



DUBBO
REGIONAL
COUNCIL



2023/24

CBD PROMOTION PROGRAM
PROSPECTUS

PROMOTION IN THE HEART OF THE CBD

An all of LGA approach to positively promoting events and attractions in our bustling CBDs.





OUR VISION

In collaboration with industry and events, work to achieve the best economic outcomes for the LGA through exciting activations in our bustling CBDs via a platform of assets.

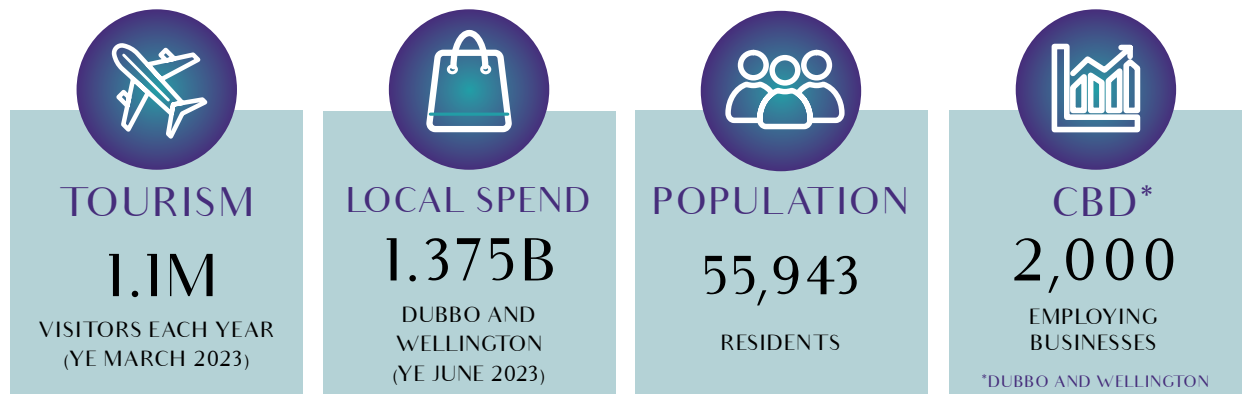
CREATE AN IMPACT

Our Region's central business districts are a positive place of activity, entertainment and leisure; rich in history, fashion, food and art.

Offering an extensive and exciting retail environment, what better place to promote your event than in the heart of the CBD.

Dubbo Regional Council's Dubbo Region Ignite Program is always keen to work with organisations and community initiatives which enliven and make great use of the CBD.

Through the CBD Promotion Program, Ignite works to offer a range of assets to support you in the promotion of your event.





AVAILABLE ASSETS

FLAGS

With 55,943 residents passing through, fly the flag for your event across the Region.

Give your event the elevation it deserves. With the option of promoting your event throughout the Dubbo and/or Wellington CBDs.

BRIDGE BANNER

Take advantage of 1.1M visitors travelling through Dubbo and Wellington each year with a Wellington bridge banner display. Hanging high over the Mitchell Highway, your event will be the talk of the Region.



PRICING

ASSET	INCLUDING DESIGN AND PRINTING PRICING PER PHASE*	BYO PROMOTIONAL ASSETS PRICING PER PHASE**
Dubbo CBD Banners		
Dubbo CBD Rotunda Flags - Rotunda only, max 1 Design	\$1,920	\$1,200
Dubbo CBD Street Flags - Street Only (excluding Rotunda), max 3 Designs	\$4,560	\$2,850
Dubbo CBD Street Flags - Full Street (incl Rotunda and Main St), max 3 Designs	\$6,480	\$4,050
Wellington CBD Banners		
Wellington CBD Street Flags	\$4,367.50	\$2,003
Wellington Bridge Banner Commercial - max 1 month	\$1,934	\$998
Wellington Bridge Banner Community - max 1 month	\$1,399	\$542

Please note that all prices include GST.

* Rates include design, print, production, installation and removal of collateral as per the terms and conditions.

**This option suits operators who already have existing collateral to install. Rates include installation and removal, and exclude design, print and production.

INSTALLATION PHASES

CBD STREET FLAGS

PHASE	INSTALLATION DATE	REMOVAL DATE	BOOKING DEADLINE	ARTWORK DEADLINE
ONE	1 July 2023	30 August 2023	22 May 2023	25 July 2023
TWO	31 August 2023	30 October 2023	17 July 2023	23 August 2023
THREE	31 October 2023	30 December 2023	2 October 2023	6 October 2023
FOUR	31 December 2023	29 February 2024	4 December 2023	8 December 2023
FIVE	1 March 2024	30 April 2024	5 February 2024	9 February 2024
SIX	1 May 2024	30 June 2024	1 April 2024	5 April 2024

Please contact the Dubbo Region Ignite team at dubboignite@dubbo.nsw.gov.au

TERMS AND CONDITIONS

BOOKINGS

All local businesses and events held within the Dubbo Regional Council LGA are eligible to partner with Dubbo Regional Council, and for an investment of the determined charges, promote their business or event via the assets aforementioned.

A local business is a business that has a physical presence and operates from a permanently staffed address within the boundaries of the Dubbo Regional Council Local Government Area (LGA).

Hirers have the option to use one or more assets at any one time during the installation phase, providing the assets are available at time of booking. To confirm participation hirers are required to complete a booking form. Submission of a booking form does not guarantee your participation, please await email confirmation from Dubbo Regional Council of your booking being approved.

Hirers booking assets using Dubbo Regional Council Event Funding streams will have priority over other bookings, otherwise bookings will be taken on a first come first served basis.

All rates include design, production, installation and removal. Design includes one to three designs and one revision to chosen design, a fee of \$88 (inc. GST) will be charged per additional revision.

The maximum phase that collateral can be booked in advance is six months, and the booking is subject to availability of assets.

DESIGN AND PRODUCTION

Images must be provided to the specifications below and approved by Dubbo Regional Council prior to production.

Images required for artwork must be:

- ▶ Professional, portrait layout images
- ▶ Images with simple/clean backgrounds
- ▶ Focus on faces and emotions to engage viewer
- ▶ At least 300dpi in resolution
- ▶ Large format files – no smaller than 3MB

Dubbo Regional Council has the right to refuse elements of a design, should they:

- ▶ Promote the manufacture, distribution, or wholesaling of tobacco or tobacco related products
- ▶ Imply that Council supports the excessive consumption of alcohol or gambling
- ▶ Be in conflict with Council's policies and responsibilities to the community
- ▶ Denigrate, exclude, or may offend minority community groups
- ▶ Not reflect Council or community standards
- ▶ Personally benefit individual employee/Councillors or their family/friends
- ▶ Imply Council endorsement of contentious community issues
- ▶ Include web addresses, social media handles or phone numbers
- ▶ Contain more than three logos

Council has the right to determine participation and content on all artwork, should imagery or content not align with the guidelines.

Hirers eligible for services through Dubbo Regional Council's Event Funding streams must incorporate the Dubbo Regional Council logo into at least one banner design.

Artwork must be approved and sent to production by the deadline applicable to the selected installation period. Once artwork has been approved no changes will be permitted. Dubbo Regional Council does not take responsibility for delays in design, production, or installation if the deadlines are not met.

INSTALLATION AND REMOVAL

On the occasion that an event concludes before a removal date, your collateral will be removed at the earliest convenience of Dubbo Regional Council and made available for your collection.

Please note that in the unlikely event of high winds or severe weather, Dubbo Regional Council reserves the right to temporarily remove collateral in the interests of public safety. No refunds will be given if this occurs.

Hirers should allow up to three days variance in the installation and removal dates of banners by Dubbo Regional Council.

PAYMENT

The hirer will sign off on a final version of their collateral via email. Once approval has been received an invoice will be issued to the hirer. Payment must be made in alignment with the deadlines on the invoice.

CANCELLATIONS

Failure to approve artwork by the deadline applicable may result in Council cancelling the booking.

Bookings cancelled after acceptance of deadlines as indicated in the prospectus may be subject to a cancellation fee of 100%.

RETURN OF COLLATERAL

Upon conclusion of the phase removal date the collateral will become the property of the hirer and can be collected from the determined location by Dubbo Regional Council.

It is the hirer's responsibility to collect their collateral upon removal. Failure to do so within 30 days will result in the disposal of the collateral. No refunds will be given if this occurs.

RE-INSTALLATION OF COLLATERAL

Collateral remain the property of the hirer and may be re-used providing they are washed and in good condition. Due to workplace health and safety. Dubbo Regional Council reserves the right to decline re-installation if they are not considered to be in good condition.

Dubbo Regional Council will need to sight and assess your collateral to ensure it is in good condition before your fees are confirmed and billed.

Collateral can be re-installed a maximum of three installation periods, providing they meet re-installation criteria.

2023/24 CBD PROMOTION PROGRAM BOOKING FORM

By completing this booking form, you are registering your interest in hiring one or more of the available assets. Submitting a booking form does not guarantee your success in booking the preferred assets, please await confirmation via email. Please read the CBD Promotion Program Prospectus before submitting this application to dubboignite@dubbo.nsw.gov.au

EVENT INFORMATION

Name of event

Date/s of event

Do you already have collateral to be installed on this asset e.g. banners or posters? Yes No

Has your event applied for funding through the Dubbo Regional Council Event Funding streams? Yes No

If yes, do you wish to use this funding to cover the hire of assets? Yes No

HIRER'S CONTACT DETAILS

Applicant's Name:

Contact number:

Contact email address:

HIRER'S BUSINESS DETAILS

Organisation trading name:

Organisation registered name:

ABN:

Postal address:

Is your organisation registered for GST? Yes No

Has your organisation been invoiced by Dubbo Regional Council previously? Yes No

Confirmation of your booking will be sent to the email address listed above. Once artwork has been approved by the hirer, an invoice will be sent to you using the details from this form.

By completing this application form, your organisation agrees to the terms and conditions outlined in the CBD Promotion Program Prospectus.

Print name:

Signature:

Date:

Please select which assets you would like to hire from the list below:

ASSET	INCLUDING DESIGN AND PRINTING PRICING PER PHASE*	BYO PROMOTIONAL ASSETS PRICING PER PHASE**
Dubbo CBD Rotunda Flags - Rotunda only, max 1 Design	\$1,920	\$1,200
Dubbo CBD Street Flags - Street Only (excluding Rotunda), max 3 Designs	\$4,560	\$2,850
Dubbo CBD Street Flags - Full Street (incl Rotunda and Main St), max 3 Designs	\$6,480	\$4,050
Wellington CBD Street Flags	\$4,367.50	\$2,003
Wellington Bridge Banner Commercial - max 1 month	\$1,934	\$998
Wellington Bridge Banner Community - max 1 month	\$1,399	\$542

Please note that all prices include GST.

* Rates include design, print, production, installation and removal of collateral as per the Terms and Conditions.

**This option suits operators who already have existing collateral to install. Rates include installation and removal, and exclude design, print and production.

Please select the preferred installation phase from the list below:

CBD STREET FLAGS - INSTALLATION PHASES

PHASE	INSTALLATION DATE	REMOVAL DATE	BOOKING DEADLINE	ARTWORK DEADLINE
ONE	1 July 2023	30 August 2023	22 May 2023	25 July 2023
TWO	31 August 2023	30 October 2023	17 July 2023	23 August 2023
THREE	31 October 2023	30 December 2023	2 October 2023	6 October 2023
FOUR	31 December 2023	29 February 2024	4 December 2023	8 December 2023
FIVE	1 March 2024	30 April 2024	5 February 2024	9 February 2024
SIX	1 May 2024	30 June 2024	1 April 2024	5 April 2024

WELLINGTON BRIDGE BANNER

Installation phase is a maximum of one month. Please nominate your preferred installation date below taking into consideration Booking Form is due one month prior to this date.

Preferred installation date:

Once you have received email confirmation of your booking from Dubbo Regional Council. The Dubbo Ignite Team, will liaise with you directly on artwork deadlines, installation dates and collection of your collateral.

FOR MORE INFORMATION

Dubbo Region Ignite Team
02 6801 4000
dubboignite@dubbo.nsw.gov.au

OFFICE USE ONLY
TRIM File: ED _____
Works Request: _____
Debtor Number: _____
Invoice Sent: ___ / ___ / ___