

Shine in the City *this Summer*



**CITY OF
PERTH**
City of Light



Sponsorship Opportunities

ACKNOWLEDGEMENT OF COUNTRY

The City of Perth acknowledges the traditional custodians of the land we are situated on, the Whadjuk people of the Nyoongar nation and Aboriginal people from other lands. We celebrate the continuing traditions, living culture, and spiritual connections to Boorloo (Perth) and the Derbarl Yerrigan (Swan River). We offer our respect to Elders past and present.





More than an Event

We know that events are important in delivering on our aspirations for Perth and that they have the capacity to build and communicate our cultural identity.

This is why the City of Perth works hard to leverage events to promote the City of Light and position the city as a friendly and safe place to live, work and visit. Many of our events light up the city, filling the night sky with fireworks, drone shows or the beauty of Christmas lights.

The City of Perth is renowned (and has been for more than 40 years) for our highly successful staging of major events such as the trail-blazing City of Light Shows and award-winning Christmas Lights Trail. Events provide vibrancy and profile for our capital city, reaching millions via traditional and digital media campaigns throughout the year, as well as attracting some 600,000 visitors annually and engendering immense community pride.

We look forward to partnering with you and illuminating the spirit of the holidays together.

Basil Zempilas
Lord Mayor City of Perth

The City is the events capital of WA

The City is renowned for presenting high-quality, cutting edge events to the people of Perth and Western Australia and is THE destination for Christmas and summer; this year the City is excited to present the biggest season of events yet!

This December and January, the City of Light will be filled with enchanting sky shows, innovative displays, culture, festivities and everything that makes Perth shine.

With over 600,000 people attending our events in 2023/24, the season ahead is sure to draw a crowd, and we want to offer you a chance to be a part of it.

Bigger and brighter every year

The City's summer season:



Brings 1 in 4 Perth metropolitan residents into the CBD



Reaches millions through extensive marketing campaigns



Benefits the community with over \$33M direct economic impact



Why Partner?

Shine a light on your brand by partnering with the City of Perth on one of our trail-blazing and award-winning events. Together, we can create an unforgettable summer season that captures the hearts of the Perth community, provides a welcome boost to the local economy and leaves a lasting impression.

Partnership opportunities:

- **Exclusive Principal Partner:** Your business will be at the forefront of one or more of our enchanting events, providing an incredible opportunity to boost your brand's visibility, create memorable experiences, and foster a deeper connection with the Western Australian community and beyond.
- **Major Partner:** Significant brand exposure and leveraging opportunities on offer.
- **Supporting Partner:** Tactical brand alignment and exposure.

Shine in the City this summer

Your brand will have the opportunity to be part of unforgettable experiences for visitors through sponsoring one or more of the City's diverse and innovative events. This memorable connection will leave a lasting impression in the hearts and minds of attendees, making your brand synonymous with the glow of Perth summer.

Join in the conversation

We have a voice with our online community with strong digital reach and media coverage. Gain exposure to a diverse audience, with thousands of local, interstate and international visitors attending our events throughout the season.

Tailor a package

The City will help leverage your sponsorship with benefits that support your company objectives. Highly customisable, benefits may celebrate a landmark occasion, reward your employees, launch a new product, or simply get your name out there.

Support local businesses

Our events help bring people into the city, with around 600,000 attendees from around Western Australia and the world. Over the 2023/24 summer season, over \$33 million was directly spent into the local economy, providing a significant boost to the local economy.



Christmas Lives Here

Capital cities across the world come alive over the festive period, and Perth is no different. The city is the only location in WA offering more than 1,000 specialty retail stores, the newest and best restaurants and bars, along with large-scale Christmas events, all within the buzz of a capital city backdrop.

Christmas Lights Trail



22 November 2024 - 1 January 2025

The City of Perth is excited to present the annual Christmas Lights Trail, an enchanting event that celebrates the magic of the holidays. It is Perth's annual tradition that's not to be missed. A massive light spectacle that has become a cherished tradition for families and visitors alike.

Visitors will take a magical Christmas tour of our CBD, stopping at around 20 fabulous light installations. This captivating showcase of light and colour attracts hundreds of thousands of visitors to the heart of Perth, creating a sense of vibrancy and joy during the holiday season.

500,000+
Expected Attendance

Bigger and better every year

The Christmas Lights Trail:



is an award-winning, iconic City event



attracts 400,000 people every year



brings 1 in 5 Perth metropolitan residents into the CBD



reaches millions through extensive marketing campaigns



is a positive experience according to 99% of visitors



is a family Christmas tradition for many

“Perth comes alive at Christmas... We are proud to present a program of free events and activities inviting anyone and everyone to experience the joy of Christmas in the city.”

Basil Zempilas
Lord Mayor, City of Perth

Festive Nights



30 November - 1 December 2024

Over two packed nights, Elizabeth Quay comes alive as the month of Christmas begins! Featuring an array of family friendly entertainment and great food options, each night will culminate with a 500-piece drone show and bridge fireworks, transporting visitors to another world!

20,000+
Expected Attendance

Christmas Nativity



22 - 23 December 2024

A family tradition that has been a part of the fabric of Perth for over 25 years, this family concert is a show for everyone and a chance to sing-along to Christmas favourites. Staged over two nights, the traditional story of Christmas is told live on stage in Forrest Place with Christmas carols and performances. Promoted heavily via the City's expansive Christmas campaign and with a loyal and consistent following, this event gives you the opportunity to align with one of the City's premier Christmas offerings.

4,000+
Expected Attendance

New Year's Eve in the City

New Year's Eve, a shared tradition amongst all, marking the transition from one year to the next and symbolising closure and new beginnings.

For many, it's a moment to gather with loved ones, celebrate accomplishments, and share hopes and dreams for the coming year. The countdown to midnight embodies a sense of anticipation and excitement, sparking fireworks of joy and nostalgia.

New Year's Eve



31 December 2024

Off the back of the biggest New Year's Eve offering in a decade, the City of Light will once again come alive with something for everyone. Now in its third year, the celebrations at Elizabeth Quay have become the go-to New Year's Eve event for families. Truly a celebration for EVERYONE, aligning with New Year's Eve means your brand will be our extensive crowd's last memory of 2024 and the first thing on their mind in 2025.

30,000+

Expected Attendance

8.30pm Fireworks

As the sun sets on the final day of 2024, families and friends gather in Elizabeth Quay to enjoy a meal and the live entertainment as they eagerly await the spectacular firework display at the family friendly time of 8.30pm.

Midnight Fireworks

As the atmosphere and excitement builds, so do the crowds and they are ready to send the year off with a bang! With your company's name blasted from speakers surrounding the Elizabeth Quay inlet, the countdown to 2025 begins and the midnight sky above Elizabeth Quay lights up with the finale display.



2

stunning sets
of firework displays



89%

event satisfaction
rating in 2023



Biggest

New Year's Eve in the
City in a decade in 2023



\$1.8M

economic impact
in 2023



\$62

average spend
per attendee in 2023



55%

brand recall with
our 2023 partner

Summer Lights, Summer Nights

Summer evenings in Perth hold a unique magic, weaving feelings of joy into every gathering.

Whether it's meeting for a quite alfresco drink, a walk on the foreshore of the Derbarl Yerrigan, or a concert under the stars, these occasions are not just about the activity itself, but about the bonds forged and strengthened amidst laughter, shared stories, and a gentle summer breeze. As the sun sets and the sky paints itself in hues of pink and orange, there's a palpable sense of joy in simply being together, reveling in each other's company, and creating moments that will be treasured long after the season ends. Our events can be the catalyst for these moments, and you can be involved.

Summer Lights



11 - 18 January 2025

Building on the success and innovation of Perth's first ever floating stage experience in 2023, for 8 summer nights Elizabeth Quay becomes the hub and heart of Perth. A festival of entertainment, each night will feature immersive live performances on a floating stage. With plenty of food options on offer and entertainment for the whole family, each night will culminate with a captivating stage performance and fireworks from the Elizabeth Quay footbridge.

100,000+

Expected Attendance



Australia Day

26 January 2025



A near 40-year history, be at the forefront of the country's largest Australia Day celebration! The City's Australia Day will host an array of vibrant entertainment on Langley Park and Riverside Drive foreshore, with fun for all ages and adrenaline levels culminating with a spectacular show over the Swan River. As the City's largest single-day event, this is an opportunity for significant brand exposure and engagement with greater Perth.

60,000+

Expected Attendance

Birak Concert

Australia Day Weekend 2025



The long-standing Aboriginal and Torres Strait Islander concert celebrating culture through music and dance will return to Supreme Court Gardens. The program features a stellar line-up of WA talent on stage, plus market stalls and family-friendly entertainment.

7,000+

Expected Attendance

Benefits

This is a snapshot of the benefits the City can offer when partnering with us on one of our major events.

	Principal	Major	Supporting
General			
Exclusive naming rights to the event series held over several weekends in December/January.	●		
Exclusive naming rights recognition in event marketing campaign.	●		
Your name in lights - whether that be drones, spotlights, screens or lasers.	●		
Exclusive media launch opportunity with the Lord Mayor.	●		
Invitations to the City of Perth Stakeholder Function.	●	●	●
Recognition on event signage.	●	●	●
Brand showcase opportunity at each event - this may include product display, sampling or interactive activities (to be funded by Partner).	●	●	
Bespoke partner staff experience - this may include a launch event, function or guided tour (to be funded by Partner).	●		
Website/Digital/Social			
Social - Partner tags in all posts.	●		
Social - Partner tags in 3 dedicated posts.		●	
Social - Partner tags in 1 dedicated post.			●
Facebook - Acknowledgement in event listing.	●	●	●
Website - Logo and presentation rights included on Visit Perth website with link to partner page.	●	●	●
PR			
Dedicated media release announcing partnership.	●		
Recognition in 1 x pre and 1 x post event media release.	●	●	●
Post Event			
Provision of 5 professional images for Partner use.	●	●	●
Provision of 1 x 15 second video with co-branded end frame for Partner use.	●	●	
Partnership evaluation report including market research event/brand insights.	●	●	●





THE RITZ-CARLTON

Next Steps

We would love to hear from you. Join us in making the City of Perth THE place to be this summer.

There are many ways you can be involved in our highly regarded events and a package can be tailored to suit your objectives and your budget.

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Events within this publication are correct at time of printing and are subject to change.



This publication is available in
alternative formats upon request.



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