



CORK & FORK

BY THE RIVERSIDE



SUN 21 MAY
10AM-4PM

2023 SPONSORSHIP OPPORTUNITY

WINE
PRODUCERS

CRAFT
BEER

FOOD
TRUCKS

LIVE
ENTERTAINMENT

GOURMET
PRODUCTS

KIDS
ACTIVITIES



City of Ryde





CORK & FORK BY THE RIVERSIDE CELEBRATES GREAT FOOD AND WINE IN ONE OF OUR BEAUTIFUL PARKS BY THE WATER - KISSING POINT PARK, PUTNEY.

GLADESVILLE ▶

Since its inception in 2017, the event has gained increased community support as it's the only Food and Wine event in the Ryde district. Sponsoring this event will expose your brand to the wider community and will provide your business with the opportunity to be part of a growing event that has proven popular with event attendees.

To take advantage of a sponsorship, please confirm your participation by Friday 31 March at events@ryde.nsw.gov.au



CORK & FORK

BY THE RIVERSIDE





PLATINUM \$10K (+GST)

2X AVAILABLE

(ADDITIONAL 2.5K IF YOU WISH TO BE THE SOLE PLATINUM SPONSOR)

- 25 smart Pole Street Banners – platinum sponsors only*
- 25 smart pole street banners- platinum and gold sponsors*
- Your logo on digital billboard in front of Macquarie Shopping Centre
- Your logo on fence banners around the City of Ryde
- Acknowledgment of business's name by MC at the event
- A 6x3m activation space - must be food- and beverage-related
- Inclusion in local newspapers and media releases
- Your logo on letterbox drop direct to 5,000 households
- Your logo and mention in new City of Ryde community magazine sent to 44,000 households*
- Your logo included on eNewsletters reaching over 5,400 people
- Your logo on Council's website event page and a hyperlink to your website
- Opportunity to provide a social media competition prize
- Your logo included on Facebook promotions x 2
- Mention and tag included on Facebook promotions x 2
- Mention and tag included on Instagram promotions x 2

GOLD \$5K (+GST)

4X AVAILABLE

- Your logo on 25 smart pole street banners *
- Your logo on digital billboard in front of Macquarie Shopping Centre
- Acknowledgment of business's name by MC at the event
- A 6x3m activation space - must be food- and beverage-related
- Inclusion in local newspapers and media releases
- Your logo on letterbox drop direct to 5,000 households
- Your logo in new City of Ryde community magazine sent to 44,000 households *
- Your logo included on eNewsletters reaching over 5,400 people
- Your logo on Council's website event page and a hyperlink to your website
- Opportunity to provide a social media competition prize
- Your logo included on Facebook promotions x 1
- Mention and tag included on Facebook promotions x 2
- Mention and tag included on Instagram promotions x 1

SILVER \$2.5K (+GST)

6X AVAILABLE

- Acknowledgment of business's name by MC at the event
- A 2.4mx2.4m activation space - must be food- and beverage-related
- Inclusion in local newspapers and media releases
- Your logo on letterbox drop direct to 5,000 households
- Your logo in new City of Ryde community magazine sent to 44,000 households
- Your logo included on eNewsletters reaching over 5,400 people
- Your logo on Council's website event page and a hyperlink to your website
- Your logo included on Facebook promotions x 1
- Mention and tag included on Facebook promotions x 1
- Mention and tag included on Instagram promotions x 1

BRONZE \$1K (+GST)

8X AVAILABLE

- Acknowledgment of business's name by MC at the event
- Your logo on letterbox drop direct to 5,000 households
- Your logo included on eNewsletters reaching over 5,400 people
- Your logo on Council's website event page and a hyperlink to your website
- Mention and tag included on Facebook promotions x 1
- Mention and tag included on Instagram promotions x 1

*Must be a confirmed sponsor by Friday 31 March 2023.

PLATINUM
\$10K
(+GST)

GOLD
\$5K
(+GST)

SILVER
\$2.5K
(+GST)

BRONZE
\$1K
(+GST)

EVENT				
A 6x3m stall to promote business product/services	✓	✓		
A 2.4x2.4m stall to promote business product/services			✓	
Acknowledgment of business's name by MC on the Cork & Fork event day	✓	✓	✓	✓
MEDIA & ADVERTISING (4-6 WEEK MARKETING PROGRAM)				
OUTDOOR				
Your logo exclusively on 25 Smart Pole Banners	✓			
Your logo displayed on 25 Smart Pole Street Banners	✓	✓		
Your logo on fence banners around the City of Ryde	✓			
PRINT ADVERTISING				
Your logo and mention in new City of Ryde lifestyle magazine sent to 44,000 City of Ryde households	✓	✓		
Your logo on letterbox drop direct to 5,000 households	✓	✓	✓	✓
Inclusion in Locals Newspapers and media releases	✓	✓	✓	
DIGITAL ADVERTISING				
Your logo included on eNewsletters reaching over 5,400 people	✓	✓	✓	✓
Your logo on Council's website including a hyperlink to your website	✓	✓	✓	✓
Your logo included on Facebook, Twitter, Instagram promotions	✓	✓	✓	✓
Opportunity to create a boosted Facebook competition	✓	✓		
Your logo on digital billboard in front of Macquarie Shopping Centre	✓	✓		

The logo for 'Cork & Fork' features the words 'CORK' and 'FORK' in a stylized, bold, sans-serif font. The letter 'O' in 'CORK' is replaced by a wine glass icon, and the letter 'O' in 'FORK' is replaced by a fork icon. A small ampersand is positioned between the two words.

CORK & FORK

BY THE RIVERSIDE

A decorative graphic consisting of three horizontal, wavy lines in a light orange or yellow color, positioned below the text 'BY THE RIVERSIDE'.

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 City of Ryde

**RYDE.EVENTS/CORKANDFORK**

**FOR MORE INFORMATION CONTACT**

**CITY OF RYDE ON**

**EVENTS@RYDE.NSW.GOV.AU**

