



RETAIL COMMITTEE PRECINCT



# Event Proposal & Sponsorship Package



## RETAIL COMMITTEE PRECINCT

### Event Proposal -

A Shop Gunnedah this Christmas Promotion culminating in a Christmas Event to bring the whole town together to celebrate this wonderful time of year. The Gunnedah Chamber of Commerce & Industry Retail Precinct Committee aim to promote Gunnedah's unique Boutique Shopping as well as our fantastic Community Groups.

The Shop Gunnedah this Christmas Promotion will encourage shoppers at participating stores to enter a Guessing Competition. All Entries will go into the draw to win Gunnedah Gift Cards which can be redeemed at a wide range of Gunnedah Stores.

### Shop Gunnedah Promotion:

- From October Shoppers at participating stores will be encouraged with each purchase to enter a guessing competition, placing their entry in a barrel in each store.
- The winners will be drawn at the Spirit of Christmas Fair on 8th December. There will be 6 prize draws. 1 x \$1500 and 5 x \$500. The prize will be in the form of a Gunnedah Gift Card redeemable at a large number of Gunnedah Retail & Service Stores.
- There will also be prizes for Events & Competitions that will be conducted throughout the night.

### Spirit of Christmas Far:

- Date: Friday 8th December 2017 5.30pm - 9.00pm
- Conadilly Street from Chandos Street to Elgin Street
- Purpose of the Event is to promote Shopping in Gunnedah this Christmas Season. Promoting the Gunnedah Gift Card by way of Prizes.
- Increase local spending during Christmas period
- Bringing the Community together to celebrate the Christmas Season through Events involving Schools, Community Groups, Charities & Services.
- Individual stores to come up with a way to draw people into their shop during the event.
- Increase interest in the Retail Precinct Committee and therefore the Chamber of Commerce
- Bring Christmas Spirit into the Retail Precinct - treating it as its own "Shopping Arcade" through music, lights and decorations
- All shops come together to decorate their shops and awnings for the event.
- Conadilly Street from Chandos Street to Elgin Street will be closed off to traffic for the period of the Christmas Fair.

### Funding the Project

- Stores wishing to participate in the Christmas Gift Card Promotion will be required to pay a fee of \$50.
- Any booth that is working for a profit on the night is required to pay \$50
- Event Sponsorship by Local Businesses
- Apply to Gunnedah Shire Council Business Partner Program Event Sponsorship
- Charity Stalls & Not for Profit Community Groups there will be no charge



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### Activities

- Jumping Castle
- Chocolate Wheel
- Lantern Parade - Working in with a school holidays activity program to make the lanterns
- Poetry Recitation
- Circle on the road - Christmas Hugs Free
- Sign, Sign Choir
- Tug of War with Sporting Clubs to get people down watching the event - Council has a rop
- Merry - go - round
- Ponies
- Santa
- Vintage Car Club Display - People's Choice
- Photography & Art Displays - People's Choice
- Street Art Competition - People's Choice
- Schools Art Competition - Consult with Sewa & Lauren at Council
- Talk to the local Clubs about providing food for the event - BBQ, Coffee Vans etc. Contact The Verdict, Jack & Jills, Bitter Suite, Gunnedah Hotel, Park View Hotel about providing food services on the night.
- *Charity Food Suppliers - May need to Waive the fee*
- Giant Chess Game - Council
- Music to be at both ends of the street
- Sing Australia - Talk to them about doing Carolers up and down the street
- Toy & Food Appeal - Connecting with the Community at Christmas - Community to Donate on the night. Tree and fenced off area where people can leave their donations. Unwrapped.
- A gift wrapping stall run by a charity or school at each end of the street.
- SES, Fire Services, Ambulance Service, Police?
- Steve McCauley band
- Welcome to Country
- Fashion Parades by Willow & Fli and Riley's Furniture & Carpets
- Pet Show

### Timeline:

#### August:

- Event Proposal - Claim the date
- Letters drafted to interested parties, businesses etc
- Funding application for Business Partner Program through Council
- Sponsorship Packages
- Draft letter to Council about the Lights?
- Discuss advertising options with 2MO and The Independent

#### September:

- Road Closure Application
- Major Sponsors to be confirmed
- Department of Gaming Application
- Printing to start on promotional items including sponsors in October
- Notify Schools & Community Groups about the Fair and seek their participation



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- Contact Arts Council with regards to participation
- Confirm the date with Blackjack Camera Club to take photos of the event

### **October:**

- Facebook promotion through the Events page to commence once we know all our sponsors in order for sponsors to get the best value for money
- Advertising to go up in stores
- Ticket Box and Tickets to go into stores
- Community Radio Advertising to Commence

### **Confirm Volunteer Helpers on the Night**

- Chamber of Commerce Executive
- SES
- Members of Council Staff interested in Volunteering

### **Participants 2015/2016**

- Sing Australia - Phil Gurewitz
- Gunnedah Uka-Lypts - Moana Shoobert
- Gunnedah South School
- Roving Santa - Chris Friend
- Gunnedah Pipes & Drums - Heather Martin
- Totally Dance - Angela Denman
- Plains of Plenty - Dougg Pegg
- Fire & Rescue NSW - Paul Hartely
- Gunnedah Physical Culture - Kath Day McQuirk
- Lions Club - Mary Jane Ogorman
- Red Cross - Kim Avard
- Gunnedah Vintage vehicle Club - Terry Fitzgerald
- Wood Turners Gunnedah - Graham Murrell
- Gunnedah SES - Sharon Howett
- Rhanas Academy of Dance - Rhana Harley
- Louis Tennis Academy - Craig Louis
- Gunnedah Public School - Casey Rusborourne
- Rotary 2380 - Lauren Robertson
- Baptist Pre School - Julie Friend
- Gunnedah Pre School -
- Gunnedah Shire Band - Lawrence Rowe



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# **SPONSORSHIP OPPORTUNITIES:**

*(TV Campaign will be pending the Sponsorship we receive)*

- **NAMING** Package - \$5000 (Hennessey Real Estate) ONE ONLY

Christmas Fair is named for the Business - "Hennessey Real Estate Brining to You The Spirit of Christmas Fair Gunnedah"

- Name on Posters in Stores
- Named on all Advertising including TV, Radio, Paper etc
- Councils Digital Display to feature the Name of the Event which includes the naming sponsor
- MyGunnedah to support Hennesey Real Estate involvement as the Naming Sponsor
- Featured on Gunnedah Chamber of Commerce - Christmas Fair Event Facebook Page

- **PLATINUM** Package - \$1650 More than one place available

- Named as a supporting sponsor under the Naming Sponsor. - "Hennesey Real Estate Brining to You The Spirit of Christmas Fair Gunnedah" supported by name of Platinum Sponsors with a Logo of the Business
- Named in all forms of Advertising, TV, Radio, Print
- Featured on Gunnedah Chamber of Commerce - Christmas Fair Event Facebook Page with an introduction to the Business and contact details.

- **GOLD** Package - \$650 (More than one place available)

- Business name to feature on all printed promotional material on the bottom as a Sponsor
- Featured on Gunnedah Chamber of Commerce - Christmas Fair Event Facebook Page with an introduction to the Business and contact details.
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- **EVENT/COMPETITION SPONSORSHIP** - \$500 Gunnedah Gift Card

- The Event will then be named as your event. Ex: Business Name Tug-of-War
- The Events are being planned for sporting & community groups to compete against each other.
- Lots of different competitions for adults & children such as Dummy Spit, Art, Busking etc. Sponsor will be named as the event Ex. Business Name Dummy Spit Competition.

*Added Bonus: Why leave Town have a promotion at the moment til 31st December that all Gunnedah Gift Cards loaded over \$50 or more go into the draw to win \$5000 in Gunnedah Gift Cards. So if you are sponsoring a Competition or Event, the Giftcard you Sponsor will be in the Sponsors name allowing your business to enter the draw*



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### Contract of participation

Business .....

Best contact number .....

Email:

I agree to participate in the 2017 Shop Gunnedah - Spirit of Christmas Promotion, and would like to purchase the following package, please invoice me (tick and circle)

- Naming \$5,000
- Platinum \$1650
- Gold \$650
- Competition/Event \$500

### Chamber membership status

- I am a current Chamber member
- I wish to join the Chamber, please send me a membership form

The organisers will

- Provide an A2 or A3 poster for your store
- Keep you up to date with proceedings.
- Provide you with an invoice for the amount indicated

Your business will

- Provide supportive material ie; logos required for any advertising
- Pay the required amount prior to 9 November 2017

Authorised Business representative .....

(Name)..... (Sign)

Please return the form to the Gunnedah Chamber [admin@gunnedah.org.au](mailto:admin@gunnedah.org.au)

**Complete the contract and payment slip attached and return to:  
PO Box 176 Gunnedah 2380, or Email: [admin@gunnedah.org.au](mailto:admin@gunnedah.org.au)  
For additional information contact the event organiser Retail Precinct Chairperson  
Jodi Dolbel on 0429421566.**

**\*\*ALL PAPERWORK & IMAGERY MUST BE PROVIDED BY 30TH SEPTEMBER TO  
GUARANTEE THAT YOUR DETAILS APPEAR IN ALL MARKETING MATERIALS LEADING UP  
TO THE EVENT TO GET THE BEST VALUE FOR YOUR MONEY.**



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