



Sponsorship Prospectus 2025-2026



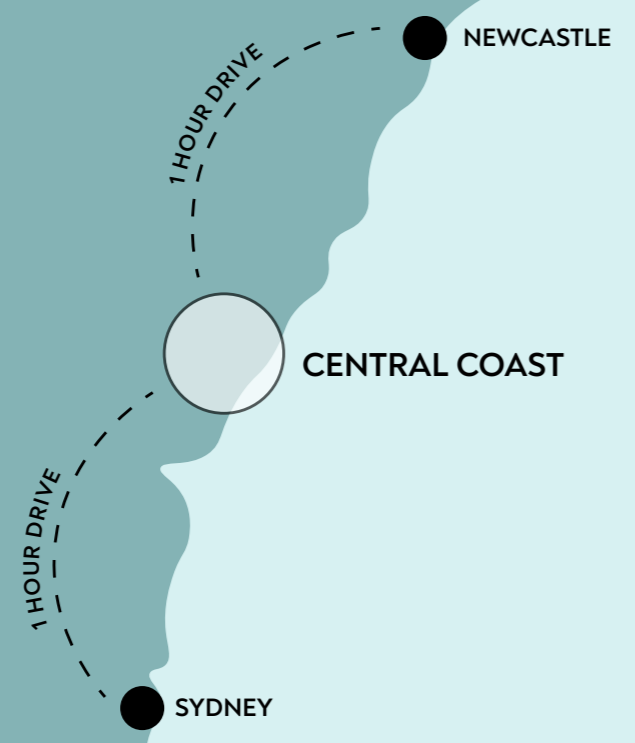
Content Calendar

JANUARY 2025 - DECEMBER 2026

- JANUARY Australia Day, Gosford
- FEBRUARY Love Lanes Festival
- JUNE Harvest Festival
- OCTOBER ChromeFest
- NOVEMBER The Lakes Festival, including Light up the Lake
- DECEMBER New Year's Eve, The Entrance

6 Major Events
6 Opportunities





About the Central Coast

The population of the Central Coast is 358,113 and it is the ninth largest urban area in Australia. The Central Coast has been identified as a major population growth area, expecting 415,355 residents by 2036, with the majority of the growth expected in the northern part of the region. The Central Coast is a unique environment located between NSW's two major urban cities, with the M1 Pacific Motorway and the Newcastle/Central Coast train line providing quick access from both Sydney and Newcastle airports.

There is significant growth in the northern end of the Coast around the areas of Woongarah, Wadalba, Warnervale and Hamlyn Terrace which is driven by young and mature family households given the significant 'greenfield' opportunities available. In the south, Gosford has

significant potential to develop more intensively as a regional centre with a high density of dwellings and increased apartment availability. This is driven by more young adults who are looking for apartment living which is close to transportation. Further to this, aged-care services are likely to continue to increase given the continually aging demographic.

The growing population on the Central Coast is fuelled by the overwhelming demand from the Sydney Metro regions as families and retirees look for more affordable opportunities and a sea change post-pandemic given decreased desire or requirement to commute.

358,133
CENTRAL COAST
POPULATION

48.5% MALE RESIDENTS 51.5% FEMALE RESIDENTS

- 29.4%** Young families & homebuilders
- 27.1%** Couples with children
- 26.0%** People living alone
- 25.8%** Couples without children
- 12.7%** Older couples without children

415,355
PROJECTED RESIDENTS BY 2036 **↑14%**

Central Coast Key Visitor Data

The Central Coast has an increasing Tourism Industry. Tourism Research Australia has released the following Central Coast specific data comparing March 2022 to March 2023:



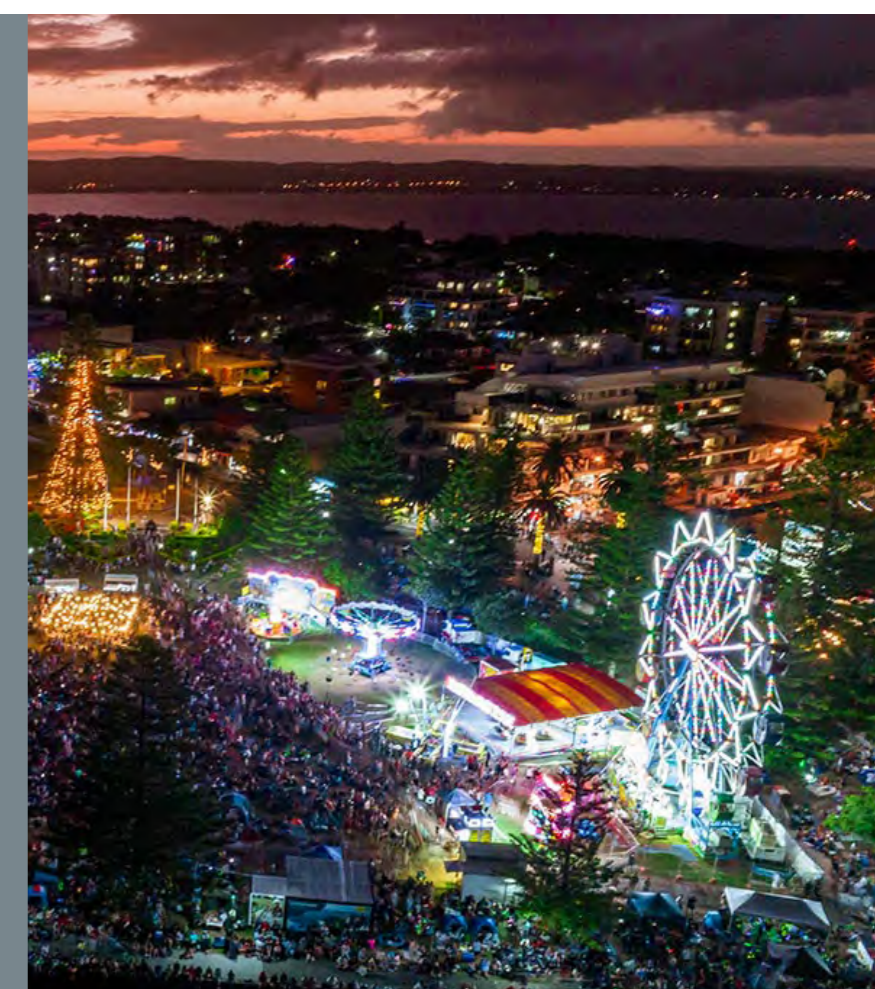


Marketing & Promotion

Sponsorship of CCC events provides you with the opportunity to reach thousands of people not only at the event, but via a strong tailored marketing campaign. A sponsor will be profiled as an advocate of the Central Coast community while providing a platform to showcase your organisation. Each CCC event has a comprehensive tailored marketing plan spanning 4 to 8 weeks, using a variety of channels to market which can include campaigns focused on local radio, traditional print and digital campaigns.

Other marketing avenues could include;

- Digital advertising
- Printed marketing collateral
- Out of home advertising including event signage, billboards, and bus wraps
- Sponsor mentions with event radio sponsors
- Onsite opportunities: event signage, stage banners, flags and experiential activations



Why sponsor a Council event?

Partner. Profile. Prosper.

Central Coast Council (CCC) is proud to announce our calendar of events with the opportunity for organisations to partner with us to profile their organisation, brand, products, and services to the many thousands in attendance. By getting behind one of our events as a sponsor, you will be directly contributing to the wellbeing of our community and the livelihood of our region.

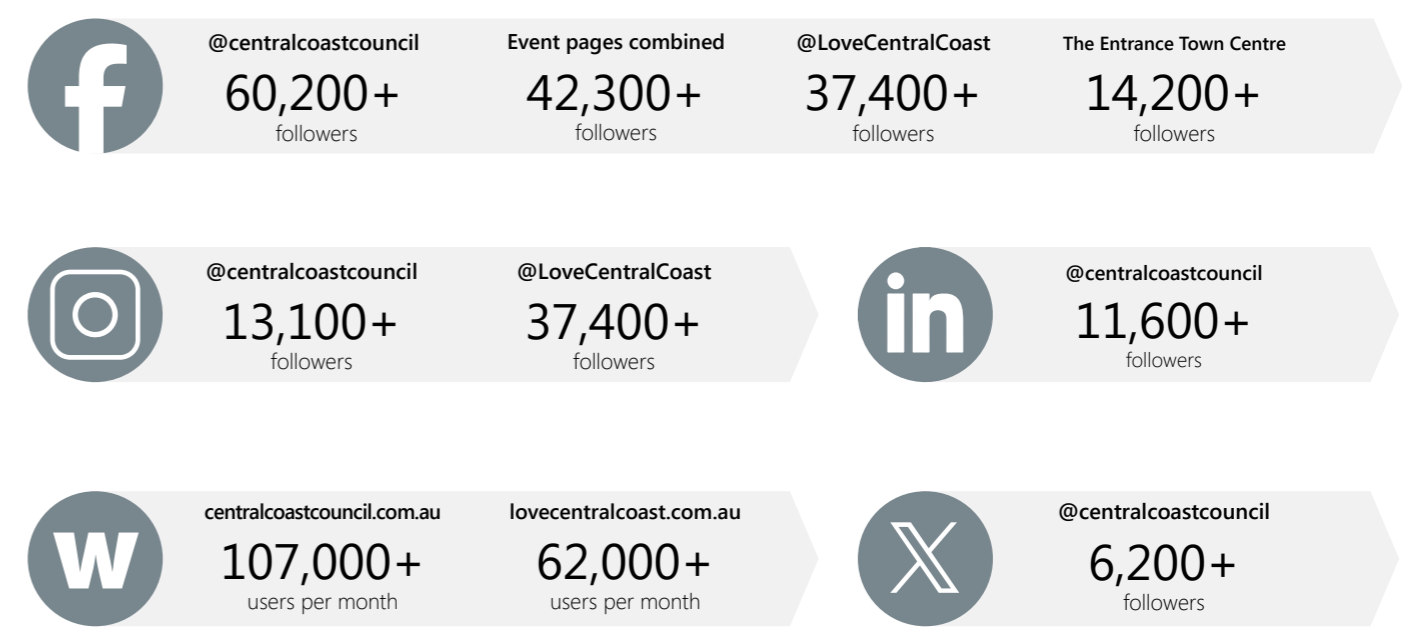
As one of the fastest growing regions in NSW and positioned on the doorstep of Australia's largest city, there is no better time to partner with CCC, profile your organisation to an engaged audience and prosper in 2025/2026. By investing in Council's events, you can reach local and interstate target markets and showcase your products and services through a personalised approach that is unique to this style of partnership.

Ask us about a tailored package to meet your needs


CCC understands that your organisation's objectives and strategies are unique. It is with this understanding that our team is committed to creating tailored and bespoke opportunities to suit your strategy and budget.

NB: All values outlined in this document are exclusive of GST.

Digital Marketing Reach





 26 JANUARY 2025
26 JANUARY 2026

 GOSFORD

 Sponsorship opportunities

Held at Leagues Club Park, Gosford, the Australia Day event includes live entertainment, free children's activities, food stalls, plus more. The event brings in a spectacular display of colour and light with fireworks above Brisbane Water.

TARGET AUDIENCE

- FAMILIES
- YOUNG ADULTS
- LOCAL RESIDENTS

KEY FACTS

5,000 ATTENDEES

2,382,000 DIGITAL PROMOTIONAL REACH DURING THE 2023 CAMPAIGN

30% YOUNG ADULT

67% FEMALE

90% RESIDENTS

Stats taken from 2023

Major Partner
\$5,000

- Marketing and Media**
- Logo on all marketing collateral
 - Fireworks presented by 'your business' on marketing collateral
- Event**
- Organisation to be acknowledged as the sponsor of the fireworks display
 - Opportunity to place banner near the main stage
 - A 3x3 site at the event to be activated by the sponsor
 - Opportunity to hand out sponsor supplied giveaways
 - Two (2) teardrop banners (or similar) displayed
 - Four (4) acknowledgements by the MC

Event Partner
\$2,000

- Marketing and Media**
- Logo on all marketing collateral
- Event**
- A 3x3 site at the event to be activated by the sponsor
 - Two (2) teardrop banners (or similar) displayed
 - Two (2) acknowledgements by the MC
 - Opportunity to hand out sponsor supplied giveaways

In-kind Event Partner
\$1,500 (to the value of)


- Marketing and Media**
- Logo on all marketing collateral
 - One (1) acknowledgment by the MC


Friend of the Festival
\$1,000

- Marketing and Media**
- Logo on all marketing collateral
- Event**
- One (1) acknowledgement by the MC

Negotiations are welcome for multi-year partnerships.



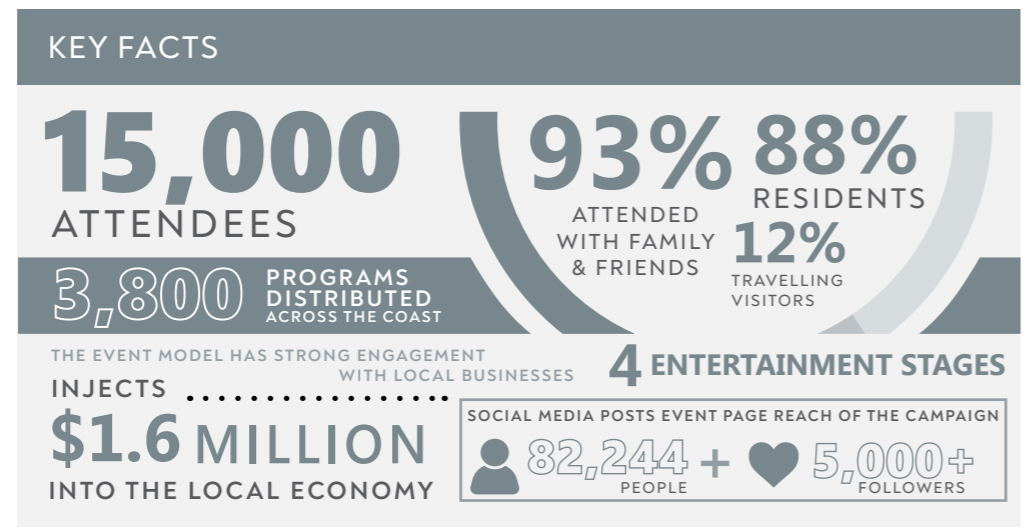
 15 FEBRUARY 2025
14 FEBRUARY 2026

 WYONG TOWN CENTRE

 Sponsorship opportunities

Love Lanes Festival is a celebration of Wyong as you've never seen it before. Explore the heritage laneways and discover new hidden gems. Immerse yourself in an abundance of colour, sounds, smells and flavours. Enjoy the many stages of live entertainment at this unique outdoor festival for the whole family to enjoy.

- TARGET AUDIENCE**
- FAMILIES
 - COUPLES
 - YOUNG ADULTS
 - LOCAL RESIDENTS
 - VISITORS



Stats taken from 2023

Major Partner
\$10,000

- Marketing and Media**
- Logo on all marketing collateral
 - Three (3) dedicated Facebook posts on the Loves Lanes page
 - Full page ad in the official event program/digital program
 - Acknowledgement on dedicated recorded radio commercials cited as Major Partner
 - Recognition in media release as Major Partner
- Event**
- A 3x3 site at the event activated by sponsor
 - Opportunity to hand out sponsor supplied giveaways
 - Two (2) teardrop banners (or similar) displayed
 - Opportunity to address the audience
 - Four (4) acknowledgements by the MC, cited as Major Partner
 - Opportunity to provide a unique activity or entertainment to the family audience

Main Stage Partner
\$7,000

- Marketing and Media**
- Logo on all marketing collateral
 - Two (2) dedicated Facebook post on the Love Lanes Page
 - Sponsor to have exclusive 'Main Stage Sponsorship' status for The Love Lanes Festival
- Event**
- A prominent 3x3 site for a branded marquee at the event site. Site location to be determined by CCC (marquee to be supplied by Sponsor)
 - Opportunity to display two (2) teardrop banners in a prominent location of the event site (site to be determined by CCC)
 - Opportunity to provide a unique activity or entertainment to the family audience

Laneway Partner
\$4,000

- Marketing and Media**
- Logo on all marketing collateral
 - One dedicated Facebook post on the Loves Lanes page
- Event**
- Sponsorship of one the following laneways or parks: Alison Road, Rankens Court, Bakers Lane, Robley's Lane, Peters Lane or Wyong Town Park. Please Note, your laneway would be renamed as 'your organisation' lane or park
 - One (1) acknowledgement by the MC
 - Delivery of an activation that suits the theme and requirements of the event by the sponsor

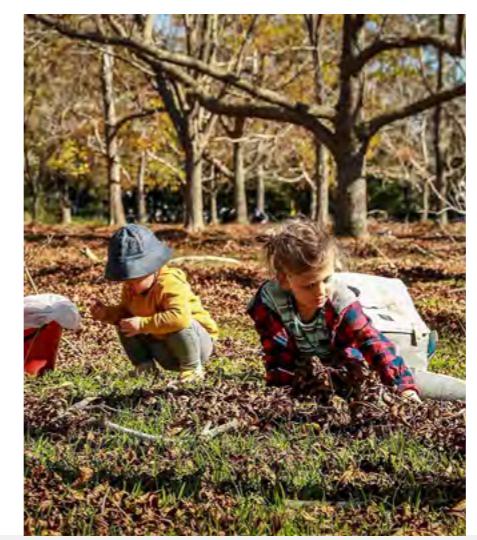
In-kind Event Partner
\$2,500 (to the value of)

- Marketing and Media**
- Logo on all marketing collateral
 - One (1) dedicated Facebook post on Love Lanes page

Friend of the Festival
\$1,500

- Marketing and Media**
- Logo on all marketing collateral
- Event**
- One (1) acknowledgement by the MC

Negotiations are welcome for multi-year partnerships.



7 - 8 JUNE 2025
6 - 7 JUNE 2026

MULTIPLE LOCATIONS IN THE CENTRAL COAST HINTERLAND

Sponsorship opportunities

Harvest Festival Central Coast celebrates the fantastic local produce and producers from around the hinterland and focuses on recognising our unique region, its people and culture. The festival program is designed to encourage attendees to follow an event trail encouraging visitation at multiple local farms, food hubs and family activities. The festival will deliver a combination of community staged events, community partnership events, open farms and commercial events to provide a diverse festival program.

TARGET AUDIENCE

- LOCAL RESIDENTS
- OUT OF REGION VISITORS

KEY FACTS

AN AVERAGE OF **57,000** ATTENDEES

15,000 ENGAGED USERS AND OVER **300,000** REACHES ACROSS ALL DIGITAL PROMOTIONAL ACTIVITIES IN PREVIOUS CAMPAIGNS

35-40 ACTIVITIES ACROSS THE REGION

10,785 FACEBOOK FOLLOWERS

\$8.6 MILLION INJECTS INTO THE LOCAL ECONOMY

93% SATISFACTION RATE

Stats taken from 2023

Major Partner
\$7,000

- Marketing and Media**
- Logo on all marketing collateral
 - Four (4) dedicated Facebook posts on Harvest Festival page
 - Recognition in media release
 - Full page ad in the official event program/digital program
 - Acknowledgement on dedicated recorded radio commercials
- Event**
- Branding opportunity at event Hub location (to be determined)
 - A 3x3 site at the Hub location (to be determined) activated by sponsor
 - Opportunity to deliver an activation that suits the theme and requirements of the event

Event Partner
\$5,000

- Marketing and Media**
- Logo on all marketing collateral
 - Three (3) dedicated Facebook post on Harvest Festival page
 - Half page ad in the official event program/digital program
- Event**
- A 3x3 site at the event at a location Hub (to be determined) activated by sponsor
 - Opportunity to deliver an activation that suits the theme and requirements of the event
 - Two (2) teardrop banners (or similar) displayed

In-kind Event Partner
\$1,500 (to the value of)

- Marketing and Media**
- Logo on all marketing collateral
 - One (1) dedicated Facebook post on Harvest Festival page

Friend of the Festival
\$1,500

- Marketing and Media**
- Logo on all marketing collateral
 - One (1) dedicated Facebook post on Harvest Festival page

Negotiations are welcome for multi-year partnerships.



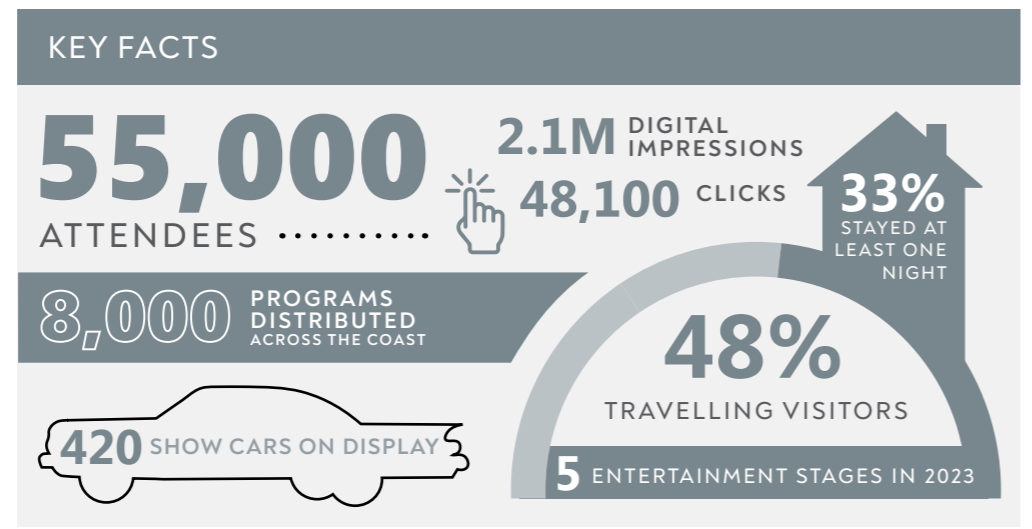
24-26 OCTOBER 2025
23-25 OCTOBER 2026

THE ENTRANCE

Sponsorship opportunities

Established in 2009, ChromeFest has become NSW's largest Rock n Roll, rockabilly and nostalgic car festival paying tribute to classic American autos, hot rods and all makes and models pre 1979. ChromeFest is the Central Coast's annual signature event with the festival jam-packed full of music, dancing and nostalgia. The event program includes a Show n' Shine, twilight cruise, live entertainment on 5 outdoor stages, evening dances at local venues, a fashion parade, Pin Up competition and retro market and food stalls.

- TARGET AUDIENCE**
- CAR ENTHUSIASTS
 - ROCK N' ROLL FANATICS
 - RESIDENTS
 - VISITORS
 - FAMILIES AND PEOPLE OF ALL AGES



Stats taken from 2023

Major Partner
\$10,000

- Marketing and Media**
- Logo on all marketing collateral
 - Three (3) dedicated Facebook posts on the ChromeFest Facebook page
 - Two (2) dedicated Facebook posts on The Entrance Town Centre Facebook page
 - Logo on ChromeFest official website with a link to your business website
 - Recognition in the media release, cited as Major Partner
 - Full page ad in the official event program/digital program (Advertisement to be provided by organisation). Specifications to be confirmed by CCC)
 - Acknowledgement on dedicated radio commercials, cited as Major Partner
 - Opportunity to place branded giveaways in the free show car entry bags
- Event**
- Opportunity to place a banner at the front of the main stage and dance floor location
 - A 3x6 site at ChromeFest activated by sponsor
 - Two (2) teardrop banners (or similar) displayed at ChromeFest
 - Four (4) acknowledgements by the MC during ChromeFest, cited as Major Partner
 - Opportunity to have ChromeFest professional themed photos

Event Partner
\$7,000

- Marketing and Media**
- Logo on all marketing collateral
 - Two dedicated Facebook posts on ChromeFest's page
 - Full page ad in the official event program/digital program
- Event**
- A 3x3 site at the event activated by sponsor
 - Two teardrop banners (or similar) displayed
 - Two acknowledgements by the MC
 - Delivery of an activation that suits the theme and requirements of the event

- Some of the exciting event activations that you could sponsor include:**
- Naming rights to Short Street Car Park
 - Sponsorship of the Fashion Parade
 - Marine Parade car park sponsor
 - Waterfront Stage sponsor

In-kind Event Partner
\$2,500 (to the value of)

- Marketing and Media**
- Logo on all marketing collateral
 - One dedicated Facebook post on ChromeFest's page

Friend of the Festival
\$2,000

- Marketing and Media**
- Logo on all marketing collateral
- Event**
- One acknowledgement by the MC

Negotiations are welcome for multi-year partnerships.



7-16 NOVEMBER 2025
6-15 NOVEMBER 2026

MULTIPLE LOCATIONS ACROSS THE COAST

Sponsorship opportunities

The ten-day festival features a program of over thirty sporting, family, cultural, education and live music events aimed at making the Central Coast's beautiful waterways come alive! Celebrations are focused over ten event hubs including The Entrance, Long Jetty, Toukley, Terrigal, Killcare, Avoca, Ettalong, and Gosford. Our unique partnership approach produces multiple events delivered by a blend of government, community groups and organisations working collaboratively towards the shared vision of activating, educating, and celebrating our spectacular coastal environment. Council runs the flagship event Light up the Lake event at Memorial Park, on the first Saturday evening.

TARGET AUDIENCE

- RESIDENTS
- VISITORS
- FAMILIES
- COUPLES

KEY FACTS

10,000 ATTENDEES ACROSS TEN DAYS

\$1.5 MILLION INTO THE LOCAL ECONOMY

2.1 MILLION SOCIAL MEDIA IMPRESSIONS

14,000 PROGRAMS

3,000 POSTCARDS

1,600 POSTERS

FOCUS ON ENVIRONMENTAL MESSAGING

DISTRIBUTED ACROSS HUNTER VALLEY LAKE MACQUARIE NEWCASTLE CENTRAL COAST SYDNEY

Stats taken from 2023

Major Partner \$10,000

- Marketing and Media**
- Logo on all marketing collateral
 - Three (3) dedicated Facebook posts on the Lakes Festival Facebook page
 - Recognition in the media release, cited as Major Partner
 - Full page ad in the official event program/digital program (advertisement to be provided by organisation. Specifications to be confirmed by CCC)
 - Acknowledgement on dedicated radio commercials, cited as Major Partner
- Event**
- Organisation to sponsor fireworks display at Light up the Lake event
 - Opportunity to place a banner across the main stage at Light up the Lake (banner to be provided by sponsor and approved by CCC)
 - A 3x3 site at a CCC organised event activated by sponsor
 - Two (2) teardrop banners (or similar) displayed at The Lakes Festival
 - Opportunity to address the audience during The Lakes Festival
 - Four (4) acknowledgements by the MC during The Lakes Festival, cited as Major Partner
 - Opportunity to host an event as apart of The Lakes Festival program
 - Opportunity to screen an advertisement on a large LED screen throughout the Light Up the Lake event (specifications to be confirmed by CCC)
 - Opportunity to screen graphics on the stage banner screen throughout Light Up the Lake event (specifications to be confirmed by CCC)

Event Partner \$7,000

- Marketing and Media**
- Logo on all marketing collateral
 - Two (2) dedicated Facebook posts on The Lakes Festival's page
 - Half page ad in the official event program / digital program
- Event**
- A 3x3 site at Light Up the Lake event activated by sponsor
 - Two (2) teardrop banners (or similar) displayed at Light Up the Lake event
 - Two (2) acknowledgements by the MC during Light Up the Lake event
 - The delivery of an activation on site at Light Up the Lake event that adds value and matches the theme and requirements of the event
 - Opportunity to screen an advertisement on a large LED screen throughout the Light Up the Lake event (specifications to be confirmed by CCC)

In-kind Event Partner \$2,500 (to the value of)


- Marketing and Media**
- Logo on all marketing collateral
 - One (1) dedicated Facebook post on The Lakes Festival page
 - Two (2) teardrop banners (or similar) displayed at Light Up the Lake

Friend of the Festival \$1,500

- Marketing and Media**
- Logo on all marketing collateral
- Event**
- One acknowledgement by the MC

Negotiations are welcome for multi-year partnerships.



 31 DECEMBER 2025
31 DECEMBER 2026

 MEMORIAL PARK, THE ENTRANCE


Sponsorship opportunities

This event is held annually in Memorial Park and consists of live entertainment, food stalls, free activities, amusement rides and the night will finish with a spectacular firework display.

TARGET AUDIENCE

- FAMILIES
- YOUNG ADULTS
- VISITORS
- RESIDENTS

KEY FACTS

AN AVERAGE OF **15,000** ATTENDEES 


SUPPORTING LOCAL BUSINESSES AND STALL HOLDERS

RENOWNED ARTISTS SUCH AS TOBY WELLS BAND SUNSOLI THE APPOINTMENTS AND OTHER LOCAL ARTISTS

DIGITAL CAMPAIGN REACH **268,800**

INJECTS OVER **\$1.7 MILLION** INTO THE LOCAL ECONOMY

DIGITAL ENGAGEMENT **20,500**



Stats taken from 2023

Major Partner
\$5,000

- Marketing and Media**
- Logo on all marketing collateral
 - Two (2) dedicated Facebook posts on The Entrance Town Centre page
 - Fireworks presented by 'your business' on marketing collateral
- Event**
- Organisation to be acknowledged as the sponsor of the fireworks display
 - Opportunity to place banner across main stage
 - 3x3 site available activated by the sponsor
 - Opportunity to hand out sponsor supplied giveaways
 - Two (2) teardrop banners (or similar) displayed
 - Two (2) acknowledgements by the MC

Event Partner
\$2,000

- Marketing and Media**
- Logo on all marketing collateral
 - One dedicated Facebook post on The Entrance Town Centre page
- Event**
- 3x3 site available activated by the sponsor
 - Two (2) teardrop banners (or similar) displayed

In-kind Event Partner
\$1,500 (to the value of)

- Marketing and Media**
- Logo on all marketing collateral
 - One (1) dedicated Facebook post on The Entrance Town Centre page

Friend of the Festival
\$1,000

- Marketing and Media**
- Logo on all marketing collateral
- Event**
- One (1) acknowledgement by the MC

Negotiations are welcome for multi-year partnerships.

Sponsorship Application

Organisation name:
(as registered with ABN)

ABN:

Contact:

Position:

Phone:

Email:

Organisation
address:

Website:

Alternative Proposal

Event:

Value offered:

Return requested:

By signing this application, you confirm that the details provided here are true and correct and that you are duly authorised to lodge this application on behalf of the applicant organisation.

Print Name:

Signature:

Date:

Events

Australia Day, Gosford

- 2025 2026
- \$6,000 Major Partner
- \$4,000 Event Partner
- \$2,500 In-kind Event Partner
- \$1,500 Friend of the Festival
- Other - *please complete the alternative proposal section*

Love Lanes Festival, Wyong

- 2025 2026
- \$10,000 Major Partner
- \$7,000 Main Stage Partner **Sold out 2025**
- \$4,000 Laneway Partner
- Ranken's Court
- Bakers Lane
- Peters Lane
- Wyong Town Park
- Robley's Lane
- Alison Road **Sold out 2025**
- \$2,500 In-kind Event Partner
- \$1,500 Friend of the Festival
- Other - *please complete the alternative proposal section*

Harvest Festival, Central Coast Hinterland

- 2025 2026
- \$7,000 Major Partner
- \$5,000 Event Partner
- \$2,500 In-kind Event Partner
- \$2,000 Friend of the Festival
- Other - *please complete the alternative proposal section*

The Lakes Festival, Central Coast

- 2025 2026
- \$10,000 Major Partner
- \$7,000 Event Partner
- \$2,500 In-kind Event Partner
- \$1,500 Friend of the Festival
- Other - *please complete the alternative proposal section*

New Year's Eve, The Entrance

- 2025 2026
- \$8,000 Major Partner
- \$5,000 Event Partner
- \$2,500 In-kind Event Partner
- \$1,500 Friend of the Festival
- Other - *please complete the alternative proposal section*

ChromeFest, The Entrance

- 2025 2026
- \$10,000 Major Partner
- \$7,000 Event Partner
- \$2,500 In-kind Event Partner
- \$2000 Friend of the Festival



Let us tailor a package for you.

CCC understands that your organisation's strategy and purpose is unique. The assigned Event Officer to Sponsorship has extensive event experience in planning, coordinating, activating and executing events and sponsorship packages. The allocated Event Officer brings a dynamic element into the planning of their events with their own personal skill set. CCC Event staff are committed to creating tailored and bespoke opportunities to suit your organisation's objectives and budget. Please let us know how we can make this work for you.

For further information or to discuss the sponsorship opportunities in more detail, please contact:

Sponsorship Manager

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M: 0447 221 614

Team Leader Events

Chanelle Gillespie

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