

Sponsorship Proposal

2014



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Message from the Marketing Director

Dear Prospective Sponsor and Partner,

Firstly, I would like to personally thank you for allowing us the opportunity to present you with our sponsorship proposal. Cumberland Gang Show has grown from strength to strength with a proud tradition as a training medium of the performing arts offered to the Scouting and Guiding youth in the Greater Western Sydney Region. Each year we entertain up to a 7000 strong audience comprised of young families, senior citizens, theatre lovers, members of community organisations and people with current or past association to the scouting and guiding movements.

As we commence our 45th season we continue to revitalise the show content and format whilst importantly revamping our marketing efforts to ensure the show increases its' status and continues to grow. As Scouts and Guides are non profit organisations, we are looking for sponsors to help offset some of the enormous costs of putting on a show like ours (including set construction, costumes, theatre hire and catering). Your organisation has been selected as a potential sponsor on account of compatibility with our image, vision and target markets.

Our tiered sponsorship packages have been designed to give businesses the opportunity for cost effective promotion and marketing of their business with brand exposure through a variety of mediums including television, newspapers, magazines, radio, internal scout and guide publications, website (currently being redesigned), Facebook and YouTube.

If you have any queries regarding any of our sponsorship packages please don't hesitate to contact me. I will be personally overseeing all our sponsorship arrangements.

We see Cumberland Gang Show as providing a proactive and creative environment for the youth of our area and would love to see you associated with us in 2014 and beyond.

Karina Wardle
Marketing Director

Introduction

Cumberland Gang Show (CGS) is a \$150,000 musical variety show held at Parramatta Riverside Theatre, each July school holidays with 10 performances in all. There is a cast of 144 Scouts and Guides aged from 7 years to adults, a 20 piece orchestra and over 250 volunteers behind the scenes. The style is similar to the School Spectacular with young people singing, dancing and acting their way through a variety of theatrical themes.

Cumberland Gang Show has been running for 45 years and up to 7000 people see our show every year. Gang Show is a lot more than just a show of extravaganza proportions it is a training medium in the performing arts for young people. It teaches them how to sing, act and dance on stage, as well as teamwork and how together they can achieve something they could not achieve alone and all benefit from the experience.

Performance Details

Friday 4 July 7.30pm
Saturday 5 July 11.00am
Saturday 5 July 3.00pm
Saturday 5 July 7.30pm
Sunday 6 July 3.00pm
Wednesday 9 July 7.30pm
Friday 11 July 7.30pm
Saturday 12 July 11.00am
Saturday 12 July 3.00pm
Saturday 12 July 7.30pm

Our Vision

To be a bright, strong, successful Cumberland Gang Show, continuing to provide top quality entertainment to our audiences, a fantastic learning experience for our young people, and great PR for Scouting and Guiding; and above all, to have fun doing it.

Our Audience

Our audience demographics are as follows:

- Wide distribution of audience across Sydney but geographically centred on Parramatta (centre of Sydney) with large penetration into the affluent Hills area of Sydney (Baulkham Hills, Castle Hill); central west (Blacktown/Kings Langley); northern suburbs (Epping/Carlingford/Ryde); and inner west suburbs (Concord/Rhodes);
- 25% are children/teenagers; 35% are parents; and 40% grandparents;
- 58% are either directly or indirectly involved in Scout or Guides (through being current or ex-member or family involved) and 42% have no association with Scouting or Guiding (general public);
- Our audience has a high repeat rate, coming to see the show on average for 4.9 years.

Past Sponsors

Luna Park Sydney
Goodman Group
TDC
Lots of Watts

Channel 9
City Extra
Pioneer Lifts
Greater Western Sydney Region Scouts



Sponsorship Packages

CGS has designed a number of tiered sponsorship packages providing businesses with the opportunity to support the show at all levels. The duration of the sponsorship agreements are proposed as either 12 months, three years or five years with the investment figure per annum which can be in the form of funding or in kind. The terms of any formal sponsorship agreement are negotiable, depending on the level of sponsorship offered and the nature of the sponsoring entity.

As a sponsor of CGS you will get to promote and network your business through various marketing activities and receive tickets to your choice of our ten shows. Your business will be well looked after achieving exposure across our members, audience and the media at minimum cost and we will promote your business to the best of our ability. Please see below an overview of the Bronze, Silver, Gold and Platinum packages and their benefits.

Bronze Sponsor

In return for your investment you will receive the following benefits:

- Your name/logo will be placed on our Sponsor page on the website including a link to your website. This page is dedicated to all sponsors of CGS.
- Your name/logo will be placed on our Sponsor page on our Facebook page including a link to your website. This page is dedicated to all sponsors of CGS.
- You have the opportunity to place a 1/8 page advertisement in our program.
- Your name/logo will appear in the credits of our show DVD.
- You have the opportunity to offer discounted or free products and services to CGS members throughout the season.
- You will receive 2 tickets to a show of your preference.
- You will receive an official certificate of appreciation.

Note: Eps or illustrator files are preferred for logos (not jpg) if possible.

Investment: \$500.00

Silver Sponsor

In return for your investment you will receive the following benefits:

- Your name/logo will be placed on our Sponsor page on the website including a link to your website. This page is dedicated to all sponsors of CGS.
- Your name/logo will be placed on our Sponsor page on our Facebook page including a link to your website. This page is dedicated to all sponsors of CGS.
- Your logo will appear in our weekly newsletter.
- You have the opportunity to place a 1/4 page advertisement in our program.
- Your name/logo will appear in the credits of our show DVD.
- You have the opportunity to offer discounted or free products and services to CGS members throughout the season.
- You will receive 2 tickets to a show of your preference.
- You will receive an official certificate of appreciation.

Note: Eps or illustrator files are preferred for logos (not jpg) if possible.

Investment: \$2,000.00

Gold Sponsor

In return for your investment you will receive the following benefits:

- Your name/logo will be placed on our Sponsor page on the website including a link to your website. This page is dedicated to all sponsors of CGS.
- Your name/logo will be placed on our Sponsor page on our Facebook page including a link to your website. This page is dedicated to all sponsors of CGS.
- Your logo will appear in our weekly newsletter.
- Your name/logo will appear on our show articles in the monthly e-bulletin of Greater Western Sydney Scouts (~1,100 members).
- Your name/logo will appear on our posters, flyers and promo cards.
- You have the opportunity to place a 1/2 page advertisement in our program.
- Your name/logo will appear in the credits of our show DVD.
- You have the opportunity to offer discounted or free products and services to CGS members throughout the season.
- You will receive 4 tickets to a show of your preference.
- You will receive an official certificate of appreciation.

Note: Eps or illustrator files are preferred for logos (not jpg) if possible.

Investment: \$5,000.00

Platinum Sponsor

In return for your investment you will receive the following benefits:

- You will receive a permanent advertisement spot on our home website. You can use this for your logo or for another advertisement that integrates with your current promotions and special events.
- Your name/logo will be placed on our Sponsor page on our Facebook page including a link to your website. This page is dedicated to all sponsors of CGS.
- Your logo will appear in our weekly newsletter.
- Your name/logo will appear on our show articles in the monthly e-bulletin of Greater Western Sydney Scouts (~1,100 members).
- Your name/logo will appear on our posters, flyers and promo cards.
- Your name/logo will appear on our banners.
- You have the opportunity to place a 1 page advertisement in our program.
- Your name/logo will appear in the credits of our show DVD.
- You have the opportunity to offer discounted or free products and services to CGS members throughout the season.
- You will have the opportunity to send us marketing emails on a monthly basis that we will forward on to our database (~600 members). These emails must be appropriate in content for our youth and adult members.
- Your business will be featured in newspaper and radio advertisements.
- You will receive 4 tickets to a show of your preference.
- You will receive an official certificate of appreciation.

Note: Eps or illustrator files are preferred for logos (not jpg) if possible.

Investment: \$10,000.00

Overview

Sponsorship Package Cumberland Gang Show				
	Platinum	Gold	Silver	Bronze
	\$10,000.00	\$5,000.00	\$2,000.00	\$500.00
Website Sponsor Page	✓	✓	✓	✓
Facebook Sponsor Page	✓	✓	✓	✓
Logo in weekly newsletter	✓	✓	✓	
Logo in GWS Scouts monthly e-bulletin	✓	✓		
Logo on CGS posters, flyers, promo cards	✓	✓		
Logo on CGS banners	✓			
Advertisement in Program	1 page	½ page	¼ page	1/8 page
Name/Logo in credits of our DVD	✓	✓	✓	✓
Offer discount or sample products to all members	✓	✓	✓	✓
Send marketing emails to our database	✓			
Featured in newspaper and radio ads	✓			
Tickets to show	4	4	2	2
Certificate	✓	✓	✓	✓

Sponsorship Evaluation

All sponsors will receive an annual sponsorship report evaluating the success of the performances and delivery of promised benefits. This report will include google analytics information detailing website hits, sponsor mentions and number of exposures in media coverage.

Contact Details

Thank you for taking the time to view our sponsorship package. CGS is dedicated to marketing their sponsors to ensure optimum benefits for both parties. We look forward to forming a great partnership with you.

Please contact us for further information on our sponsorship packages or if you would like to hear about other marketing opportunities or to make a tax deductible donation.

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