

MEDOWIE

Rotary  Williamtown

# Christmas CARNIVAL

Support the  
**COMMUNITY**

that supports  
**YOUR BUSINESS**

  
Friday  
7 DEC 18



GOURMET FOOD  
MARKETS



INVEST CONNECT GROW

\* Perception \* Engagement \* Relationships \* Access \* Leads  
\* Sales \* Reputation \* Visibility \* Partnerships \* Recognition

## Welcome to Medowie Christmas Carnival – A Snapshot

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Formally known as the Medowie Community Carols, in 2018 the Rotary Williamstown event will be relaunched under the new name of **'Medowie Christmas Carnival'** and with your business' support, will be transformed into a prominent regional flagship event for our community.

Medowie Christmas Carnival will feature a range of children's rides and amusements; carefully curated artisan market stalls; gourmet food vendors; live music and entertainment; as well as activity involving local schools, sport/dance/community groups, local businesses, Christmas carols, Santa and much more!

Families will be encouraged to meet friends at the event, shop for unique gifts and home wares, sample a range of gourmet foods and explore the rides and amusements. Our message will be *"Bring a picnic blanket, relax and enjoy live entertainment and immerse yourselves in the festive community spirit as we celebrate the countdown to Christmas!"*

The core organising committee consists of key representatives from Williamstown Rotary Club, Overflow Church and Medowie Christian School. Through our various connections, we have also been able to attract a number of additional committee members from our community who have professional skills and a wealth of experience in outdoor event sound and lighting, event catering, community fundraising, event management, sponsorship, community engagement, marketing and publicity.

Medowie Christmas Carnival's foundation has been built on the strength of community engagement. It is community funded, with businesses, community groups and individuals investing in the families who live, work and play in our community via sponsorship, fundraising, stallholder fees, and community donations.

## Why It's Important to Our Community

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Medowie Christmas Carnival aims to deliver a prominent regional flagship event annually, providing entertainment, socialisation, growth and development opportunities for our community that:

- Showcases our community's uniqueness;
- Celebrates diversity within our community;
- Enhances our community's positive image;
- Provides a sense of community ownership and pride;
- Contributes to increasing social interactions and unifying community;
- Provides a positive cultural impact on our community/regionally;
- Introduces our families to a unique range of regionally produced artisan goods and gourmet foods;
- Encourages tourism/visitations from outside our community fostering new friendships and connections;
- Provides a positive shared family experience;
- Increases entertainment and performance opportunities for local people;
- Provides community members the opportunity to learn new skills;
- Encourages a diverse range of community groups, individuals and businesses to work together for a common goal;
- Increases trade for local businesses and
- Increases regional marketing opportunities for local business for longer term benefits.

## Community Outcomes

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Through all aspects of planning, funding and staging Medowie Christmas Carnival, community engagement will:

**Help build trust:** Fostering open communication and inviting leadership from community groups, schools and businesses will help to demonstrate that their views are valued and will be considered. This helps build trust within the community and creates an openness to sharing resources and utilising services.

**Help with outreach:** More community members will feel involved with, or a sense of ownership/pride of/in Medowie Christmas Carnival fundraising, activities and decisions and will be able to interpret or explain this to others. Spreading the word through this informal approach will improve outreach for this event, but also for the community profile, other activities and events long term.

**Connect people and resources:** Community engagement efforts improve connections between individuals, community associations, businesses, schools and churches, which in turn creates greater community "buy-in."

**Develop new leaders:** Inviting community members and leaders of community groups into planning and funding processes will help in the identification of champions and development of leaders who understand the importance of building strong communities.

**Create opportunities for critical reflection:** Community engagement processes provide opportunities for cooperative, co-learning experiences, and critical reflection that benefits community wisdom.

## Audience Snapshot

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### Medowie Christmas Carnival Primary Target Audience Snapshot:

Port Stephens has a population of 71,406 people:

- (females make up 50.6% of the total population of Port Stephens)
- (males make up 49.4% of the total population of Port Stephens)
- (median age is 45 years)
- there are 18,890 families living within Port Stephens

Medowie is located within the Port Stephens Council's Central Ward in the 2318 postcode. The population of the 2318 postcode is 12,147 people:

- (females make up 50% of the total population of the 2318 postcode)
- (males make up 50% of the total population of the 2318 postcode)
- (median age is 39 years)
- there are 3,367 families living within the 2318 postcode of Port Stephens

### Medowie Christmas Carnival Secondary Audience Snapshot:

Port Stephens shares boundaries with the Local Government Areas of:

- Newcastle - population of 162,480 people
- Maitland – population of 79,340 people
- Dungog – population of 8,500 people
- Great Lakes – population of 92,569 people

Businesses, organisations, groups and individuals that support and/or attend the Medowie Christmas Carnival in 2018 and beyond will be contributing the societal and economic strengthening and further development opportunities for our region.

# We invite you to INVEST CONNECT GROW

“When the people who support, and are a part of your community, are the same that you have the pleasure, power and opportunity to serve – that's where all the best business happens.”

*Chris Brogan*

## Benefits You Can Leverage for Your Business

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The key goal of the Medowie Christmas Carol's organising committee is to ensure the short- and long-term financial viability of the event for our community. To achieve this, we are focussed on ensuring all partnerships are mutually beneficial and provide our investors with a commensurate return on investment through sponsorship leveraging opportunities that deliver sponsors/investors positive results in areas such as:

<b>Perception</b>	Improve the way your business is perceived by the target audience.
<b>Engagement</b>	Increase your community involvement and improve loyalty.
<b>Relationships</b>	Strengthen customer relations through face-to-face contact.
<b>Access</b>	Direct access to your target market.
<b>Leads</b>	Sponsoring this event is a great way for your business to attract and make new contacts.
<b>Sales</b>	Target audience turns into customers.
<b>Reputation</b>	Build a good reputation around your business and your commitment to the community you serve.
<b>Visibility</b>	Increase your businesses visibility in our community.
<b>Partnerships</b>	Meet like-minded business people and form new mutually beneficial partnerships.
<b>Recognition</b>	Make your products/services more recognisable.

## A Taste of What's to Come

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In just the first fourteen (14) days (9 – 23 August) of creating a first-time presence for Medowie Christmas Carnival on social media, the community interest generated has already been very encouraging.

On Facebook Medowie Christmas Carnival has a home page, and also an event page. Collectively, over the first 14 days, the reach has recorded **29,602 people**. In addition, Medowie Christmas Carnival has been promoted on over 45 Hunter Region Community Group pages which have a collective membership of more than **399,679 people**.

Statistics indicate the Medowie Christmas Carnival's online audience is strongly skewed with **women aged between 25 and 54 years making up 71%** of the Facebook Home page audience alone.

Approximately **47%** home page followers live in the **Port Stephens Region**, **39% live in the Hunter Region** and 13% live in NSW outside of the greater Newcastle/Hunter Region.

In just its' first few days, Medowie Christmas Carnival's Instagram page attracted 55 followers and 153 'Likes'.

These very initial results are very pleasing - especially so far out from the event, and of course so far out from Christmas. The Medowie Christmas Carnival marketing team are focussed on significantly growing these statistics, with the view to not only attract attendees to the event, but to also promote the goods and services of those who invest in the event for the long-term mutual benefit for all.

Other event advertising/marketing/promotion mediums will include, television, newspaper and radio.

# We invite you to INVEST CONNECT GROW

COMMUNITY CHAMPION - \$2,000

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## **Align Your Brand with a Family Focussed Community Event Aimed At “Creating Family Memories”**

Your business will be recognised as a Medowie Christmas Carnival Corporate Sponsor and your business logo will appear on:

- Medowie Christmas Carnival letterhead;
- Medowie Christmas Carnival media releases;
- Medowie Christmas Carnival flyers distributed throughout communities;
- Medowie Christmas Carnival posters distributed throughout communities as well as on social media;
- Medowie Christmas Carnival advertising including any television, newspaper/periodical advertising;
- Medowie Christmas Carnival Facebook page;
- Medowie Christmas Carnival Facebook Event page;
- Medowie Christmas Carnival Instagram page;
- Your business logo will appear on the Medowie Christmas Carnival Website recognizing your business as a corporate sponsor with a direct link to your own business website or social media page; and
- Upon activation of your sponsorship, your business will receive event posters recognizing your business a Community Champion Corporate Sponsor of Medowie Christmas Carnival to display at your business premises.

## **Gain Direct ‘Soft’ Access to a Strongly Female Skewed Port Stephens/Hunter Region Audience**

- Opportunity to conduct promotional activity via Medowie Christmas Carnival’s website and social media accounts (for example; polls, competitions, special offers, giveaways etc.).

## **Engage with the Audience**

- Opportunity to erect a branded marquee at the Medowie Christmas Carnival event to for promotional activity, giveaways, product sampling, service advice and to meet, greet and engage with the audience and potentially capture data for post event marketing.

## **Additional Brand Visibility at Medowie Christmas Carnival**

- Your business will receive one (1) outdoor vinyl banners measuring approximately 3000mm x 1000mm that will be featured in prime position near the staging area. (Artwork to be provided by sponsor).
- Option for a recorded 30 second message to be played throughout the event (not less than ten (10) times).
- Live 30 second reads throughout event (not less than six (6) times)

## **Form Beneficial New Partnerships**

- Your business will receive four (4) invitations to two (2) leadership/focused-networking events for Medowie Christmas Carnival partners and sponsors. One event will be held in November prior to the Medowie Christmas Carnival Event and one event will be held after the Carnival in March 2018. The events will aim to generate mutually supportive and financially beneficial business-to-business partnerships amongst event sponsors and partners.

## COMMUNITY PARTNER - \$1000

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### **Leverage and Benefit from Brand Association and “Community Partner” Positioning**

Your business will be recognised as a Medowie Christmas Carnival Community Partner and your business logo will appear on:

- Medowie Christmas Carnival flyers distributed throughout communities;
- Medowie Christmas Carnival posters distributed throughout communities as well as on social media;
- Medowie Christmas Carnival Facebook page;
- Medowie Christmas Carnival Facebook Event page;
- Medowie Christmas Carnival Instagram page;
- Your business logo will appear on the Medowie Christmas Carnival Website recognizing your business as a corporate sponsor with a direct link to your own business website or social media page; and
- Upon activation of your sponsorship, your business will receive event posters recognizing your business a Community Partner of Medowie Christmas Carnival to display at your business premises.

### **Leverage Your Partnership to Connect, Engage, Build Data**

- Opportunity to conduct promotional activity via Medowie Christmas Carnival’s website and social media accounts (for example; polls, competitions, special offers, giveaways etc.).

### **Brand Visibility and Recognition at Medowie Christmas Carnival**

- Opportunity to supply Medowie Christmas Carnival one (1) banner or sign no larger than 2000mm x 1000mm to erect at the event (costs associated with supplying a sign or banner will be the responsibility of the sponsor)
- Option for a recorded 30 second message to be played throughout the event (not less than five (5) times).
- Live 30 second reads throughout event not less than three (3) times.

### **Form Beneficial New Partnerships**

- Your business will receive two (2) invitations to two (2) leadership/focused-networking events for Medowie Christmas Carnival partners and sponsors. One event will be held in November prior to the Medowie Christmas Carnival Event and one event will be held after the Carnival in March 2018. The events will aim to generate mutually supportive and financially beneficial business-to-business partnerships amongst event sponsors and partners.

## COMMUNITY ADVOCATE - \$500

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### **Leverage and Benefit from Brand Association and “Community Advocate” Positioning**

Your business will be recognised as a Medowie Christmas Carnival Community Advocate and your business logo will appear on:

- Medowie Christmas Carnival Facebook page;
- Medowie Christmas Carnival Facebook Event page;
- Medowie Christmas Carnival Instagram page;
- Your business logo will appear on the Medowie Christmas Carnival Website recognizing your business as a corporate sponsor with a direct link to your own business website or social media page; and
- Upon activation of your sponsorship, your business will receive event posters recognizing your business a Community Partner of Medowie Christmas Carnival to display at your business premises.

### **Brand Visibility and Recognition at Medowie Christmas Carnival**

- Opportunity to supply Medowie Christmas Carnival one (1) banner or sign no larger than 2000mm x 1000mm to erect at the event (costs associated with supplying a sign or banner will be the responsibility of the sponsor)
- Option for a recorded 30 second message to be played throughout the event (not less than three (3) times).
- Live 30 second reads throughout event not less than two (2) times.

### **Form Beneficial New Partnerships**

- Your business will receive two (2) invitations to two (2) leadership/focused-networking events for Medowie Christmas Carnival partners and sponsors. One event will be held in November prior to the Medowie Christmas Carnival Event and one event will be held after the Carnival in March 2018. The events will aim to generate mutually supportive and financially beneficial business-to-business partnerships amongst event sponsors and partners.

## **COMMUNITY SUPPORTER - \$200**

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### **Leverage and Benefit from Brand Association and “Community Supporter” Positioning**

Your business will be recognised as a Medowie Christmas Carnival Community Supporter and your business logo will appear on:

- Medowie Christmas Carnival Facebook page;
- Medowie Christmas Carnival Facebook Event page;
- Medowie Christmas Carnival Instagram page;
- Your business logo will appear on the Medowie Christmas Carnival Website recognizing your business as a corporate sponsor with a direct link to your own business website or social media page; and
- Upon activation of your sponsorship, your business will receive event posters recognizing your business a Community Partner of Medowie Christmas Carnival to display at your business premises.

### **Brand Visibility and Recognition at Medowie Christmas Carnival**

- Option for a recorded 30 second message to be played throughout the event (not less than one (1) time).
- Live 30 second read during the event not less than one (1) time.

### **Form Beneficial New Partnerships**

- Your business will receive one (1) invitations to two (2) leadership/focused-networking events for Medowie Christmas Carnival partners and sponsors. One event will be held in November prior to the Medowie Christmas Carnival Event and one event will be held after the Carnival in March 2018. The events will aim to generate mutually supportive and financially beneficial business-to-business partnerships amongst event sponsors and partners.

# COMMITMENT

**“Commitment unlocks the doors of imagination, allows vision and gives us the right stuff to turn dreams into reality.”**

***James Womack***

The key goal of the Medowie Christmas Carol’s organising committee is to ensure the short- and long-term financial viability of the event for our community. To that end, we hope that our inaugural Major Sponsor together with our 2018 activating Corporate Sponsors will consider investing in the future of this 100% community event by committing to a sponsorship partnership for either a two or three year period.

Securing two to three year sponsorship commitments will not only guarantee the short term viability of the Medowie Christmas Carnival but will also establish a platform to attract further investment and encourage the event’s growth, development and therefore deliver greater ongoing benefits for our community.

## CONTACT

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For further information:

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