



City of  
**Melville**



# **PARTNERSHIP OPPORTUNITIES**

CITY OF MELVILLE

2020/2021





# CITY OF MELVILLE EVENTS & PROGRAMS

**The City of Melville organises a number of free events and programs throughout the year for its residents and the wider community to enjoy.**

Kicking off the year are the City's Limestone Concerts, an outdoor concert series where residents and visitors can enjoy three nights of free live music as the sun sets. Following on is the iconic Point Walter Concert, featuring non-stop entertainment and a spectacular fireworks finale. Capping off the year is Kidchella, a festival with free entertainment and activities for children aged up to 12 and their families.

The City also holds its annual Art Awards and Exhibition; one of Perth's most well-known, largest and longest-running community art events; as well as our free outdoor fitness sessions through our Active in the Park program.

All these events have been running for many years and are well-known and beloved by residents, visitors and the wider community alike. Attendance at our key events, the Point Walter Concert and Kidchella, has exploded in recent years as well as at our Active in the Park fitness sessions, leading to new winter classes in order to keep up with the demand.

The City also hosts an annual rates prize draw to encourage ratepayers to pay their rates in full by the early payment date, as well as sign up to receive their rates electronically.

This year, we are offering an exclusive number of partnership opportunities for businesses wanting to increase their company awareness and align their brand with these well-known and beloved community events and programs. By becoming a partner, you will not only receive broad and measurable exposure to a large number of potential customers, but you will also generate goodwill within the community by supporting local community events.

# BENEFITS OF PARTNERING WITH THE CITY OF MELVILLE

From logo placement on a suite of high-quality marketing and advertising materials which are distributed far and wide, to the opportunity to hold event activations to connect directly with potential customers, partnering with us offers value for money and the opportunity to engage with a large number of people and increase your brand's awareness.

All our events are extensively marketed to the City's community of more than 40,000 households and businesses through our multi-channel marketing campaigns. Over 100,000 residents are potentially exposed to these campaigns which comprise a mix of digital and print marketing and advertising activities. With the advent of social media, reach has increased exponentially - with more than 100,000+ people exposed to the 2019 Point Walter Concert and Kidchella festival on Facebook alone.

Another benefit is the ability to promote or market your products or services at our events through activation opportunities. With more than 15,000 attendees at our biggest events, the Point Walter Concert and Kidchella, this provides an invaluable opportunity to engage directly with a large captive audience. We provide all the fixtures so all you need to bring is your own promotional material.

Lastly, becoming a partner can help strengthen your brand by demonstrating your commitment to corporate social responsibility and supporting your community and the things they love. It can also help differentiate you from your competitors and help to maintain a positive brand image.

## WHO WILL YOU REACH

Our events are mainly targeted to City of Melville residents however those that work, study or visit the area in the four to six weeks before the event are exposed to the promotional material through the wide marketing and advertising activities throughout the promotional period.

## OUR RESIDENTS

Population  
**102,342**



Male  
**48.2%**



Female  
**51.8%**

Households  
**37,381**



Fully owned or  
mortgaged (71.6%)  
**26,748**



Rented  
(21.4%)  
**8,020**

2,613 other or not stated (7%)

People within  
the City of  
Melville that  
are employed  
**45,668**



Full-time  
**58%**



Part-time  
**40%**

## DID YOU KNOW



**31.4%** of households earned  
\$130,000 or more per annum

## AGE BREAKDOWN



Babies and  
pre-schoolers (0-4)

**5.0%**



Primary schoolers  
(5-11)

**8.3%**



Secondary schoolers  
(12-17)

**7.7%**



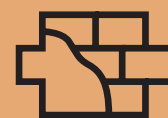
Tertiary education and  
independence (18-24)

**9.5%**



Young workforce  
(25-34)

**11.5%**



Parents and  
homebuilders (35-49)

**19.6%**



Older workers and  
pre-retirees (50-59)

**13.5%**



Empty nesters and  
retirees (60-69)

**11.8%**



Seniors  
(70-84)

**9.8%**



Elderly  
(85 and over)

**3.3%**

## DID YOU KNOW



**24.9%** of residents  
are aged 60 or older

Source: 2016 census data

## KIDCHELLA

**November 2020**  
**Attadale Reserve, Attadale**

Kidchella is the City's dedicated children's event for children aged up to 12 and their families.

Featuring a children's DJ, rides, arts and crafts, bouncy castles, food trucks and plenty of other children's activities, it provides free entertainment and activities for children and their families to do together. Safety is a key theme with Constable Care making a visit, as well as local police and fire station providing a police car and firetruck for children to explore on the day.

More than 15,000 people attended Kidchella in 2018 and 2019, with attendees mainly families and young couples with children.



## LIMESTONE CONCERTS

**January, February, March 2021**  
**Limestone Amphitheatre, 10 Almondbury Road, Booragoon**

The Limestone Concerts are an intimate music concert series that has marked the beginning of the City's summer events season for more than two decades.

Well-known throughout the City, these laidback concerts attract a crowd of 200 to 500 people year on year for a night of live music as the sun sets. They are chilled events and the public are encouraged to bring a blanket or chair and their own food and drink to enjoy while they listen to the music.

This concert series is targeted to City of Melville residents, with attendance mainly families and people in the 50+ age bracket.



## POINT WALTER CONCERT

**March 2021**

**Point Walter Reserve, Bicton**

The Point Walter Concert is the City's flagship event, held on the Sunday of the Labour Day long weekend in March.

Activating the Point Walter foreshore, this event features nonstop entertainment from two headline acts, as well as a range of kid's activities, food trucks, fireworks and other attractions. It is an inclusive event, with sign language interpreters on stage to make the concert accessible to all.

In recent years, attendance has skyrocketed, with attendance doubling in 2018 to over 12,000 people, and increasing again in 2019 to over 17,000 people. Most attendees are local City of Melville residents but the quality of the event does attract people from all over Perth.



## ART AWARDS

**September 2021**

**City of Melville Civic Centre, 10 Almondbury Road, Booragoon**

Established in 1976, our Art Awards is one of Perth's most well-known, largest and longest-running community art awards.

Artists of any background and discipline are able to submit work in the Art Awards, and the first 250 entries are accepted and entered into the awards and subsequent public exhibition, with artwork available for purchase.

The opening night and week-long exhibition attracts over a 1,000 visitors from across Perth, all who are interested in art or creative industries.





## RATES PRIZE DRAW

### August annually

Each year, we coordinate a prize draw to encourage ratepayers to pay their rates in full by the early payment date, as well as sign up to receive their rates electronically.

Sponsoring our pay your rates early prize draw or donating a prize worth \$500 to our paperless rates prize draw is an exciting and cost-effective opportunity for businesses to expose their brand to more than 40,000 ratepayers across the City.



## ACTIVE IN THE PARK

The City's Active in the Park program provides free outdoor fitness classes for all ages in our beautiful parks and reserves.

Classes are run by professional fitness instructors from our LeisureFit Centres and offer a range of guided, fun classes to encourage the community to keep active and enjoy the outdoors.

The popularity of this program continues to increase with more than 4,000 participants in our 2018/2019 season. Due to this success and to help keep up with demand and increase opportunities for residents to keep fit and healthy, we introduced winter classes in 2019.



# KIDCHELLA PARTNERSHIP OPPORTUNITIES

**Platinum partner**  
**\$10,000** plus GST

There is **only one**  
platinum partner  
opportunity available

## **Print promotion**

Prominent logo placement (large) on the following:

- Posters
- Flyers
- Pavement stickers or pole wraps

## **Print advertising**

Prominent logo placement (large) on the following:

- One quarter page ad in the Melville Gazette
- One half page ad in the September Mosaic community magazine

## **Electronic promotion**

- Prominent logo placement on event promotion screen at City of Melville Libraries and LeisureFit Centres
- Prominent logo placement on end screen of promotional video for the event
- Mention on City of Melville website 'Kidchella' event page, thanking and linking to your business' website
- Mention in the September and October Melville Matters eNews
- Mention in wrap-up article in the City of Melville's internal staff newsletter

## **Media**

- Your business thanked and acknowledged in opening speech by Mayor

## **Social media**

- Minimum of five Facebook posts (tagged) acknowledging your support
- Minimum of five Twitter posts (tagged) acknowledging your support
- Minimum of one Instagram post (tagged) acknowledging your support
- Ability to post one time in Facebook event to promote your product or service
- Logo placement on Facebook event cover image

## **Corporate hospitality**

- Two x \$50 food and drink vouchers
- One x VIP parking pass for event

## **Activation**

- Option to host an information stall or place up to two banners at specified locations at the event

*\* Please note: where logos will appear below 3cm in size or visibility is poor, recognition will be via written words rather than logo usage.*

# KIDCHELLA PARTNERSHIP OPPORTUNITIES

**Gold partner**  
**\$7,000** plus GST

There are **only two**  
gold partner  
opportunities available

## **Print promotion**

Secondary logo placement (small) on the following:

- Posters
- Flyers
- Pavement stickers or pole wraps

## **Print advertising**

Secondary logo placement (small) on the following:

- One quarter page ad in the Melville Gazette
- One half page ad in the September Mosaic community magazine

## **Electronic promotion**

- Secondary logo placement on event promotion screen at City of Melville Libraries and LeisureFit Centres
- Secondary logo placement on end screen of promotional video for the event
- Mention on City of Melville website Kidchella event page, thanking and linking to your business' website

## **Social media**

- Minimum of two Facebook posts (tagged) acknowledging your support
- Minimum of two Twitter posts (tagged) acknowledging your support
- Minimum of one Instagram post (tagged) acknowledging your support

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# POINT WALTER CONCERT PARTNERSHIP OPPORTUNITIES

**Platinum partner**  
**\$15,000** plus GST

There is **only one**  
platinum partner  
opportunity available.

## **Print promotion**

Prominent logo placement (large) on the following:

- Posters
- Flyers
- Pavement stickers or pole wraps

## **Print advertising**

Prominent logo placement (large) on the following:

- Two quarter page ads in the Melville Gazette
- One half page ad in the December Mosaic community magazine

## **Electronic promotion**

- Prominent logo placement on event promotion screen at City of Melville Libraries and LeisureFit Centres
- Prominent logo placement on end screen of promotional video for the event
- Mention on City of Melville website 'Point Walter Concert' event page, thanking and linking to your business website
- Mention in January and February Melville Matters eNews
- Mention in wrap-up article in the City of Melville's internal staff newsletter

## **Media**

- Your business thanked and acknowledged in opening speech by Mayor

## **Social media**

- Minimum of five Facebook posts (tagged) acknowledging your support
- Minimum of five Twitter posts (tagged) acknowledging your support
- Minimum of one Instagram post (tagged) acknowledging your support
- Ability to post one time in Facebook event to promote your product or service
- Logo placement on Facebook event cover image

## **Corporate hospitality**

- Two x \$50 food and drink vouchers
- One x VIP parking pass for event

## **Activation**

- Option to host an information stall or place up to two banners at specified locations at the event
- Ability to supply one 30 second TVC (no sound) to be played during performance breaks

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# POINT WALTER CONCERT PARTNERSHIP OPPORTUNITIES

**Gold partner**  
**\$7,000** plus GST

There are **only two**  
gold partner  
opportunities available.

## **Print promotion**

Secondary logo placement (small) on the following:

- Posters
- Flyers
- Pavement stickers or pole wraps

## **Print advertising**

Secondary logo placement (small) on the following:

- Two quarter page ads in the Melville Gazette
- One half page ad in the December Mosaic community magazine

## **Electronic promotion**

- Secondary logo placement on event promotion screen at City of Melville Libraries and LeisureFit Centres
- Secondary logo placement on end screen of promotional video for the event
- Mention on City of Melville website 'Point Walter Concert' event page, thanking and linking to your business website

## **Social media**

- Minimum of two Facebook posts (tagged) acknowledging your support
- Minimum of two Twitter posts (tagged) acknowledging your support
- Minimum of one Instagram post (tagged) acknowledging your support

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# LIMESTONE CONCERTS PARTNERSHIP OPPORTUNITIES

**Platinum partner**  
**\$5,000** plus GST

There is **only one**  
platinum partner  
opportunity available

## **Print promotion**

Prominent logo placement (large) on the following:

- Posters
- Flyers
- Pavement stickers or pole wraps

## **Print advertising**

Prominent logo placement (large) on the following:

- One quarter page ad in the Melville Gazette
- One half page ad in the December Mosaic community magazine

## **Electronic promotion**

- Prominent logo placement on event promotion screen at City of Melville Libraries and LeisureFit Centres
- Promotional logo placement on end screen of promotional video for the event
- Mention on City of Melville website 'Limestone Concerts' event page, thanking and linking to your business' website
- Mention in January and February Melville Matters eNews
- Mention in wrap-up article in the City of Melville's internal staff newsletter

## **Media**

- Your business thanked and acknowledged in event opening speech by Mayor

## **Social media**

- Minimum of three Facebook posts (tagged) acknowledging your support
- Minimum of three Twitter posts (tagged) acknowledging your support
- Minimum of one Instagram post (tagged) acknowledging your support
- Ability to post one time in Facebook event to promote your product or service
- Logo placement on Facebook event cover image

## **Corporate hospitality**

- Free VIP parking for event

## **Activation**

- Option to host an information stall or place up to two banners at specified locations at the event

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# LIMESTONE CONCERTS PARTNERSHIP OPPORTUNITIES

**Gold partner**  
**\$2,500** plus GST

There are **only two**  
gold partner  
opportunities available

## **Print promotion**

Secondary logo placement (small) on the following:

- Posters
- Flyers
- Pavement stickers or pole wraps

## **Print advertising**

Secondary logo placement (small) on the following:

- One quarter page ad in the Melville Gazette
- One half page ad in the December Mosaic community magazine

## **Electronic promotion**

- Secondary logo placement on event promotion screen at City of Melville Libraries and LeisureFit Centres
- Secondary logo placement on end screen of promotional video for the event
- Mention on City of Melville website 'Limestone Concerts' event page, thanking and linking to your business' website.

## **Social media**

- Minimum of one Facebook post (tagged) acknowledging your support
- Minimum of one Twitter post (tagged) acknowledging your support
- Minimum of one Instagram post (tagged) acknowledging your support

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# ART AWARDS PARTNERSHIP OPPORTUNITIES

**Category partner**  
**\$1,000** plus GST

There are **only four**  
category partner  
opportunities available

## **Print promotion**

Logo placement on the following:

- Posters
- Flyers
- Roadside signage

## **Print advertising**

Logo placement on the following:

- One quarter page ad in the Melville Gazette
- One half page ad in the June Mosaic community magazine

## **Electronic promotion**

- Logo placement on event promotion screen at City of Melville Libraries and LeisureFit Centres
- Mention on City of Melville website 'Art Awards exhibition' event page, thanking and linking to your business' website

## **Media**

- Your business thanked and acknowledged in opening speech by Mayor

## **Social media**

- Minimum of one Facebook post (tagged) acknowledging your support
- Minimum of one Twitter post (tagged) acknowledging your support
- Minimum of one Instagram post (tagged) acknowledging your support

## **Activation**

- Ability to display one pull-up banner at the Art Awards opening event

## **Other**

- Naming rights of the sponsored award category (acknowledgement of your business whenever the category is mentioned)
- Opportunity to attend the opening event
- Opportunity to present your category prize at the opening event

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# RATES PRIZE DRAW

## PARTNERSHIP OPPORTUNITIES

**Gold partner**  
**\$5,000** plus GST

There are **only two**  
gold partner  
opportunities available

### Print promotion

Logo placement on the following:

- Posters
- Flyers
- Cover of the Budget Brief, a newsletter included in all print and digital rates notices sent to more than 40,000 households

### Print advertising

Logo placement on the following:

- Two quarter page ads in the Melville Gazette
- Wrap-up article in the September Mosaic community magazine

### Electronic promotion

- Logo placement on promotional slide on digital screens at City of Melville Libraries and LeisureFit Centres
- Mention on City of Melville website 'Rates Prize Draw' page, thanking and linking to your business' website
- Logo placement in a minimum of two Melville Matters eNews

### Media

- Your business acknowledged in all media releases issued for the campaign.

### Social media

- Logo placement on Facebook cover image
- Minimum of two Facebook posts (tagged) acknowledging your support
- Minimum of two Twitter posts (tagged) acknowledging your support

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# RATES PRIZE DRAW PARTNERSHIP OPPORTUNITIES

## Silver partner

Prize donation  
worth **\$500**

There are **only five**  
silver partner  
opportunities available

### Print promotion

Logo placement on the following:

- Cover of the Budget Brief, a newsletter included in all print and digital rates notices sent to more than 40,000 households

### Electronic promotion

- Mention on City of Melville website 'Rates Prize Draw' page, thanking and linking to your business' website
- Logo placement in a minimum of one Melville Matters eNews

### Social media

- Minimum of one Facebook posts (tagged) acknowledging your support
- Minimum of two Twitter posts (tagged) acknowledging your support
- 1 x Facebook post acknowledging your support and tagging your business

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### Media

- Your business acknowledged in all media releases issued for the campaign.



# ACTIVE IN THE PARK PARTNERSHIP OPPORTUNITIES

**Platinum partner**  
**\$10,000** plus GST

There are **only two**  
platinum partner  
opportunities available

## **Print promotion**

Prominent logo placement (large) on the following:

- Flyer
- Pole wraps
- Car
- Uniforms worn by Active in the Park staff at sessions

## **Print advertising**

Prominent logo placement (large) on the following:

- Half page ad in the September and December Mosaic

## **Electronic promotion**

- Prominent logo placement on promotional screen at City of Melville Libraries
- Prominent logo placement on end screen of promotional videos about the program
- Mention on City of Melville website 'Active in the Park' page, thanking and linking to your business website
- Mention in September and February Melville Matters eNews

## **Media**

- Your business acknowledged in all media release issued for the program

## **Social media**

- Minimum of five Facebook posts (tagged) acknowledging your business

## **Corporate hospitality**

- Four free LeisureFit Healthy Life Plus memberships for staff and close family

## **Activation**

- Ability to provide one tear drop banner to be displayed at all sessions
- Ability to provide one type of promotional flyer to be displayed at Active in the Park events

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# ACTIVE IN THE PARK PARTNERSHIP OPPORTUNITIES

**Gold partner**  
**\$5,000** plus GST

There are **only two**  
gold partner  
opportunities available

## **Print promotion**

Secondary logo placement (small) on the following:

- Flyer
- Pole wraps
- Car
- Uniforms worn by Active in the Park staff at sessions

## **Print advertising**

Secondary logo placement (small) on the following:

- Half page ad in the September and December Mosaic

## **Electronic promotion**

- Secondary logo placement on promotional screen at City of Melville Libraries
- Secondary logo placement on end screen of promotional videos about the program
- Mention on City of Melville website 'Active in the Park' page, thanking and linking to your business website
- Mention in September and February Melville Matters eNews

## **Media**

- Your business acknowledged in all media releases issued for the event

## **Social media**

- Minimum of three Facebook posts (tagged) acknowledging your business

## **Corporate hospitality**

- Two free LeisureFit Healthy Life Plus memberships for staff and close family

## **Activation**

- Ability to provide one tear drop banner to be displayed at all sessions
- Ability to provide one type of promotional flyer to be displayed at Active in the Park events

*\* Please note: where logos will appear below 3cm in size or visibility is poor, recognition will be via written words rather than logo usage.*





# REGISTERING YOUR INTEREST

To secure your partnership, please speak to the City's Senior Marketing Officer, contact details found below. A written, confirmed offer will need to be received by the City before your partnership is guaranteed.

Georgia Boatwright  
Senior Marketing Officer  
City of Melville



(08) 9364 0125



[Georgia.Boatwright@melville.wa.gov.au](mailto:Georgia.Boatwright@melville.wa.gov.au)



City of  
**Melville**

**City of Melville**

10 Almondbury Road Booragoon WA 6154  
Locked Bag 1 Booragoon WA 6154  
1300 635 845 | 08 9364 0666  
[www.melvillecity.com.au](http://www.melvillecity.com.au)

**National Relay Service**

(hearing/speech impaired)  
133 677 (TTY)  
1300 555 727 (speech relay)  
[www.relayservice.gov.au](http://www.relayservice.gov.au)