



HUME CITY COUNCIL
**MAJOR
EVENTS**

Partnership Proposal

Introduction

We are seeking investments from businesses and organisations to strengthen participation and interaction in our community for the 2024/2025 major events calendar at Hume. As our partner you will gain access to thousands of community members and visitors, enabling you to promote your company to new audiences, enhancing your brand awareness. The benefits are well-worth the investment and are listed on page 13.

Festivals and events play a crucial role in keeping residents socially connected and engaged with their communities.

We are excited by the prospect of partnering with you to deliver the events which are detailed in this proposal. Should the proposed package not suit your business/organisation, we are open to tailoring a suitable outcome. Reductions apply on partnerships for multiple events.



Our audience

Hume is one of the fastest-growing municipalities in Australia, with a current population of more than 270,000. This is forecast to increase by 52% by 2046. We are located along Melbourne's northern fringe, just 15 kilometres from the centre of Melbourne. Hume City includes 27 suburbs with the Melbourne Airport making up 10% of our area.

It's clear our community enjoys attending local events and festivals with their friends and family. Feedback tells us that there is a desire for more festivals, community events and opportunities to participate in art events and activations in public places.

Target audiences will vary depending on the event we are delivering. Carols by Candlelight and Craigieburn Festival are both long-running localised events that have been in our community for more than 20 years. This will be the third Hume Winter Lights Festival which attracts Hume residents and visitors.

On average our attendees are between the ages of 35-49 often with young children and attend in groups with family and/or friends. For our local events, attendees live within Hume City. Over 90% of attendees rated our last event season as 'very satisfied' or 'satisfied' and most people find out about our events via social media, family/friends or via our road-side billboards.

Join our group of satisfied sponsors!



Hume City Statistics:

- 73% of our population is under 49 years of age.
- Our City is made up of a vibrant mix of residents from 170 different countries.
- Hume City has a lower household income compared to Greater Melbourne therefore we aim to make events free or low cost.
- We have many new and re-vitalised facilities and open spaces to suit our growing community.





Hume Winter Lights Festival

Date: Saturday 21 June 2025
Time: 5pm – 10pm
Location: Town Hall Broadmeadows and outdoor precinct
Free/ticketed: Free entry
Expected attendance: 4,000+ people (*weather dependent*)
Target audience: Local community and visitors

The Hume Winter Lights Festival is an after-dark event capitalising on the early darkness of winter evenings celebrating light, illumination and projections.

A headline act will be engaged to finish the festival with a bang before an amazing fireworks display. Previously, we've had artists like Sneaky Sound System, The Presets and The Potbelleez.

This indoor/outdoor festival will captivate attendees with a sea of lights with oversized art projections on surrounding buildings, LED and fire-based performances, as well as live music, food trucks, and workshops, all surrounded in a glowing atmosphere.

The iconic Town Hall Broadmeadows will be pumping with music, activities and entertainment.

2023 event statistics:

- Most respondents were within the 35 to 44-years age bracket (44%). Nearly all respondents attended with friends and/or family members.
- Attendees mainly heard about the event via social media (43%), family and/or friends (23%) or the billboard/signs (11%).
- Overall, most respondents were satisfied with the event, with 87% rating the overall event as 'satisfied' and 'very satisfied'.
- Between 89% - 92% agreed that the event helps promote Hume as a place to visit, that it encourages local arts and culture and that the event helps strengthen community connections.

Major Partner (2 of 2 available)	Event Partner (3 of 3 available)	Media Partner (1 TV network, 1 radio & 1 local available)	Supporting Partner (unlimited)
\$10,000 (+GST)	\$5,000 (+GST)	In-kind – more than \$5,000 worth of media advertising	In-kind – more than \$2,500 worth of goods or services



Craigieburn Festival

Date: Saturday 1 March 2025
Time: 12pm – 9.30pm
Location: Craigieburn Anzac Park
Free/ticketed: Free entry
Expected attendance: 15,000+ people *(weather dependent)*
Target audience: Local community

Craigieburn Festival is a long-running tradition in our community and is well-known throughout Hume City.

The festival will encourage community participation through inviting businesses, community groups and organisations to participate as performers and stall holders. The Craigieburn Art Group will host an art show that has been a long running part of the festival. The main stage will showcase multicultural music and dance, professional musicians and local artists.

Other program elements will include a wide range of free kids' activities, carnival rides, food trucks, market stalls, emergency services displays, Council services and a fireworks finale.

2024 event statistics:

- Overall, most respondents were satisfied with the event, with 91% rating the overall event as 'satisfied' and 'very satisfied'.
- Most respondents were within the 35 to 44-years age bracket (47%). Nearly all respondents attended with friends and/or family members.
- Attendees mainly heard about the event via social media (58%), family and/or friends (29%) or the billboard/signs (19%).
- Between 49% - 53% agreed that the event helps promote Hume as a place to visit, that it encourages local arts and culture and that the event helps strengthen community connections.

Major Partner (2 of 2 available)	Event Partner (3 of 3 available)	Media Partner (1 TV network, 1 radio & 1 local available)	Supporting Partner (unlimited)
\$15,000 (+GST)	\$7,500 (+GST)	In-kind – more than \$7,500 worth of media advertising	In-kind – more than \$,500 worth of goods or services

Hume Carols by Candlelight

Date: Saturday 7 December 2024
Time: 7pm – 9.30pm (pre-event activities from 5pm)
Location: Craigieburn Anzac Park
Free/ticketed: Free entry
Expected attendance: 15,000+ people (weather dependent)
Target audience: Local community

The Hume Carols by Candlelight is a family favourite that has been amongst our community for over 20 years. Thousands of families gather with their picnics to enjoy this production and sing along with our community and professional entertainers.

The event is generally hosted by a celebrity MC, with previous talent including Rob Mills, Anthony Callea, Tim Campbell and Charli Robinson.

Along with our host, the cast generally comprises of other renowned talents, with the

festival backing band supporting our local and professional talents.

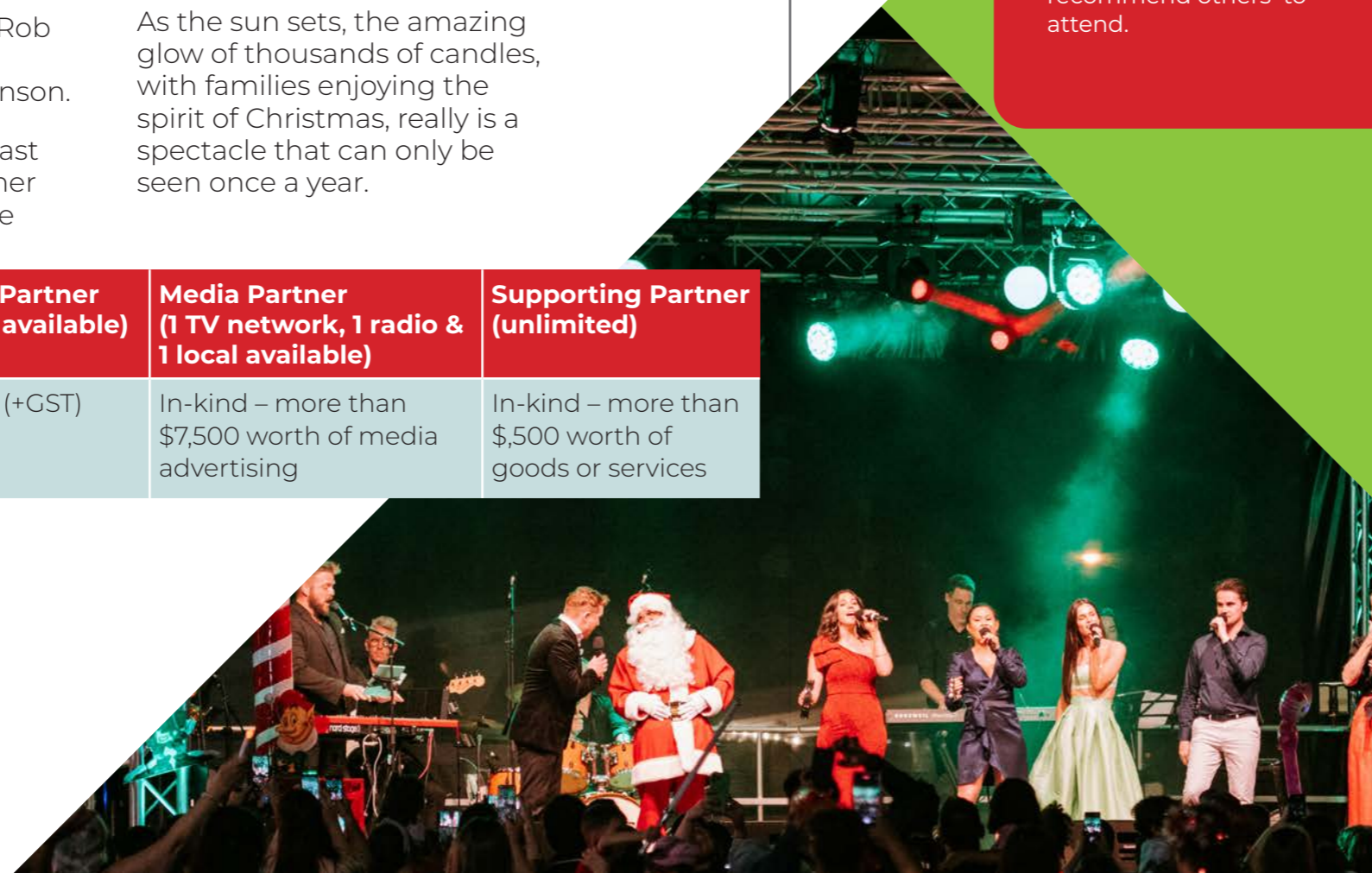
A pre-event program will surround the site entertaining crowds as they gather for the show. Kids activities, meet and greets, roving entertainment and market stalls are some of the previous activities complimenting the event.

As the sun sets, the amazing glow of thousands of candles, with families enjoying the spirit of Christmas, really is a spectacle that can only be seen once a year.

Major Partner (2 of 2 available)	Event Partner (3 of 3 available)	Media Partner (1 TV network, 1 radio & 1 local available)	Supporting Partner (unlimited)
\$15,000 (+GST)	\$7,500 (+GST)	In-kind – more than \$7,500 worth of media advertising	In-kind – more than \$500 worth of goods or services

2022 event statistics:

- Most respondents were within the 35 to 44-years age bracket (42%). Nearly all respondents attended Carols with friends and/or family members.
- Attendees mainly heard about Carols via social media(52%), family and/or friends (23%) or the billboards and posters (7%)
- Overall, most respondents were very satisfied with Carols with 78 per cent rating the overall event as 'satisfied' (35%) and 'Very satisfied' (43%). Additionally, 81 per cent stated they would recommend others to attend.



Promotional Campaigns

Extensive promotional campaigns will be developed for each event, tailored to suit the target audience, driving attendance and maximising awareness of the event and our partners.

Social and digital media remain our primary campaign channels, noting their increasing influence and reach with consumers. Hume, however, still recognises the importance of printed publications to some of our key community groups; and as such, some of these methods will continue to be adopted as part of our communications strategy.

We know from prior post-festival surveys, that social media is the primary engagement tool for event attendees within Hume. With this in mind, extensive social media plans are developed to include and showcase our partners. The Hume Events Facebook page has 11,000 followers and the Hume City Council Facebook page has 24,000 followers as of July 2024.



Primary campaign platforms

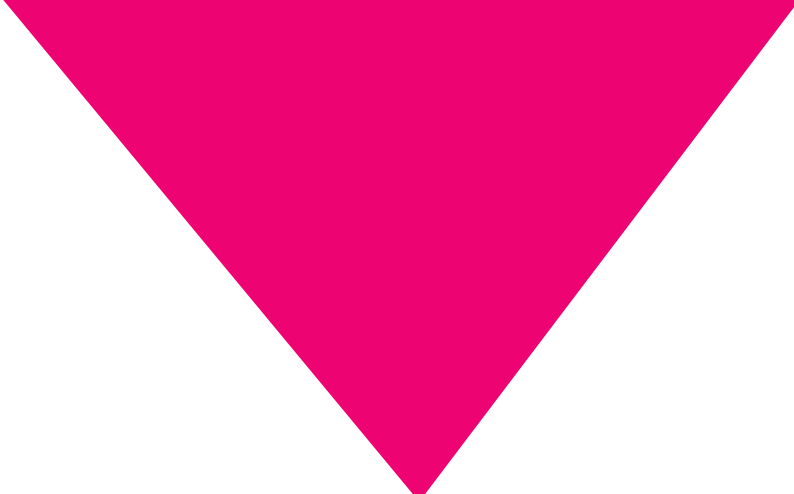
- **Social Media** – Facebook, Instagram and LinkedIn.
- **Online & digital media** – Council website, promotional video, and e-newsletters.
- **Printed publications** – Programs/postcards and posters distributed to leisure centres, libraries and other high-foot traffic facilities.
- **Billboards** – Located in high-traffic areas.
- **Media releases** – Sent to local and metro media outlets.

Previous Brand Examples



Benefits	Major Partner	Event / Media Partner	Supporting Partner (in-kind)
Activity naming rights An activity will be named and promoted in reference to the partner (i.e., 'Business name' fireworks).	●		
Prominent logo placement: The following (where applicable) Billboards Hume Highlight magazine Google Ads Postcards/programs Promotional video Website	●		
Logo placement: The following (where applicable) Postcards/programs Promotional video Website		●	
Logo placement: The following (where applicable) Website			●
Media releases Acknowledgement as a partner.	●		
Social media Acknowledgment as a partner and promotion of your activation prior to event.	●		
Mayor's speech acknowledgement Mentioned as a partner during the Mayors welcome speech.	●	●	
Signage at event Signage will be placed in prominent locations where practicable when it is provided by the partner. Major partners will be provided with 2x 2.4m banners attached to the permitter fence near the entry point.	●	●	
On-site activation We will provide an on-site activation space of up to 6x3m at no cost to the partner, for an activation, promotion or sales including an un-branded marquee, tables, chairs and power access (please note, the partner will be responsible for any additional space or equipment, costs and planning of activities and staffing within this site).	●	●	





**For more information
or to confirm your interest
please contact:**

Alisha Warner
Coordinator, Events and Festivals
Hume City Council
events@hume.vic.gov.au

