

Sponsorship Prospectus



2018 MAYORAL FIREBALL

Saturday 27 October, 7.00pm

Manningham Function Centre
699 Doncaster Road, Doncaster



The 2018 Mayoral Ball incorporates the well-known Fireball, a fundraiser for the local CFA brigades. The Mayoral Fireball will bring together 400 guests from a broad representation of businesses, community groups and local residents for a fun-filled night of celebration.

The Mayoral Ball is a long-standing highlight on the community calendar. In 2018, it will feature an array of entertainment, prizes, giveaways and a live charity auction to help fund the local CFA brigades.

This partnership offers an opportunity to promote your business through this special event.

We are delighted to be partnering with the Fireball Committee this year to present the Mayoral Fireball.



Background

On Sunday, 9 February 2014, a bushfire quickly escalated in Warrandyte, destroying four homes and damaging many others. Our CFA volunteers put their lives in danger to fight this fire – saving thousands of local families.

Only the day before, these same CFA volunteers had been trying to raise funds running a sausage sizzle for much needed equipment in 42 degree heat. Firefighting equipment is expensive. Year on year, our CFA volunteers spend a lot of time raising funds to afford the equipment they need to keep our community safe.

Local business owner, Julie Quinton, realised that by supporting the CFA with fundraising, volunteers could focus on what they do best – fighting fires. So the idea of the Fireball was born.

Why the CFA need you

CFA volunteers dedicate many hours to training, community education, events and fundraising in addition to being on-call to fight fires and attend emergencies. On average, CFA members volunteer *40 hours each month* to protect our community.

Fundraising plays a vital role in purchasing lifesaving equipment for the local CFA brigades. Firefighters often combine their firefighting efforts with fundraising to improve the services provided to our community. Your contribution can help **ease the burden for our firefighters**. What better way to do this than by enjoying a fabulous evening of top class entertainment while contributing to enhanced fire safety in our municipality.

Warrandyte, Wonga Park and surrounding suburbs, face a real threat of devastating fire each summer due to the nature of our environment. To help our local CFA brigades fight fires, the 2018 Mayoral Fireball is raising funds for vital equipment, so that they can focus on what they do best...saving lives.

How your funds will help

In consultation with the local brigades, the 2018 Mayoral Fireball aims to raise funds for a new **Forward Control Vehicle**, to service our municipality. This Forward Control Vehicle is an important volunteer dedicated resource for 'command and control' to manage and strategise bushfire response in our area.

About your local CFA

The CFA is made up of volunteer-only and career integrated brigades that respond to emergencies in our community as well as delivering programs to assist in preparing for emergencies.

We have 3 local CFA brigades in Manningham: 2 that are volunteer-only (Warrandyte and Wonga Park) and 1 integrated brigade at Warrandyte South.

The local CFA brigade's borders reach through to the suburbs of Templestowe, Doncaster East and Donvale. A bushfire occurrence within the local CFA boundaries could see embers reaching as far as Doncaster and Bulleen, meaning that much of our municipality is at risk of bush fire.

Your local CFA brigades respond to emergency events, including fires, road crashes and vehicle fires, and also provide support in neighbouring brigade areas. CFA brigades respond alongside the Metropolitan Fire Brigade (MFB) and other emergency service organisations.

The Mayoral Fireball will raise much needed funds for the local CFA brigades. This is why we are seeking sponsorship and support. All donations both large and small will help.

Marketing

The 2018 Mayoral Fireball can raise your brand profile, by aligning your business with event exposure and face to face networking opportunities. Event and partnership promotion will be achieved across a range of marketing channels and opportunities associated with this event, including Manningham Council owned and bought channels (reaching an audience of more than 600,000) as follows:

Manningham City Council: Owned Channels					
Channel	Audience size	Description	Print	Digital	Social Media
Manningham Matters x 3 editions	52,000	Manningham Council Community Magazine	Y	Y	Y
www.manningham.vic.gov.au	226,480	Manningham City Council website	N	Y	N
www.facebook.com/ManninghamCouncil	2,445	Manningham City Council Facebook page	N	Y	Y
www.linkedin.com/company/manningham-city-council	2,863	Manningham City Council LinkedIn page	N	Y	Y
@ManninghamCC	2,766	Manningham City Council Twitter page	N	Y	Y
www.instagram.com/cityofmanningham	1,287	Manningham City Council Instagram page	N	Y	Y
Manningham business eNews	2,000	eDM sent to businesses across the municipality	N	Y	Y

Manningham City Council: Earned Channels					
Channel	Audience size	Description	Print	Digital	Social Media
Media Releases	43,378 83,200	Sent to the Manningham Leader and Melbourne Weekly Eastern publications	Y	Y	Y
Manningham Leader					
Melbourne Weekly Eastern publications					
www.warrandytecfa.org.au	TBD	Warrandyte CFA Website	N	Y	Y
www.swfb.org.au	3,969	South Warrandyte CFA Website	N	Y	Y
www.wongaparkcfa.org/	–	Wonga Park CFA Website	N	Y	Y
www.facebook.com/southwarrandyte.firebrigade/	2,136	Warrandyte CFA Facebook page	N	Y	Y
www.facebook.com/WarrandyteCFA/	3,166	South Warrandyte CFA Facebook page	N	Y	Y
www.facebook.com/wongaparkcfa/	1,668	Wonga Park CFA Facebook page	N	Y	Y

Manningham City Council: Bought Channels					
Channel	Audience size	Description	Print	Digital	Social Media
Manningham Leader Newspaper www.leader.newspaperdirect.com/epaper/viewer.aspx www.facebook.com/ManninghamLeader/	43,000 newspaper circulation 32,517 – digital unique visitors 1,882 – Facebook	Manningham Leader Community Newspaper	Y	Y	Y

Fireball Channels					
Channel	Audience size	Description	Print	Digital	Social Media
www.fireball.org.au	6,120	Fireball website	N	Y	
www.facebook.com/Warrandyte.Fireball/	669	Fireball Facebook page	N	Y	Y
www.facebook.com/groups/WarrandyteBusinessCommunity/	8,791	Warrandyte Business and Community Network Facebook page	N	Y	Y
www.facebook.com/groups/404484223065345/	3,499	Wonga Park Noticeboard Facebook page	N	Y	Y
Warrandyte Diary	4,000 monthly circulation 3,821 followers on Facebook	Warrandyte Diary partnership for editorial and ads	Y	Y	Y



SPONSORSHIP

Summary of packages available

	Flaming \$10,000 1 available	Blazing \$5,000 10 available	Ember \$2,500	Smoking \$1,000
Speaking allocation at the event	✓ 4 mins			
Prominent allocation on-site for promoting products/services	✓			
Allocation on-site for promoting products/services		✓ Foyer	✓ Foyer	
Opportunity to provide corporate branded item at the event	✓	✓	✓	
Showcased as a sponsor on Council's digital media and print media (logo only)	✓	✓	✓	✓
Advertisement in the event booklet (print ready artwork to be supplied)	✓ Full page	✓ Half page	✓ Quarter page	✓ Logo
Recognition by MC or in formal speeches throughout the event	✓	✓	✓	✓
High profile placement of a promotional banner at event (banner to be supplied)	✓	✓	✓	✓
Logo placement on all related event marketing material (logo to be supplied)	✓	✓	✓	✓
High rotation of corporate logo on presentation screens during event	✓ 100 %	✓ 75%	✓ 50%	✓ Logo
Complimentary tickets to the event Additional tickets available for purchase	✓ 10 tickets	✓ 4 tickets	✓ 2 tickets	✓ 1 ticket
Certificate of recognition	✓	✓	✓	✓
Invitation to VIP post event	✓	✓	✓	✓

Packages open for individual negotiation

VIP Post event

A VIP post event function will be held after the main event to thank all our sponsors.

Take advantage of this not to be missed opportunity to network and mingle with Manningham Council and Fireball VIPs.

This special Mayoral Fireball VIP post event is available by invitation only or by sponsorship agreement.

Product donations

Your donated products will be offered as live auction items, online auction items, raffle prizes or giveaways at the Mayoral Fireball.

As a supplier of donated products, you will receive:

- The names of companies or individuals donating live auction items will be announced during the auction and will appear with a colour photograph, short description with your company logo in the program and on the big screen.
- For those donations of online auction items, your company name will be displayed with a short item description along with the item on the auction tables.

All donations will receive:

- A letter of recognition to the value of your donated product/service if requested.
- Certificate of recognition.

In donating these items, we ask that the following be provided:

- Name, address and contact details of donor/organisation
- Recommended retail price of the item(s)
- A short description of the item(s) including the following:
 - Inclusions/exclusions.
 - A picture.
 - Date of expiry, if applicable.
 - Any other conditions.
 - Details regarding the pick-up or delivery of the donated products and preferred date.

The Mayoral Fireball reserves the right to decide upon which items are chosen for the major live auction, raffle items or giveaways.



Contact

Thank you for taking the time to consider our prospectus. Most importantly, we hope that you will help the Mayoral Fireball reach our objective of raising much needed funds for the CFA.

We welcome your company as a sponsor of this event and look forward to working with you to build a mutually beneficial partnership.

If you wish to discuss any aspect of this prospectus or the event further, please contact our sponsorship managers:

Fireball

Dinah Ward
Sponsorship Manager
0410 399 037
fireballsponsorship@gmail.com

Manningham City Council

Jenny Horvath
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manningham.vic.gov.au/mayoral-ball

