



2023 SPONSORSHIP PROPOSAL

[www.ryde.nsw.gov.au/sustainabilityfestival](http://www.ryde.nsw.gov.au/sustainabilityfestival)

# SUSTAINABILITY Festival

**World Environment Day is celebrated globally every year. City of Ryde will join in these celebrations by holding a Sustainability Festival on Sunday 4 June 2023.**

This year is expected to be our biggest event yet. It will feature entertainment, face painting, live music, information and market stalls and food trucks.

We are seeking corporate sponsorship in order to increase the scale of the event we can deliver.

Please note we are only seeking two sponsors for this year's event so your logo will be prominent on all collateral.



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 City of Ryde  
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# GOLD SPONSORSHIP \$6K

## CAMPAIGN DURATION: 8 WEEKS, APRIL – JUNE 2023

Your logo will be included in the 8-week marketing campaign from April to June 2023.

## OUTDOOR ADVERTISING

Logo on promotional fence banners

## DISTRIBUTION

Logo inclusion on posters and flyers distributed to schools, libraries, community groups and Council venues

## SOCIAL MEDIA CAMPAIGN

2x Facebook posts (16k followers)

1x Instagram (5.8k followers)

2x Tweets (2.3k followers)

4x Logo inclusion on Stories

(2x Stories each on Facebook and Instagram)



Flyer – Logo inclusion



City of Ryde Facebook page

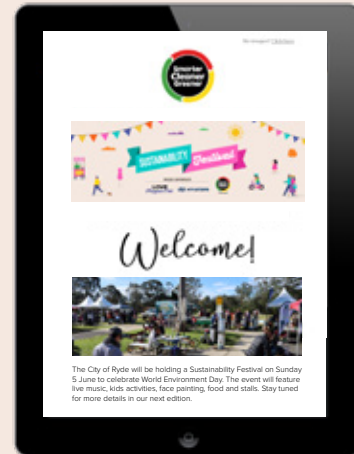
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## DIGITAL CAMPAIGN

- Rolling banner on homepage of the City of Ryde website
- Logo and hyperlink to company website
- Logo inclusion on email to sustainability e-newsletter (3,200 subscribers)



City of Ryde website – Rolling banner



e-newsletter – Logo inclusion

## FESTIVAL PRESENCE

- 3x3m fete stall or marquee at the festival to further promote your brand
- MC acknowledgement of sponsor name on stage throughout event
- Option to present prize donated by your brand to competition winner on the event stage



3x3m fete stall at the festival to further promote your brand

## MEDIA CAMPAIGN

- Recognition in the Mayor's Message in Council column

Examples are a guide only. Design and content is subject to change.

## POST FESTIVAL

- Access to official photos or event videos where appropriate
- Logo in video wrap up of event
- Certificate of appreciation

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# SPONSORSHIP ENQUIRIES

**Bonnie Mackenney**, Environmental Administration and Projects Officer  
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**Evelyn Hwang**, Waste Project Coordinator  
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