a personal level, please visit our website at [www.sjshire.wa.gov.au/event-sponsorship](http://www.sjshire.wa.gov.au/event-sponsorship) to register your interest today!

We look forward to working with you to deliver an events program that connects our community, builds community spirit and embraces our vision of a welcoming place where everyone feels at home.

For more information or a preliminary discussion, please contact:

**Brian Oliver**

**Director Community Engagement**  
[boliver@sjshire.wa.gov.au](mailto:boliver@sjshire.wa.gov.au)  
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*Disclaimer: Sponsorship opportunities are limited. No guarantee is provided that EOI submissions received will be progressed past initial enquiry.*



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