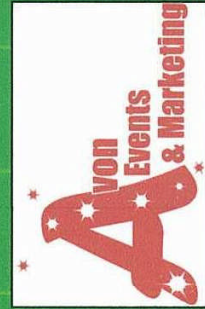
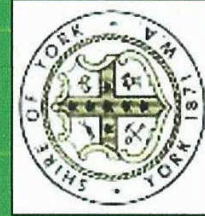


# AVON EVENTS & MARKETING SPONSORSHIP PROPOSAL TO SHIRE OF YORK

June 2011





# Executive Summary

This document was prepared for presentation to the York Shire Council in support of Avon Events & Marketing's sponsorship request. The document is designed to show comparisons between the benefits to the SOY from supporting Community events which they currently do and the benefits of supporting Avon Events & Marketing's commercial events in the town of York.

The author declares a vested interest in the success of Commercial events but recognises that Community events also play a pivotal role in the community. Some of the pitfalls associated with Community events which have by default been highlighted are things that can be overcome with some education and training.

Avon Events & Marketing would be happy to facilitate a SOY endorsed workshop designed to assist community events improve at no charge, with relevant guest speakers invited.

Avon Events & Marketing currently delivers York's two largest events and hopes to deliver more events in the future.

# Visitors

## Commercial

- Quantifiable numbers in the thousands
- Target Marketed (i.e. demographically orientated, survey results driven, VFAF's Perth & surrounds, locals, age, gender, social status
- VIP function
- Accommodation at capacity

## Community

- Most not quantified but in the hundreds at best
- Little advertising due to budget restraints
- Targets often not identified
- Consideration not always given to overnights



# Social Impact Positives

## **Commercial**

- Involves volunteers
- Employs locals
- Provides huge economic impact for York and promotes various businesses to around 10,000 people
- Attracts large number of diverse visitors
- Installs community pride by delivering a professional event
- Promotes York as a vibrant place to visit
- Encourages involvement from Community groups
- Prestige (i.e. media, government and industry)

## **Community**

- Involves volunteers
- Possibly raises money for Community groups
- Promotes Community groups
- Attracts small number of visitors
- Community engagement



# Social Impact Negatives

## Commercial

- Perception from some locals that a huge profit is made and not returned to the community
- Community groups reluctant to be involved

## Community

- Volunteers lack training and often inadequately insured
- Raises money for a specific groups only creating resentment form other groups
- Does little to promote York to the wider Perth & surrounds
- Expects Business sponsorship but has little scope to promote those businesses
- Often portrays York as behind the times in experiences offered

# Economic Impact

## Commercial

- Each event attracts approximately \$1M to the town (survey driven results)
- Increased sales for York Businesses including Real Estate, Accommodation, Petrol Stations, Eateries, Co-op, Newsagency and more
- Shire facility hire fees \$6000+
- GFW promotes local produce
- York benefits throughout the year from continual destination marketing
- Increased margins for shareholders

## Community

- Unquantified economic impact
- Businesses have a slight improvement in sales but are asked for sponsorship nullifying impact
- No impact to Shire as facilities are free to use
- Often supply food & drink at event for fundraising
- Usually day trippers



# Industry Support

## Commercial

- Approximately \$5000 of local business support in exchange for mass promotion
- In kind support from TWA, Exp Perth & Avon Tourism
- Media support financial and in-kind
- Eventscorp funding

## Community

- Requests from Local Businesses but little return on investment
- No strong affiliations or working relationships with Tourism bodies
- No budget for media promotions
- Lack of volunteers and industry knowledge to secure funding

# Business Development

## Commercial

- Comprehensive Business plan
- Comprehensive Marketing plan
- Capital on hand to implement growth strategies
- One Managing Director with clear objectives

## Community

- Usually no business plan and/or an inadequate project plan
- Usually little or no experience in Marketing strategies
- Usually little seed funding available and little capital if any
- Committee Members which come and go and often have different strategies



# Destination Marketing

## **Commercial**

- Promotes York and surrounds throughout the year-not just the individual event
- Expertise in Tourism product development and industry trends which is current

## **Community**

- Focused on promoting the event only due to budget and time constraints
- Lack of understanding regarding Tourism trends and product development strategies

# Environmental Sustainability

## Commercial

- Environmental considerations recognised relating to buildings used and promoted (i.e.; Town Hall centenary)
- Cultural consideration given to venue and destination
- Plans in place to use recyclable products where possible
- Energy consumption data studies planned for future events

## Community

- Unknown



# Experience for Visitor

## **Commercial**

- Customer service policies in place for complaints, positive and negative feedback
- Professional and comprehensive experiences offered with value added experiences (i.e.; chill out area for all to use including non paying visitors)
- A sound knowledge of what's on offer in York and surrounds prior to arrival
- Strong level of liaison with York attractions and businesses to ensure a quality experience

## **Community**

- Unknown Customer service policies
- Little value added experiences due to time and budget restraints
- Visitor is unsure what to expect upon arrival
- Little time or scope to ensure a quality experience outside of the event

# Sponsorship Proposal -Financial

(Antique Fair Example)

## Avon Events & Marketing

- Pay full fees for Town Hall Hire including set up & GST \$1723
- Pay full fees for Peace Park hire including set up & GST \$1723
- Pay full fees for trading permits ( approx \$1000)
- Pay all bonds applicable
- Pay signage display fees applicable \$25

## Shire of York

- Sponsor Avon Events & Marketing dollar for dollar
- 32 amp power point installed on outside of Town Hall building (approx \$1500.00)
- Provide cleaner to attend toilets up to 3 time daily and floors overnight
- Improve lighting in lesser Hall (to be advised by Eric Rouse)



# Sponsorship Proposal – In Kind

## Avon Events & Marketing

- Logo recognition on all online, print media material, promotional emails and more
- A positive press release acknowledging SOY (to be approved by SOY)
- Full wash up of event supplied to Shire excluding income and expenditure
- Community event workshop

## Shire of York

- Assistance to display Town Hall signage
- Assistance with parking signage
- Event placed on SOY website
- Use of Shire bins for events
- Block all other Commercial events on AEM event dates
- Use of Community Bus for transfers
- Use of any temporary fencing, road closure signage & witches hats on hand if applicable

# Sponsorship Benefits

## Avon Events & Marketing

- More funds on hand to promote York throughout the year
- More funds on hand to value add to the event
- Will assist AEM in their applications for further funding from other groups by showing local government support

## Shire of York

- Sponsorship funding is derived from fees paid and not ratepayers money
- Shows support for retaining events and a willingness to retain York's status as a events hub in the Avon Valley
- Shire of York logo recognition to over 10,000 people including media, government, industry, local and regional groups and individuals



