

MEDIA PARTNERSHIPS PROPOSAL

CITY OF GOLD COAST

CITY OF
GOLDCOAST.TM

1. Introduction

City of Gold Coast invites media organisations to become a major event partner, providing support through in-kind commercial advertising and/or editorial promotion.

Your media organisation will benefit from the connection to the Gold Coast community, alignment with the event and City of Gold Coast brand.

Recognition will be provided pre event, at event and post event with inclusion in marketing collateral, signage, activation and social media channels reaching a relevant audience of locals and visitors.

2. Monster Machinery Day

An opportunity exists for your media organisation to align with City of Gold Coast's Monster Machinery Day event.

This is a signature event run by City of Gold Coast annually. 2021 marks the 17th year it has run, and it is traditionally a very successful event. It is a free family fun day suitable for children of all ages that in past years has drawn audiences over 10,000.

The day raises awareness and educates the community about what goes in to building and maintaining our city. City of Gold Coast vehicles will be on show, including excavators, graders, loaders, tip trucks, road sweepers, beach tractors, water vehicles and more. Entertainment traditionally includes vehicle demonstrations, rides, food and interactive games suitable for all ages.

Details

- Sunday 30 May 2021, 9am to 3pm
- Broadwater Parklands. Southern Lawn, Marine Parade, Southport
- Free tickets via registration



3. Opportunity

The opportunity exists for two media partners. Please put forward your promotional proposal for this event by 31 March 2021.

Proposal submission to mediabuyer@goldcoast.qld.gov.au

For any enquiries please call Simon Watson on 07 5581 6860

Benefits for media partnerships are as follows in Section 4.

4. Benefit Table

BENEFITS	+\$20,000	+\$10,000
Media channel / platform exclusivity	✓	✓
At event – Opportunity for fence signage at the live demonstration activation area, subject to availability	✓	
At event – Opportunity for pre-existing branded COVID safe merchandise including sanitizers to be used at event	✓	
At event – Complimentary space for onsite activation with access to promote product/ business*	✓	
At event – Opportunity for placement of exclusive signage around event separate to event signage	✓	
At event – Logo on event signage	✓	✓
MARKETING PROMOTION		
Presenting rights of the pre-event Facebook competition giveaway which draws over 600 entrants	✓	
Logo inclusion in any TV Commercials	✓	
Logo included on any event collateral including posters, flyers, postcards (if applicable)	✓	✓
Organisation name included in all media releases	✓	✓
Social media mention	✓	✓
Recognition on COGC website	✓	✓
Logo inclusion in EDM	✓	✓
Logo on post-event video	✓	✓

*Content/design must be approved by COGC prior to event

FOR MORE INFORMATION

P 1300 GOLDCOAST (1300 465 326)

W cityofgoldcoast.com.au