



# Penrith NAIDOC 2025



## Event Sponsorship Prospectus

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## Western Sydney International Airport – 2024 Bronze Sponsor

“Western Sydney International Airport is proud to sponsor and participate in our local community NAIDOC events. It’s an opportunity to celebrate diversity, promote reconciliation and engage with the community. By building meaningful connections within our First Nations communities, WSI supports local First Nations voices and celebrates the richness and diversity of Australia’s First Nations culture.

**Deanne Smith, Senior First Nations Engagement Officer”**

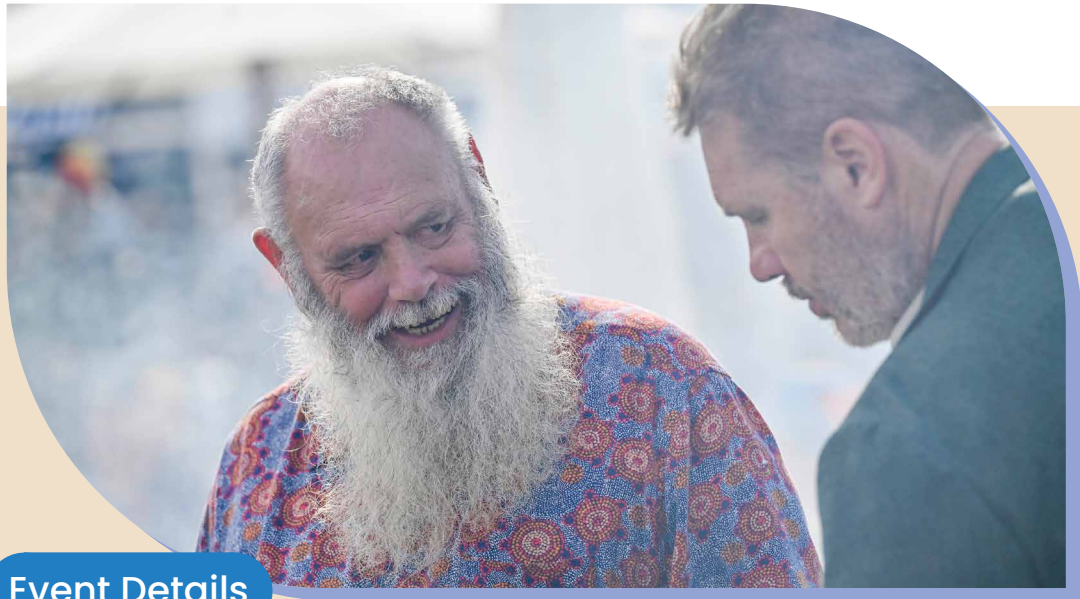


# About Penrith NAIDOC

Penrith NAIDOC is a key regional celebration of First Nations culture, history and community. As one of the largest NAIDOC Week events in Greater Western Sydney, Penrith NAIDOC attracts a large crowd from within the local government area and surrounding regions.

Sponsorship of the event is ideal for businesses and organisations looking to work with or already working within First Nations communities. Fostering connection and wellbeing to support outcomes for local Aboriginal and Torres Strait Islander residents.

Event inclusions consist of a stage program, complete with cultural dance and music performances, workshops, a large diverse Health Precinct and access to a broad range of services and organisations working with, and for local communities.



## Event Details

<b>When:</b> Friday 11 July 2025	<b>Location:</b> Jamison Park, South Penrith	<b>Time:</b> 10am-3pm	<b>Cost:</b> Free
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# Target Market

Our target market includes Penrith community members who identify as Aboriginal, Torres Strait Islander, and First Nations allies. Additionally, the event naturally attracts communities from Greater Western Sydney. As one of the largest NAIDOC Week events in the region, we target a variety of services and businesses that facilitate community access to health and social services for our First Nations community.

# 2024 Attendee Snapshot

(Based on 100 surveyed)

## Demographic Data

- Key ages 25-49
- 50% of attendees visited the event in a group of four or more

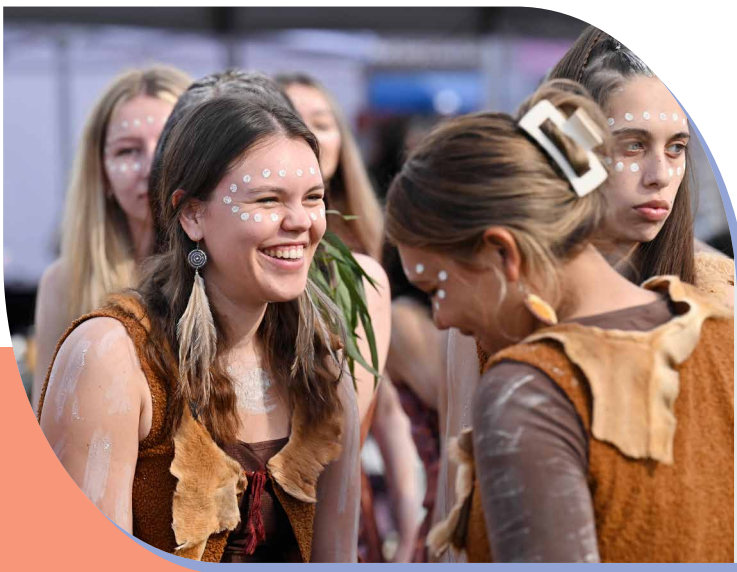
NAIDOC Patrons from Penrith LGA and Greater Western Sydney (Greystanes, Rydalmere, Blacktown, Blue Mountains) and Southwestern Sydney (Fairfield, Liverpool, Campbelltown).

## Highest rated elements

- Stage and performance program
- Creative workshop program
- Free community BBQ

## Key event attendance drivers

- Connection with community and culture
- Honouring and celebrating First Nations culture
- Connection to services and Elders



# 2025 Marketing Campaign

In 2025, the marketing campaign will focus on the following key media:

- local press
- social media
- website
- print distribution

2023/ 2024 Event and Marketing Campaign Results

**2023 Attendance:** 7,000

**2024 Attendance:** 10,000

Penrith NAIDOC was relaunched in 2023 post-COVID and weather-affected years.

Brand awareness of the event has grown within the community and sector, with the largest contingent of stallholders/service providers in attendance at the 2024 event.

## Social Media Impressions/Results:

**2023 RESULTS**

Across Facebook, Instagram and LinkedIn, the NAIDOC event campaign received:

- **65,000** impressions
- Averaged over **2,000** in reach
- Engagement rate was **0.77%** - over double the recommended 0.35%

**2024 RESULTS**

Across Facebook, Instagram and LinkedIn, X (formerly Twitter), the NAIDOC Event campaign received:

- **114,000** impressions
- Averaged **3800** in reach
- Engagement rate was **0.79%** - over double the recommended 0.35%

## Website

The dedicated event page for annual NAIDOC event saw;

- **2023:** 4,000 page visits
- **2024:** 6,000 page visits
- In addition to Council channels, many local services and stallholders shared the promotions across their channels.

## Print

A range of digital collateral, including posters and flyers, was produced and distributed to all Penrith LGA schools and services attending the event.

- **2023:** 1,500 posters and flyers distributed
- **2024:** 2,000 posters and flyers distributed

# Sponsorship Packages

	Gold \$8k	Silver \$5k	Bronze \$3k	Event Partner \$1k
<b>At-Event Opportunities</b>				
Main Stage naming and branding rights(exclusive to one package)	●			
Caring for Country Corridor naming and branding rights (exclusive to one package)		●		
Workshop Sponsors ^ (multiple available)			●	
Logo on Sponsor Board/Signage at event*	●	●	●	●
<b>Pre-Event Opportunities</b>				
Logo on NAIDOC event website, with link to sponsor website	●	●	●	
Logo on pre-event promotion on Digital Billboard at Coachmans Park, St Marys	●	●	●	
Inclusion in media release	●	●	●	
Sponsor recognition on Council's official social media page/s	●	●	●	
MC announcements at event (if applicable)	●	●	●	
Pull-up banners or tear drop signage framing the stage at event (signage provided by sponsor)	●			
Pull-up banners or tear drop signage at sponsored location (signage provided by sponsor)		●		
Promotional space on the day of event (6x3 Marquee)	●	●		
Promotional space on the day of event (3x3 Marquee)			●	

^ Workshop programs may include but are not limited to: weaving workshop, bush food cooking classes, art, dance, or activity e.g. rock climbing wall, and petting zoo.

\* Logos will be placed on Sponsor's specific zone signage rather than general event signage across the site.

Contact us to discuss opportunities to create a bespoke sponsorship package aligned to your budget and organisation's goals.

# Exclusions and Conflict of Interest

Council will ensure that sponsors (including subsidiaries or parent companies) are reputable organisations or bodies with objectives, values, mission and/or products that do not conflict with Council's values or Strategic Plan.

Sponsorships will not be accepted from:

- those who are in administration, liquidation, insolvent, or bankrupt
- any party engaged in current or pending legal proceedings involving Council
- sponsors where a proposed agreement could contravene any relevant legislation that Council is subject to,
- sponsors where the proposed arrangements could give rise to a conflict of interest on the part of Councillors, the Council, or our employees,
- those involved in the manufacture, distribution, and wholesaling of tobacco related products, pornography, and addictive drugs,
- those found guilty of illegal or improper conduct by ICAC or any other legal authority, and
- those involved in the political arena.







## Contacts

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