



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 a platform of assets accessible to local attractions and events held in the LGA to extend their market awareness and impact.

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 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 offers a range of assets to support you in the promotion of your event.

Fly the flags for your event along the streets of Dubbo or Wellington, let your event speak for itself using the rotunda sign, get your attendees ready to rumble and promote your event on the rotunda rhino, or shine a light on a good cause with Dubbo light activation.



Benefits



TOURISM

945,000

TOURISM VISITORS
EACH YEAR



RETAIL

200,000

SHOPPING VISITORS
EACH YEAR



POPULATION

51,429

RESIDENTS

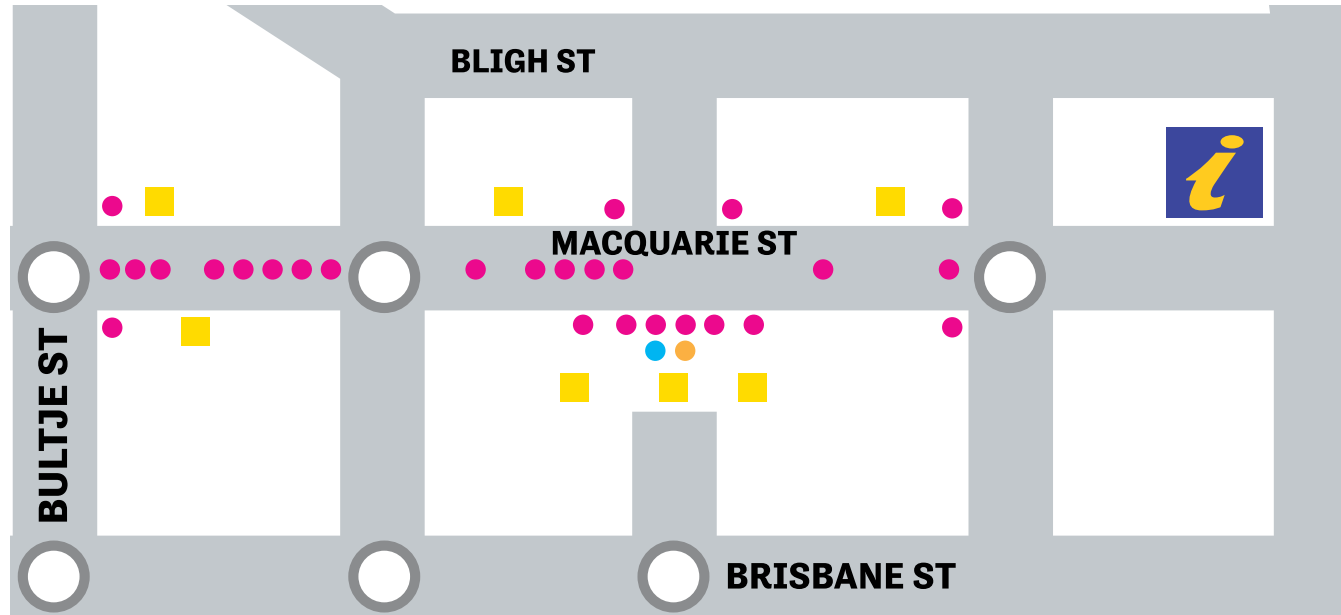


ECONOMY

4,000

BUSINESSES

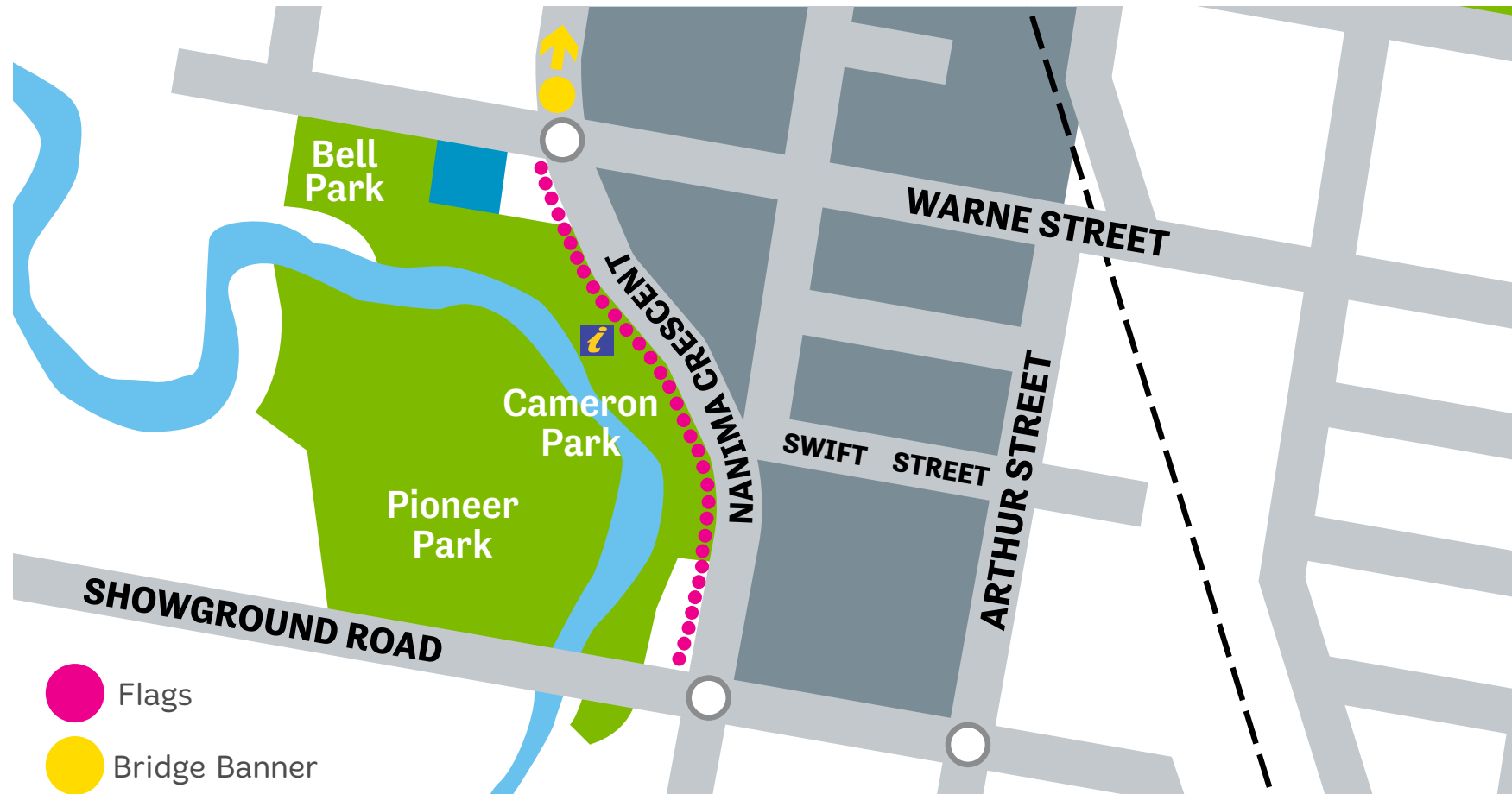
Dubbo CBD



-  Flags
-  Rotunda Poster
-  Rhino Statue
-  Lights



Wellington CBD



- Flags
- Bridge Banner

Available assets

Fly the flag for your event across the Region. With 51,429 residents passing through, give your event the elevation it deserves. With the option of 8 or 27 flags in Dubbo or 33 flags in Wellington, promoting your event is a breeze.

51,429
residents passing through



Available assets

Take advantage of 945,000 tourism visitors travelling between Dubbo and Wellington with a Wellington bridge banner display. Hanging high over the Mitchell Highway, your event will be the talk of the Region.

945,000
tourism visitors travelling
between Dubbo and
Wellington each year



Available assets

Let your event promotion take charge and run wild with the Dubbo Rotunda rhino. Taking up residence in the centre of the Dubbo CBD, our Rhino will wear your colours rain, hail or shine! Gain greater social media promotion through rhino selfies – our Rotunda rhino knows how to smile for the camera.

Speak directly to your audience with the Dubbo Rotunda sign, standing proudly in the heart of the Dubbo CBD. Bustling with cafes and eateries, this space is the perfect place to broadcast your message.



Available assets

Attract attention and shine a light on your event with Dubbo light activation. With 8 colours available at 7 locations along Macquarie Street, creating ambience in the lead up to your event is easy.

Capture the attention of 200,000 shopping visitors. Collaborate with CBD businesses to display event themed window stickers in the lead up to your event.

Capture the attention
200,000
shopping visitors



Pricing

ASSET	PRICING PER PHASE*	PRICING PER PHASE**
Dubbo CBD Banners (8 Flags) – max 1 design	\$1,600	\$880
Dubbo CBD Banners (27 Flags) – max 3 designs	\$5,400	\$2,970
Wellington CBD Banners (33 flags) – max 3 designs	\$3,960	\$1,815
Wellington bridge banner	\$1,750	\$900
Dubbo Rotunda sign (1 poster)	\$330	No fee
Dubbo Rotunda rhino (1 sheet of stickers)	\$1,050	Option unavailable
Dubbo Light Activation	\$95	Option unavailable
Event themed window stickers (pack of 50)	\$1,500	Option unavailable

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.



Phases

PHASE	INSTALLATION DATE	REMOVAL DATE	BOOKING DEADLINE	ARTWORK DEADLINE
ONE	6 June 2018	2 August 2018	13 April 2018	4 May 2018
TWO	2 August 2018	4 October 2018	7 June 2018	28 June 2018
THREE	4 October 2018	28 November 2018	9 August 2018	30 August 2018
FOUR	28 November 2018	10 January 2019	4 October 2018	25 October 2018
FIVE	10 January 2019	8 February 2019	4 October 2018	25 October 2018
SIX	8 February 2019	4 April 2019	14 December 2018	4 January 2019
SEVEN	4 April 2019	6 June 2019	8 February 2019	1 March 2019

If you are looking to book an asset for part of a phase or require an extension date on removal of a phase, please contact the Marketing, Events and Promotions team via email at marketingandevents@dubbo.nsw.gov.au

On the occasion your event concludes before a removal date, your flags will be removed at the earliest convenience of Dubbo Regional Council and returned to you.



Terms and conditions

Bookings

All local attractions 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.

Hirers have the option to use one or more assets at any one time during the installation period, 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 as 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 period 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 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.