



AUSTRALIA DAY



SPONSORSHIP OPPORTUNITIES



City of
Greater Geraldton
a vibrant future



AUSTRALIA DAY

2027 EVENT Information

Australia Day is one of Geraldton's most anticipated annual events, bringing together thousands of residents and visitors for a day of family-friendly entertainment, live performances, community activities, food experiences and a spectacular fireworks finale.

As a valued event partner, sponsors have the opportunity to align their brand with a highly visible, positive community event that celebrates local pride, connection and shared experiences on Tuesday 26 January 2027.

Through extensive event promotion, on-site recognition and digital engagement opportunities, sponsors can connect with diverse audiences while demonstrating their commitment to supporting vibrant community celebrations. From a sunrise swim to colourful fireworks, Australia Day creates memorable moments that resonate long after the event concludes.

Partner with us to showcase your brand, engage with the community and be part of an iconic celebration that lights up the region. The City is looking to connect with organisations who align with our purpose to create a strong, healthy and secure community through collaboration, partnership and good leadership.

Australia Day 2026 Event Statistics



8,000+

Attendees



50,000

Digital & hardcopy
Newspaper reach



66,840

Social media
reach



30

Local businesses
engaged



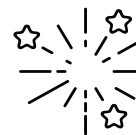
14

Hours of
entertainment



17

Multicultural
food stalls



10

Minute fireworks
spectacular



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SPONSORSHIP Opportunities

The City invites event sponsors to support Australia Day through a range of package options.

Levels of Sponsorship

There are four levels of sponsorship opportunities available (ex GST):

GOLD: valued at **\$20,000** *(Limited to one sponsor only)*

SILVER: valued at **\$15,000** *(Limited to two sponsors only)*

BRONZE: valued at **\$10,000** *(Limited to four sponsors only)*

PARTNER: value to be agreed *(Unlimited sponsors)*

Bespoke packages can be built from the below assets based on a brand's budget and objectives.

Marketing Promotion

- Naming rights for the Australia Day Fireworks (Gold Sponsorship Only)
- Logo placement on major promotional print collateral, e.g. posters, flyers, social media
- Web banner on City of Greater Geraldton Website and Visit Geraldton Website
- Tile on Visit Geraldton homepage that links to sponsor website in the lead up to the event
- Dedicated media release announcing sponsorship
- Photo opportunity with City or Council representative
- Acknowledgement through any associated media releases
- Promotion in Talk about Greater Geraldton advertorial

Event Benefits

- Master of Ceremony acknowledgement at event
- Recognition as a sponsor during live radio broadcasts on the day (if applicable)
- On site branding opportunities
- 10m x 10m on site activation space
- Invitation to associated Australia Day events
- VIP parking spaces



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**Express your interest
by 11 September 2026**

**Contact Coordinator
Events & Venues
Simone Mahoney
E: events@cgg.wa.gov.au
P: 9956 6778**

For terms and conditions, please visit
www.cgg.wa.gov.au



Australia Day

Reflect. Respect. Celebrate.

WE'RE
ALL
PART
OF THE
STORY.

Please note that this is a call for Expressions of Interest only and a submission does not automatically result in acceptance to be a sponsor of the City of Greater Geraldton's Australia Day event.

The City is looking to connect with organisations who align with our purpose to create a strong, healthy and secure community through collaboration, partnership and good leadership.

Selection will be based on brand alignment, community impact, and relevance and differentiation.