



Everlasting - The City's Partnership Program  
**Prospectus**

# Message from the Mayor

**T**he City of Greater Geraldton is a vibrant and liveable city that can be enjoyed by, and is affordable for, all our residents.

The goal of the City's Everlasting Partnership program is to develop meaningful relationships with businesses through the sponsorship of Council initiatives that provide long term benefits to the community.

I invite you to participate in improving the lifestyle and liveability of our community through our corporate sponsorship program, and bring Everlasting benefits to our region for years and years to come.

Help us build the foundation stones of our community for tomorrow.

Mayor Ian Carpenter

# Everlasting City Partnerships

The goal of the City's Everlasting Partnership program is to develop meaningful, long term relationships with businesses and communities in the Mid West through the sponsorship of Council initiatives for the benefit of the City and its residents.

We want to see community wide partnerships that deliver long term solutions to local issues helping to build a cohesive society.

Our partnerships go beyond traditional sponsorship. It's about the long term. It's about creating synergies and brand awareness. It's about recognition. And it's about being transparent.

## Everlasting City Partnerships is about:

- **Entering into partnerships with organisations that support the Council's vision for the City of Greater Geraldton**
- **Having a transparent and coordinated approach in the management of sponsorships**
- **Providing recognition rights relevant to the level of contribution**
- **Providing and sustaining initiatives with little or no cost to residents**
- **Strengthening relationships with all tiers of the community**
- **Engaging stakeholders at relevant stages of program delivery**
- **Conducting the program in the spirit of goodwill**





A vibrant field of pink and yellow flowers under a clear blue sky. In the foreground, a single white flower with many thin petals stands out. The background shows more flowers and some bare trees.

# Recognition rights and benefits


Every sponsorship arrangement has its own unique features that benefit your business and the community.

The City's Corporate Communications unit prepares marketing and communications strategies to suit the level of sponsorship and to maximise recognition opportunities.

We custom build our Everlasting Partnerships to ensure longevity, with a mix of profile raising, brand building, publicity, participation and engagement.

The following table provides examples of benefits that can be negotiated for Everlasting Partnerships:

**“Community and cultural sponsorships create powerful brand stories and a distinctive position for an organisation in their region.”**



Partnerships	Diamond	Platinum	Gold	Silver	Bronze
Inclusion in TAGG (Talk about Greater Geraldton)	◆	◆	◆	◆	
Television acknowledgment	◆	◆			
Radio acknowledgment	◆	◆	◆		
Press advertising	◆	◆	◆	◆	◆
Online advertising	◆	◆	◆	◆	◆
Website inclusions and links	◆	◆	◆	◆	◆
Use of City logo	◆	◆	◆	◆	
Mayoral involvement including the Mayor at launches or a media photo opportunity	◆	◆	◆	◆	
Social media acknowledgment	◆	◆	◆	◆	◆
Mention in email	◆	◆	◆	◆	◆
Sponsor logo placement on all relevant collateral	◆	◆	◆	◆	
Display space at Library	◆	◆	◆	◆	
Outdoor signage	◆	◆	◆	◆	◆
Proactive media	◆	◆	◆	◆	◆
Media releases (mention)	◆	◆	◆	◆	◆
Media list	◆	◆	◆		
Naming rights	◆	◆			
Invitation to VIP functions	◆	◆	◆	◆	◆
VIP night at Queens Park Theatre	◆	◆	◆	◆	
Opportunity to present to Council staff on a relevant topic	◆	◆	◆	◆	
Inclusion in the staff newsletter	◆	◆	◆	◆	
Inclusion in welcome packs to the City	◆	◆			
Poster space in City buildings	◆	◆	◆	◆	
Dedicated support through Corporate Communications	◆	◆	◆	◆	
Honours Board	◆	◆			



# Partnership Categories

The total value of your sponsorship determines the overall partnership category.



**Everlasting**  
Diamond Partnership

**Diamond Everlasting Partner**  
Minimum 3 years of funding, \$20,000 per year = \$60,000+ over 3 years



**Everlasting**  
Platinum Partnership

**Platinum Everlasting Partner**  
1 year of funding, \$50,000+



**Everlasting**  
Gold Partnership

**Gold Everlasting Partner**  
1 year of funding, \$25,000-50,000



**Everlasting**  
Silver Partnership

**Silver Everlasting Partner**  
1 year of funding, \$10,000-25,000



**Everlasting**  
Bronze Partnership

**Bronze Everlasting Partner**  
1 year of funding, \$1000-\$10,000

**“Diamond and Platinum sponsors are automatically placed on the prestigious Honours Board, displayed in the Council Function Room”**





# Initiatives Bank

The Everlasting City Partnerships Initiatives bank presents the full range of programs available for partnership. These include events, programs, our built environment, community infrastructure, activities or a development project.

Culture

Environment

Social

Initiatives are presented under the City's five pillars of sustainability:

Economic

Governance



**“Everlasting City Partnerships is an avenue  
for the business community to positively contribute  
to the social fabric of Greater Geraldton.”**



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