

Overview

Christmas by Starlight, Redlands Coast's largest free community event, will be held on Saturday 16 December 2023 at Norm Price Park – Redland Showgrounds, Cleveland.

Hosted by Redland City Council and attracting more than 10,000 people, the event will feature some of our finest local talent performing alongside renowned entertainers as the Redland Showgrounds are transformed into a magical and musical Christmas spectacular.

The all-age family event will begin at 3pm with an afternoon of free activities for children, roving entertainment, rides, and face painting. Visitors will be treated to a range of food truck delights and merchandise stalls set up by local not-for-profit community groups and licensed commercial operators. Afternoon entertainment will also be held on the main stage as a prelude to the spectacular Christmas by Starlight concert.

The event will end with a bang at about 8.30pm when a colourful array of fireworks will fill the night sky over Cleveland (subject to weather and other conditions).

Further information

To take up a sponsor package or to discuss in-kind support, please contact:

Redland City Council

P: 3829 8288

E: events@redland.qld.gov.au

W: redland.qld.gov.au/cbs

Christmas by STARLIGHT

Sponsorship Prospectus

Saturday 16 December 2023



Become a Christmas by Starlight sponsor

Redland City Council offers businesses and media a unique opportunity to be associated with one of Redlands Coast's major destination events, attracting an audience from Brisbane, the Gold Coast and Moreton region, and Redlands Coast.

Sponsors of **Christmas by Starlight 2023** will benefit from the event by receiving significant and prominent brand exposure to more than 150,000 people across Redlands Coast and south-east Queensland.

Your business will benefit from association with the extensive marketing campaigns delivered for the **Christmas by Starlight 2023** event through a variety of marketing mediums including:

- Publicity campaigns focused on local radio and print media
- Social media advertisements (Facebook, Instagram, X, Flickr)
- Page on Council's website redland.qld.gov.au/cbs
- Council's What's On Calendar
- Media releases and media alerts
- Marketing collateral distributed across Redlands Coast
- Event signage and roadside advertisements
- Council E-news database distribution

Packages and benefits

Our sponsorship packages are designed to suit different budgets and organisational objectives and will help your business increase visibility and reach a large target market through support of this celebrated event.

Each sponsorship package offers varying levels of exposure, benefits, and opportunities for engagement with more than 10,000 audience members through multimedia branding loops, signage, and acknowledgement in the compère script throughout the event.

Platinum sponsor	By negotiation
Major sponsor	\$8000 ex GST
Gold sponsor	\$5000 ex GST
Silver sponsor	\$3000 ex GST
Bronze sponsor	\$1500 ex GST

	Platinum	Major	Gold	Silver	Bronze
30 second video advert played at event	✓	—	—	—	—
Screen advertising at event (one image)	✓	✓	—	—	—
Big screen logo	✓	✓	✓	✓	✓
Webpage logo and link	✓	✓	✓	✓	✓
Brand exposure in print, digital and social	✓	✓	✓	✓	✓
Distribution of marketing collateral through a stall	✓	✓	✓	—	—
Stall sizes (sponsor to provide own marquee and equipment)	6m x 6m	6m x 3m	3m x 3m	—	—
Promotional signage at event fence banners or flag banners	4 signs	2 signs	1 sign	—	—
VIP function tickets	12	10	8	6	2
Acknowledgement at VIP function	✓	✓	✓	✓	✓
Acknowledgement in compère script	✓	✓	✓	✓	✓
Gift and certificate	✓	✓	✓	✓	✓
Complimentary parking passes	6	5	4	3	1
Premium seats in VIP area	12	10	8	6	2
	By negotiation	\$8,000 ex GST	\$5,000 ex GST	\$3,000 ex GST	\$1,500 ex GST