

Sponsorship Benefits

Sponsorship Benefits	Gold \$25,000 - \$30,000	Silver \$10,000 - \$25,000	Bronze \$10,000 or less
Logo Acknowledgement Prominent display of signage, banners and flags that feature Redland City Council/Redlands Coast logo at all event venues.	✓	✓	✓
Prominent position of Redland City Council/Redlands Coast logo on all advertising material.	✓	✓	✓
Prominent use of Redland City Council/Redlands Coast logos, names or marks in connection with the event.	✓	✓	✓
Acknowledgement of Redland City Council as major sponsor Acknowledge Redland City Council as a major sponsor on all event sponsor collateral and in public announcements and compere scripts at the Event.	✓	✓	✓
Official Invitations Officially invite Mayor and Councillors to the event and related functions / presentations.	✓	✓	✓
Speaking/Presentation Opportunities Provide an opportunity for Mayor and/or Councillors to be involved at event and related functions / presentations.	✓	✓	✓

Hospitality Benefits Provide appropriate hospitality benefits and access to VIP areas during the event. Hospitality benefits include: An agreed amount of complimentary tickets to the event (which covers all days/times that the event is operating).	40 tickets	22 tickets	11 tickets
Promotional/Media Releases Acknowledge Redland City Council as a major sponsor in approved promotional media releases. Provide approved media releases to Redland City Council prior to distributing to media outlets and other third parties. Provide Redland City Council with the opportunity to provide a full page, full colour tourism advertisement in the printed and digital event program.	✓	✓	✓
	✓	✓	✓
	✓	✓	✓
Photography/Videography Provide Redland City Council all area/media access at the event to take photographs and video footage of the event for Council's promotional purposes Provide an adequate number of copies of high-resolution professional photographs and video footage, television coverage and/or broadcast footage to Redland City Council post-event.	✓	✓	✓
	✓	✓	✓
Website promotion Include link to Redland City Council's destination website www.visitredlandscost.com.au onto all event websites. Provide a free event up to date listing on the Australian Tourism Data Warehouse (ATDW) www.atdw.com.au .	✓	✓	✓
	✓	✓	✓

Social Media Promotion Acknowledge Redland City Council as a major sponsor on social media posts.	✓	✓	✓
Display stand/marquee Provide Redland City Council with an adequate number of complimentary powered site for promotional purposes in prominent and highly visible areas at the event.	Four 3mx3m stalls	Two 3mx3m stalls	One 3mx3m stall
Promotional Banner Display Provide Redland City Council with an adequate number of promotional banners, signage and scrim at the event to be positioned in prominent and highly visible locations and installed prior and removed post event by the event organiser.	8 banners and 40m of Scrim	4 banners and 20m of Scrim	2 banners and 10m of Scrim
Distribution of Council promotional merchandise and collateral	✓	✓	✓
Sponsor display	✓	✓	✓
Media exposure - promotion of Council's sponsorship Acknowledgement of Council's sponsorship in any publicity, press release, publications and editorial relating to the project/event with 'proudly sponsored by Redland City Council'.	✓	✓	✓

*Sponsorship benefits are minimum requirements. Council reserves the right to make an exception.

*Further details can be found in the Sponsorship benefits guide in Schedule B of the Funding Agreement.