



PARTNERSHIP PROSPECTUS



Everlasting
The City's Partnership Program



City of
Greater Geraldton
a vibrant future



WOW Fest Proposal

The City of Greater Geraldton is pleased to present the second annual Wind on Water Festival (WoW Fest) which will be held on 20 and 21 April 2019.

The event was born from two of Geraldton's natural elements – wind and water. Both elements play a key part in our lifestyle and were therefore chosen as the theme for the Festival.

April is a stunning time of year to be in Geraldton and to experience our beautiful coast whilst enjoying an array of events and entertainment. The Festival will feature everything from kite displays and kite making workshops, art exhibitions, extreme water sport activities, a water show, onshore and offshore fishing competitions, music, food and much more.

The event was an enormous success in 2018, having attracted a national audience. With generous support we can assure that WoW Fest will be even bigger and better in 2019.

As dates of the Festival fall on the Anzac Day long weekend, it is set to attract not only people from the region, we are also expecting visitors from across the state and the east coast as well.

PARTNERSHIP INITIATIVE

This proposal demonstrates how partnering with the City of Greater Geraldton to deliver this event will enable your organisation to improve the liveability of the City whilst achieving social outcomes for the community.

It will also show how your organisation can increase its brand recognition within the community, across the state and nationally by supporting this signature event.



WOW ACTIVITIES

LOCAL PERFORMERS STAGE - \$3,000

Local home grown artists playing part in creating a melodic hub of acoustic singers and musicians. Showcasing local talent in an area where the public can enjoy the atmosphere of their surroundings.



KITE FLYING DISPLAY & WORKSHOPS - \$5,000

An opportunity for the world's leading manufacturer of large kites to showcase a spectacular and ever changing kite display.



GIANT SAND SCULPTURES - SPONSORED BY SUN CITY SOLAR

Sand Sculpture Guru Tim Darby will be creating a giant sculpture over four days and it will be revealed on Saturday 20th April and on the 21st a workshop on how to perfect your sand sculptures will take place Fancy seeing your company logo in sand?





WOW FEST FIREWORKS DISPLAY - \$1,000 PER MINUTE

The WoW Fest Fireworks Display will showcase a vibrant, not to be missed light show over Geraldton's Foreshore.



THE ULTIMATE WATER EXPERIENCE - \$6,000

Featuring locally owned company, Ultimate Water Sports, this event will offer the ultimate high speed water experience attractions such as flyboards, jetpacks, jetski's & a night time show.



BEACHSIDE CONCERT - \$40,000

WoW Fest will conclude in a massive beachside concert featuring support acts and the headline act located on the Stage & Stow Gardens of the Foreshore.



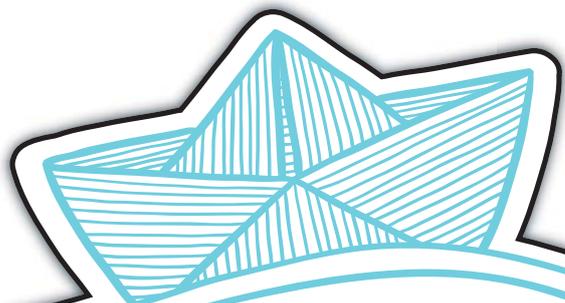
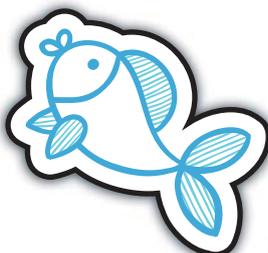
STRING SYMPHONY - \$10,000

String Symphony is a large-scale, interactive installation that uses puppetry to explore connection, community and collaboration. A joyful, engaging and visual performance that is sure to WOW.



PROPOSAL RECOGNITION AND BENEFITS

1. Verbal recognition of partnership during the festival.
2. Live internet streaming of the event mentioning festival sponsors throughout the day.
3. Displaying of Partner banners at the festival.
4. Inclusion of partner logo on all promotional/advertising materials, hard copy and digital, associated with the festival.
5. Mention of partnership in all related traditional and social media campaigns associated with the festival.
6. Inclusion in TaGG (Talk about Greater Geraldton) the City's full page advertorial in the Geraldton Guardian referencing the festival and its sponsors.
7. Listing as an Everlasting Partner including logo and partnership information on the City's Everlasting Partnership program webpage.
8. Listing as an Everlasting Partner including logo and partnership information on the City's Everlasting Partnership Program Digital Honours board in the Civic Centre Foyer.
9. Invitations to VIP/Civic/Mayoral events.
10. Four tickets to the Concert and VIP area.



WOW Fest 2018 Coverage & Highlights

WoW Fest received both paid and organic coverage in various mediums, including state-wide television, radio, newspaper and online.



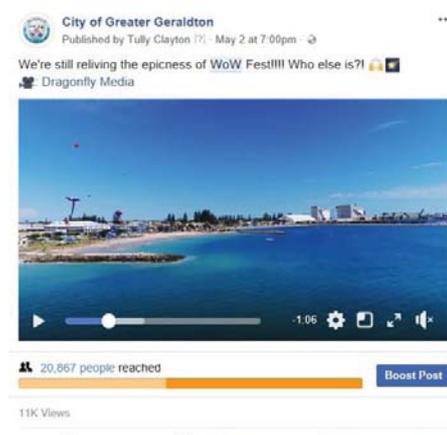
AUSTRALIA'S TOP MUSIC FESTIVALS OF 2018 ★★★★★
FlightNetwork

Australia's Top Music Festivals

FlightNetwork have dubbed Wind on Water Festival as "a must-attend when its next festival season comes around."

[Read More](#)

Organic and paid promotions on social media reached more than **100,000** people. Channels included Facebook, Instagram, Twitter, Snapchat and YouTube!



City of Greater Geraldton
Published by Tully Clayton [?] · May 2 at 7:00pm

We're still reliving the epicness of WoW Fest!!!! Who else is?!

20,867 people reached

11K Views

41,216
Total Event Reach



PROGRAM TICKETS GET INVOLVED VISITORS BLOG CONTACT

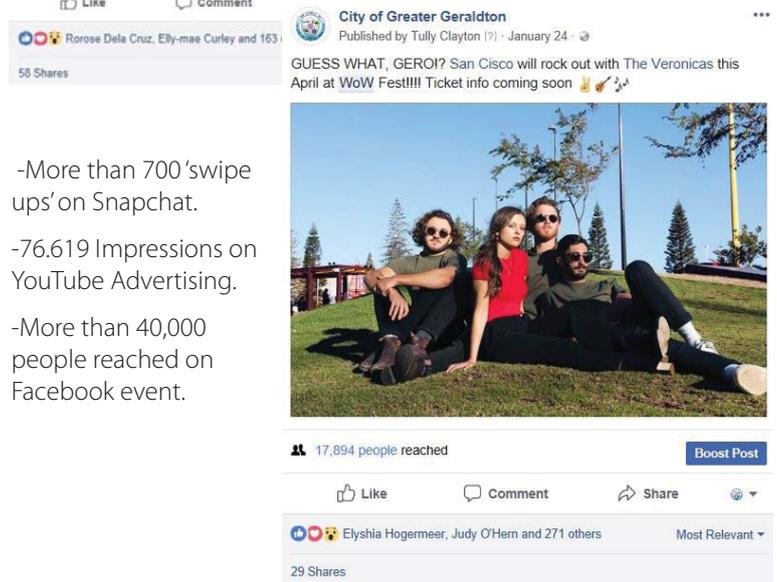
WIND on WATER FESTIVAL
GERALDTON

Begins in
00 days 00 hours 00 minutes 00 seconds

[Buy Concert Tickets](#)

www.wowfest.com.au

- More than 700 'swipe ups' on Snapchat.
- 76,619 Impressions on YouTube Advertising.
- More than 40,000 people reached on Facebook event.



City of Greater Geraldton
Published by Tully Clayton [?] · January 24

GUESS WHAT, GERO!? San Cisco will rock out with The Veronicas this April at WoW Fest!!!! Ticket info coming soon

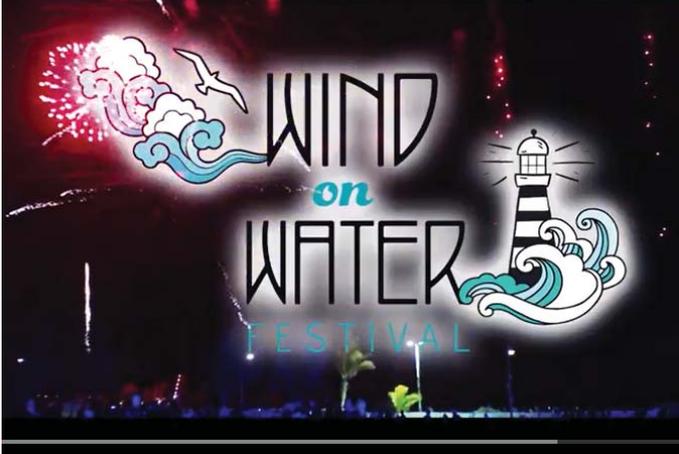
58 Shares

17,894 people reached

29 Shares



Highlight video: <https://bit.ly/2sVT38F>



Event photography.



RED FM
GERALTON 96.5

WowFEST CONCERT

THE VERONICAS
SAN CISCO

SUNDAY 22 APRIL 2018
STOW GARDENS | GERALDTON FORESHORE
Gates open 5pm | Tickets \$25

Australian Government  www.wowfest.com.au
BUILDING OUR FUTURE



WIND on WATER FESTIVAL

STRING SYMPHONY

21 & 22 APRIL 2018
wowfest.com.au

Newspaper advertising.



RECOGNITION AS AN EVERLASTING PARTNER

1. Right of renewal for initiative as set out in Schedule 2 of this agreement.
2. The Program Partner will be listed in the Everlasting Partnership webpage within the City of Greater Geraldton website, as a Silver Partner. Company logo, contact details and web link will be included.
3. The Program partner will be acknowledged as a Partner and business logo included in the Everlasting Partnership digital honour board. The digital honour board will be used to conduct rotational screenings at the City's Office, or where television screens and DVDs are installed.
4. Invitations to VIP/Civic/Mayoral functions.
5. Inclusion in TaGG the City's monthly full page advertorial in the Geraldton Guardian referencing participation in the Everlasting Partnership program.
6. Acknowledgement of Program Partner through any associated media releases or social media posts for the partnered initiative.

