



CITY OF
TEA TREE GULLY
Naturally Better

2022-2023

Event Partnership Program





The City of Tea Tree Gully produces some of South Australia's largest and most successful free community events. These events increase economic activity, out-of-region visitation, foster a sense of community pride and create a vibrant place to live.

We're not only inviting your organisation to partner with us to deliver our Events and Activation Program in 2022–2023, but to become part of a thriving, progressive and innovative community.

We have a proven track record in working with partners, such as Nine News Adelaide, Westfield, Solo Resource Recovery and Fork on the Road, to provide a platform to communicate, connect and engage with tens of thousands of consumers each and every year.

Positioning yourself with a highly valued and popular community event program means increased visibility, enhanced brand awareness and community sentiment.

Many of the events in our program are the most significant of their kind in Australia, with visitors travelling more than 300 km to attend. Our events program is also recognised by our community as one of the top services provided by Council, with an 82% satisfaction rating.

Your investment in our Major Events and Activation Program will be used to increase the quality of our events and to ensure they remain as safe as possible for the community.

This proposal details a number of opportunities for organisations like yours to partner with Council at various levels. Above and beyond these opportunities, we can design a unique and targeted partnership package that best suits your needs.

If you would like to discuss any of these opportunities, or arrange a tailored partnership package, contact us at events@cttg.sa.gov.au or phone 8397 7444. We strongly encourage your company to think outside the box and work with our team to create something truly unique.

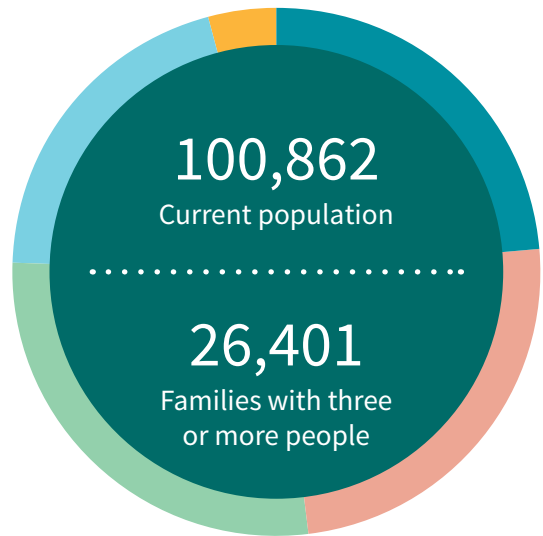
Our community



Located less than 20 minutes north-east of Adelaide’s central business district, the City of Tea Tree Gully is one of Adelaide’s most desirable places to live, work and visit.

The City of Tea Tree Gully consists of five wards Balmoral, Drumminor, Hillcott, Pedare, Steventon and Water Gully. These wards comprise the suburbs of:

Banksia Park, Dernancourt, Fairview Park, Gilles Plains, Golden Grove, Gould Creek, Greenwith, Gulfview Heights (part), Highbury, Holden Hill, Hope Valley (part), Houghton, Modbury, Modbury Heights, Modbury North, Paracombe (part), Redwood Park, Ridgehaven, St Agnes, Surrey Downs, Tea Tree Gully, Upper Hermitage, Valley View, Vista, Wynn Vale and Yatala Vale.



- 0–19 years (23.8%)
- 20–39 years (24.5%)
- 40–59 years (27.4%)
- 60–79 years (20.2%)
- 80+ (4.1%)



41,944*
Number of dwellings



27.7%
of residents born overseas



19.5%
undertaking voluntary work

5,499
Registered businesses

50.3%
with tertiary qualifications

\$3.4 B
Gross Regional Product

*Estimated number of dwellings in the City of Tea Tree Gully region in 2021 – Remplan



2021–2022 Event Program

62,000

Total event and activation
attendance 2021–2022

82%

Satisfaction with major events
(2022 Community Survey)



4.9 star reviews on Facebook

2020–2021 Event Program

75,000

Total event and activation
attendance 2020–2021

82%

Satisfaction with major events
(2021 Community Survey)

2021–2022 Event Partners

- Nine News Adelaide
- Westfield Tea Tree Plaza
- Fork on the Road
- Solo Resource Recovery
- Can:Do 4Kids
- Retire Australia
- Amuse Event Lighting & Audiovisual

Our events



7 October 2022

Estimated attendance: 5,000*



29 November to 30 December 2022

Estimated participation: 8,000*



11 December 2022

Estimated attendance: 18,000*



3 and 4 March 2023

Estimated attendance: 21,000*



April 2023

Estimated participation: 10,000*

*Numbers are based on previous attendance figures and are estimates only.

Event marketing and communication campaign

The City of Tea Tree Gully Events and Activation Program marketing and communications campaign includes:

Ambient media

- Event-specific posters and outdoor signage
- Event-specific roadside banners
 - More than 71,000 cars daily
- Event-specific digital signage on Council's digital screen network
 - Each digital screen appears 114 times a day with potential weekly exposure to 20,000+ people

Website

- Event-specific web pages on Council's website
 - 125,000 website visit per month
- Event-specific promotion on third-party event-related websites
- Adelaide Fringe website listing (Summer Garden Festival)

Social media

- Event-specific social media campaigns across Council's Facebook and Instagram channels
 - Council has more than 70,000 social media followers
 - 770,000 monthly impressions (average)
 - 45,000 monthly engagements (average)

Traditional media

- Event-specific features in Council's quarterly magazine-style newsletter, the Gully Grapevine
 - Distributed quarterly to 41,000 homes
 - Estimated readership of 51,374 people aged 18+ (based on Council's annual Communications Preference Survey)
- Event-specific features in Council's monthly e-newsletter, Gully Life
 - 21,000+ subscribers
 - Open rate of 53% (average)
- Event fliers
- Media releases to local print and broadcast outlets

Other

- Publicity events at selected locations within the City of Tea Tree Gully (Summer Garden Festival)
- Internal communication with staff.

Partnership opportunities

Event and Activation Program partnership opportunities

This is your opportunity to align your business with Council’s entire Major Event and Activation Program, gaining exposure to more than 70,000 event attendees across the 2022-2023 financial year.

	Principal	Major	Partner
Pre-event promotion			
Mention on social media posts (Facebook and Instagram)	6 posts	4 posts	2 post
Logo and web-link on all event pages on Council website	✓	✓	✓
Logo on the cover of the summer Gully Grapevine	✓	✓	✓
Logo on event poster, digital signage and outdoor banner	✓	✓	✓
Logo on event printed collateral	✓	✓	✓
On-the-day promotional benefits			
Activation space to host an ‘at event’ experience	✓		
Naming rights - stage or event area (Summer Garden Festival)	✓		
Logo on selected on-site signage	✓	✓	✓
Logo on event big screen (Civic Park Carols)	✓	✓	✓
Logo on staff uniform worn on event days	✓	✓	✓
Acknowledgment by event host (specific events)	✓	✓	✓
Additional promotional benefits			
One advertisement on Council’s digital screen network	3 months	2 months	1 month
Two advertisements in Council’s Gully Grapevine	Full page	1/2 page	1/4 page
Complimentary additions			
Reserved parking at event	2 spaces	1 space	1 space
Certificate of appreciation	✓	✓	✓
Access to Council photos of the event	✓	✓	✓
Complimentary tickets (as applicable)	6 tickets	4 tickets	2 tickets
Investment	\$15,000	\$10,000	\$5,000



Events specific partnership opportunities

This is your opportunity to align your business with a specific event within Council's Major Event and Activation Program.

Pre-event promotion	
Logo and web-link on event-specific page on Council website	✓
Logo on event-specific poster, digital signage and outdoor banner	✓
Logo on event-specific printed collateral	✓
Mention on event-specific social media posts (Facebook and Instagram)	✓
Logo on the cover of the summer Gully Grapevine (Civic Park Carols only)	✓
On-the-day promotional benefits	
Logo on selected on-site signage	✓
Acknowledgment by event host (where applicable)	✓
Logo on event big screen (Civic Park Carols only)	✓
Complimentary additions	
Certificate of appreciation	✓
Access to Council photos of the event	✓
Complimentary tickets (as applicable)	✓
Civic Park Carols	\$5,000
Summer Garden Festival	\$5,000
Muddy Hands Festival	\$3,000
Touch-A-Truck	\$3,000
Christmas Light Trail	\$2,000

Naming right partnership opportunities

Civic Park Carols	\$20,000
Summer Garden Festival	\$20,000
Muddy Hands Festival	\$10,000
Touch-A-Truck	\$10,000
Christmas Light Trail	\$5,000

In-kind sponsorship

There are many different ways organisations can contribute to our Event and Activation Program. Council is always on the lookout for partnerships with organisations offering in-kind services, such as:

- Media suppliers providing advertising opportunities and media coverage
- Equipment suppliers including furniture, infrastructure, decor, staging and entertainment.
- Competition prizes

Council will develop an appropriate partnership package in line with the level and quantity of product or service provided.

Tailored partnership opportunities

Your organisation is not limited to the sponsor benefits outlined in this document. If these benefits aren't what you are looking for, contact the Events Team to arrange a tailored partnership package – events@cttg.sa.gov.au or 8397 7444





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