

City of Parramatta Major Events – Major Event Partner and Sponsorships

Expression of Interest (EOI)

The City of Parramatta is looking to appoint annual Major Partners and Sponsors across a selection of the City's major events, for the 2019 / 2020 event season. The City of Parramatta presents eight exciting and engaging major events throughout the season, all of which have recently experienced significant growth in attendance and media attention and coverage.

The City's major events calendar presents a range of cultural, celebratory and significant events throughout the year and is looking to engage a suitable partner to help deliver high quality programming and unique experiences for our audiences.

Event Partners are sought to provide support to the City of Parramatta's calendar of exciting and ever growing major events through a number of ways:

1. Partnering with Parramatta to deliver event programming and activations in line with the theme, program and aims of the event and Partner's brand.
2. Supporting Parramatta through major sponsorship to allow Parramatta to grow the event program and deliver a higher quality experience.
3. Partnering with Parramatta to commission event – specific art works and performances to be delivered at the event.
4. Work with Parramatta to deliver in-kind benefits to the event. (For suppliers of event services, equipment or infrastructure please refer to the upcoming City of Parramatta's Request for Quotation for event services, equipment and infrastructure: Please download RFQ form on <https://www.cityofparramatta.nsw.gov.au/majoreventsbusiness>. Partners and Sponsors will receive benefits which will include some or all of the following;
 - Activation or programmed area within the event
 - Acknowledgement on event marketing material and collateral
 - Acknowledgement through speaking opportunities or official speeches
 - Signage and branding opportunities at the event
 - VIP event experiences

Every brand and event partnership presents a unique opportunity which can be tailored to suit the partner's objectives, targets and capacities. Each opportunity will be considered for its unique benefits and suitability for each event. Potential Partners/ Sponsors should consider their objectives in partnering with the City of Parramatta as well as their potential partnership capacity prior to making contact.

Whilst we are seeking Expressions of Interest for the individual events listed, the City of Parramatta is open to negotiations for sponsorship across a range of events.

Selection Criteria for all Events:

- The selected organisation: promotes core values which align with those of the major event and City of Parramatta Council
- has a brand that positively aligns with the City and the particular event/s for which the Expression of Interest is lodged
- must provide benefit to the event in addition to the existing program
- has public liability insurance up to \$20 million where required to activate on-site
- has no religious or political affiliation or purpose
- is not a tobacco company or tobacco related brand

The City of Parramatta may make direct approaches to potential partners or sponsors as a part of this expression of interest process. All proposals will be evaluated by a panel for each event. The City of Parramatta reserves the right to proceed with any or all of the events mentioned above without appointing an event partner or sponsor.

How to Apply

All Expressions of Interest are to outline the following:

- Details regarding the current business of the applicant including history of operation, products and services and area of operation
- The objectives of the business in seeking event sponsorship
- The nature of the partnership sought – refer to points 1-4 above
- How they meet the selection criteria as detailed above
- Best contact details for further discussions

For individual or multiple event partnership/sponsorship:

Potential Partners and Sponsors should email expressions of interest to events@cityofparramatta.nsw.gov.au .

Applications should be no longer than 5 pages and no larger than 5MB.

City of Parramatta reserves the right to appoint sponsors and partners as appropriate for each event throughout the year. Any enquiries regarding the EOI should be emailed to events@cityofparramatta.nsw.gov.au .