

# Event Sponsorship Prospectus 2024



Town of  
**Port Hedland**



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THE LOCO LOUNGE

STELLA  
ARTOIS  
PREMIER

# Message from the Mayor



I'm thrilled to introduce the Town of Port Hedland Events Sponsorship Prospectus.

Within this document, you'll discover the Town's fantastic events and programs, along with the exciting opportunities for sponsorship that accompany our community events.

The Town is committed to providing a diverse calendar of events for the community to enjoy in 2024. Having a range of events that are suitable for families and people of all ages is part of our vision to ensure Hedland is a thriving community where people want to work and live.

I encourage corporations and businesses from across the Pilbara and beyond to consider supporting our programs and events – and leverage from the range of benefits we can offer through various sponsorship opportunities.

Partnering with us offers an opportunity to be involved in grassroots community engagement, supporting initiatives

for children and young people, and promoting arts and culture – all while achieving significant brand recognition.

Forging strong partnerships with industry to achieve positive social outcomes for our local community is a key priority for the Town, now and into the future. We are confident that through supporting Town events, we can help your organisation deliver on social and community commitments.

I thank you for your consideration and look forward to seeing you at our upcoming events.

Regards,

A handwritten signature in black ink that reads "Peter Carter". The signature is written in a cursive, flowing style.

**Peter Carter**  
Mayor, Town of Port Hedland.

# Our Community



**16,660**

Estimated  
population 2021



**18%**

Aboriginal or  
Torres Strait  
Islander



**21,704**

Population  
forecast 2041



**13%**

Speak a language  
other than English  
at home



**75%**

aged under 50



**30%**

born overseas



**55%**

aged under 34



**\$2,865**

household median  
weekly income



**33**

median age



**22%**

work in mining

# Events Program

The Town of Port Hedland delivered 17 community events over the 2022-23 financial year. These events are a strategic investment to support our vision of creating a thriving, resilient and inclusive future for our diverse community.

There are substantial proven economic and social benefits that result from community events, including:

## 100k

interactions with the Arts in Hedland throughout 22/23 FY



Bringing communities together, supporting social cohesion

## 25k

people attended Town of Port Hedland events



Fostering community pride and community spirit

## 17

events organised; 12 additional events supported by the Town of Port Hedland



Opportunities to connect to culture and heritage



Reduced feelings of isolation, enhancing wellbeing



Raising the profile of the area



Economic opportunities for local business



Support establishment of a community's identity



Increasing visitor numbers and length of stay

# Why Sponsor?

Businesses are increasingly realising that taking environmental, social and governance (ESG) considerations seriously adds value. The Town of Port Hedland is delighted to partner with businesses that are seeking to ensure effective outcomes in the social criteria of ESG; addressing the relationships businesses hold in communities and the reputation among stakeholders.

The Town's annual events program presents an opportunity for you to create great relationships in the Hedland community, drive brand awareness and social recognition.

This opportunity is even more valuable in the current landscape where research continues to demonstrate a decline in trust with traditional media, advertising and social media. In addition, the 2023 Edelman Trust Barometer found that, when considering job prospects, 69 per cent of people want organisations to have a strong social impact.

Partnering with the Town of Port Hedland offers numerous benefits to deliver on this expectation. We look forward to discussing opportunities with you.



# Welcome to Hedland

Welcome to Hedland is an annual expo which brings the Hedland community together to foster connection and awareness of community groups, services and facilities.

The event supports local businesses to showcase products and provides community groups a platform to run fundraising activities and membership drives.

In 2023, an estimated 2,000 people attended the event, which opened the Welcome to Hedland Weekender – a celebration of South Hedland's 50th anniversary.



## What you get...

	Major Sponsor -\$15k	Event Sponsor -\$10k <sup>x2</sup>
Your logo on....	All related printed publicity material	<input checked="" type="checkbox"/>
	Town of Port Hedland webpage	<input checked="" type="checkbox"/>
	Radio advertising	<input checked="" type="checkbox"/>
	Promotion on Hedland digital screens	<input checked="" type="checkbox"/>
	Event program	<input checked="" type="checkbox"/>
Acknowledgement...	Naming rights	<input checked="" type="checkbox"/>
	Verbal recognition as sponsor	<input checked="" type="checkbox"/>
	On radio advertising	<input checked="" type="checkbox"/>
	In social media posts	<input checked="" type="checkbox"/>
	Signage displayed at event*	<input checked="" type="checkbox"/>
	Marquee area to promote your company or host your clients	<input checked="" type="checkbox"/>
	Opportunity to speak at the event	<input checked="" type="checkbox"/>
	Opportunity to include merchandise/special offers at event	<input checked="" type="checkbox"/>
	Opportunity to volunteer	<input checked="" type="checkbox"/>

\*Provided by sponsor



# Sunset Food Markets

The Sunset Food Markets celebrate and showcase Hedland's diverse food scene and supports local businesses and musicians at the family friendly Marapikurrinya Park.

With four markets throughout the event season, this is the perfect opportunity to showcase your business to the community with the event attracting 6,000 people annually.



## What you get...

	Major Sponsor -\$50k	Event Sponsor -\$20k
<b>Your logo on....</b>	All related printed publicity material	<input checked="" type="checkbox"/>
	Town of Port Hedland event webpage	<input checked="" type="checkbox"/>
	Outdoor signage	<input type="checkbox"/>
	Promotion on Hedland digital screens	<input type="checkbox"/>
<b>Acknowledgement...</b>	Naming rights	<input type="checkbox"/>
	Verbal recognition as sponsor	<input checked="" type="checkbox"/>
	On radio advertising	<input type="checkbox"/>
	In social media posts	<input checked="" type="checkbox"/>
	Signage displayed at event*	<input type="checkbox"/>
	Marquee area to promote your company, including opportunity to provide merchandise direct to attendees	<input checked="" type="checkbox"/>
	Opportunity to volunteer	<input type="checkbox"/>

**SOLD**

x2

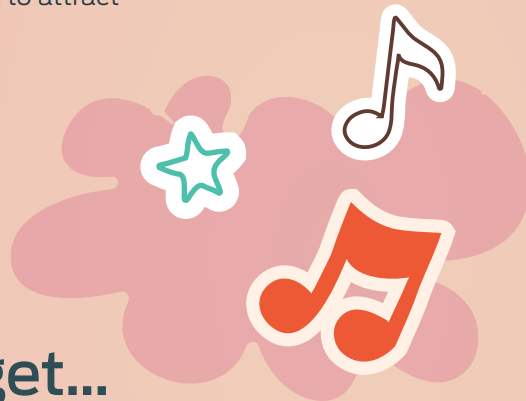
\*Provided by sponsor

# Odyssea Music & Arts Journey

Renowned Australian artists will converge on Hedland at this major music and arts event!

The Town of Port Hedland is proud to bring Odyssea Hedland Music and Arts Journey to the community in 2024, with Australia's most prolific artists and national treasures to the Civic Centre Gardens.

This year's event is expecting to attract over 5,000 people.



## What you get...

	Diamond Sponsor -\$150k	Major Sponsor -\$60k	Music Events Sponsor - \$15k	Kids Day Out Sponsor -\$15k
Your logo on....	All related printed publicity material	<b>SOLD</b>		
	Town of Port Hedland event webpage		●	●
	Promotion on Hedland digital screens			
	Outdoor signage			
	Event material (lanyards / wrist bands)		●	
	T-Shirts worn by volunteers at event			
	Mail out delivered to local households within Hedland			
	Event program			
Acknowledgement...	Naming rights			
	Verbal recognition as sponsor		●	●
	On radio advertising			
	In social media posts		●	●
	Signage displayed at event*		●	●
	Marquee area to promote your company		●	
	Opportunity to include merchandise/special offers at event		●	
	Opportunity to volunteer		●	●
	Ten (10) tickets to shows during the Odyssea Journey		●	
	Eight (8) tickets to shows during the Odyssea Journey			●

\*Provided by sponsor

# Spinifex Spree Carnival

Spinifex Spree Carnival is the Town of Port Hedland's longest-running and best-attended free annual event. It has been running since 1968 and attracts thousands of people each year.

The Carnival runs over a Friday (from 5:00pm) and Saturday (11:00am-10:00pm) during July. This event attracts 12,000 people with an estimated 2,500-3,000 people expected at any one time.



## What you get...

	Diamond Sponsor - \$40k	Silver Sponsor - \$30k	Silver Sponsor - \$30k	Bronze Sponsor - \$10k	In-kind accom
<b>Your logo on....</b>	All related printed publicity material	<b>SOLD</b>	<b>SOLD</b>		<b>SOLD</b>
	Town of Port Hedland event webpage				
	Promotion on Hedland digital screens				
	Outdoor signage				
	Mail out delivered to local households within Hedland				
	Event program				
<b>Acknowledgement...</b>	Naming rights				
	Verbal recognition as sponsor				
	On radio advertising				
	In social media posts				
	Signage displayed at event*				
	Marquee area to promote your company				
	Opportunity to include merchandise/special offers at event				
	Opportunity to volunteer				
	Eight (8) tickets to Loco Lounge shows				
	Six (6) tickets to Loco Lounge shows				

\*Provided by sponsor

# Loco Lounge at Spinifex Spree Carnival

The Loco Lounge is a ticketed only event which is a new addition to Hedland's renowned Carnival event, the Spinifex Spree Carnival. Including circus shows, aerial acts, live performances and entertainment, events like the Loco Lounge help make Hedland a more attractive place for people to live and work.

The Local Lounge performances include a range of adult-only to family-friendly shows with capacity at 200 tickets per show. All Loco Lounge shows for the opening 2023 season sold out.



## What you get...

	Naming Sponsor - \$60k	Diamond Sponsor - \$30k	Diamond Sponsor - \$30k	Public Program Sponsor - \$30k
Your logo on....	All related printed publicity material	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Town of Port Hedland event webpage	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Pomotion on Hedland digital screens	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Event program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Acknowledgement...	Naming rights	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Verbal recognition as sponsor	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	On radio advertising	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	In social media posts	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Signage displayed at Loco Lounge*	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Marquee area to promote your company at Spinifex Spree Carnival	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Opportunity to include merchandise/special offers at Spinifex Spree Carnival	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Opportunity to volunteer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Eight (8) tickets to Loco Lounge shows	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

\* Provided by sponsor

# Town of Port Hedland and BHP Sports Awards

Sport plays such an important role in small communities like Hedland, providing social connections as well as health and wellbeing outcomes.

The Community Sports Awards recognise the talent, ambition and contribution of individuals and groups from across Hedland. Last year, more than 90 nominations were received for nearly 60 nominees across the nine categories.

Award categories include:

- Sportswoman of the Year\*
- Sportsman of the Year\*
- Junior Sportswoman of the Year\*
- Junior Sportsman of the Year\*
- Official/Umpire of the Year\*
- Coach of the Year\*
- Volunteer of the Year\*
- Service to Sport Award\*
- Sporting Group of the Year+

\*\$1,000 cash prize    +\$2,000 cash prize



## What you get...

	Gold Sponsor - \$10k	Sporting Group of the Year Sponsor - \$4k	Individual Awards Sponsor - \$2k <span>x8</span>
Your logo on....	All related printed publicity material	<b>SOLD</b>	
	Town of Port Hedland event webpage		
	Promotion on Hedland digital screens during the nomination period		
	Outdoor signage		
	Event program		
	Award certificates**		
	Opportunity to provide branded merchandise at the awards ceremony*		
Acknowledgement....	Naming rights		
	Verbal recognition as sponsor at the awards ceremony		
	On radio advertising		
	In social media posts		
	Two (2) tickets to the awards ceremony		
	Four (4) tickets to the awards ceremony		
	Opportunity to present your sponsored award to the winner		

\*Provided by sponsor

\*\* Logo on certificate relevant to your sponsorship

# Matt Dann Season Program

Making Hedland a better place and loving every second of it! The Matt Dann Theatre and Cinema is Hedland's premier live entertainment and movie venue since 1988.

Enjoy the latest blockbusters, live music and performing arts in a relaxed and welcoming atmosphere in South Hedland.

We believe in delivering culture in comfort, providing an accessible place for everyone in Hedland to experience all the creative industries has to offer.

Perfect opportunity to promote your business and be connected to your community!



**MATT DANN**  
THEATRE & CINEMA

## What you get...

	Gold Sponsor -\$35k	Silver season Sponsor - \$20k	MCF Sponsor
Your logo on....	All related printed publicity material	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Matt Dann webpage	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Promotion on Hedland digital screens during the nomination period	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Outdoor signage	<input type="checkbox"/>	<input type="checkbox"/>
	Event program	<input type="checkbox"/>	<input type="checkbox"/>
Acknowledgement...	Naming rights	<input type="checkbox"/>	<input type="checkbox"/>
	Verbal recognition as sponsor	<input type="checkbox"/>	<input type="checkbox"/>
	On radio advertising	<input type="checkbox"/>	<input type="checkbox"/>
	In social media posts	<input type="checkbox"/>	<input type="checkbox"/>
	Signage displayed at event*	<input type="checkbox"/>	<input type="checkbox"/>
	Pull-up banner at event*	<input type="checkbox"/>	<input type="checkbox"/>
	Ten (10) tickets to all live shows throughout the 2024 season	<input type="checkbox"/>	<input type="checkbox"/>
	Four tickets	<input type="checkbox"/>	<input type="checkbox"/>
	Two tickets	<input type="checkbox"/>	<input type="checkbox"/>

\* Provided by sponsor

Register your interest for 2025

# Good Nights Hedland Summer Music Series

Always Good Nights are small, intimate live music shows in beautiful and unique spaces.

With an incredible line up for artists to showcase in stunning venues across Port and South Hedland you don't want to miss the opportunity to be part of something special.

*always*  
good nights  
hedland

## What you get...

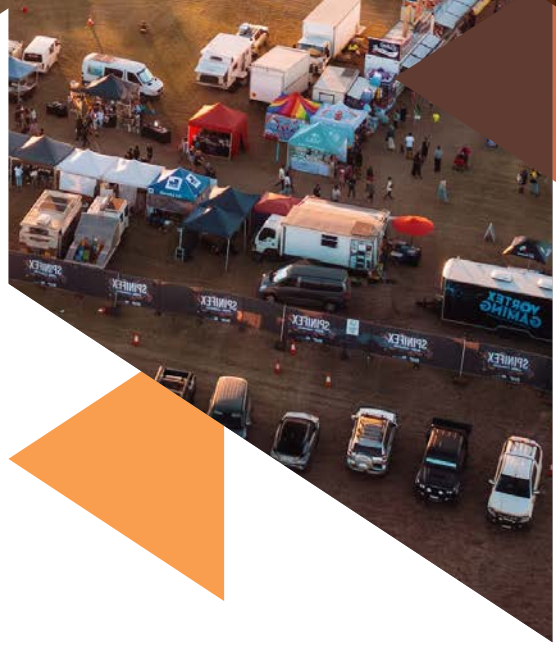
	Major Sponsor - \$50k	Event Sponsor - \$25k <sup>x2</sup>
<b>Your logo on....</b>		
All related printed publicity material	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Town of Port Hedland event webpage	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Outdoor signage	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Promotion on Hedland digital screens	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Acknowledgement...</b>		
Naming rights	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Verbal recognition as sponsor	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
On radio advertising	<input checked="" type="checkbox"/>	<input type="checkbox"/>
In social media posts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Signage displayed at the event*	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Pull-up banner signage at event*	<input checked="" type="checkbox"/>	<input type="checkbox"/>

\*Provided by sponsor



## Town of Port Hedland

Civic Centre  
McGregor Street  
Port Hedland WA 6721  
[media@porthedland.wa.gov.au](mailto:media@porthedland.wa.gov.au)  
[www.porthedland.wa.gov.au](http://www.porthedland.wa.gov.au)



Town of  
**Port Hedland**