



Thank you for your interest in supporting the attraction of major sporting events to the Dubbo Region. If you choose to partner with Council, your investment will help Council to secure mass participation events and establish multi-year agreements with large-scale fixtures, competitions, carnivals and championships.

The partnership between Council and your business will not only deliver tangible benefits for your brand but it will also enable Council to seek out and incentivise conversion of event activity in what is a highly competitive market.

Partner with us and help our community to grow and prosper!

Six reasons why Council targets major sporting events:

- **Economic benefits:** Visitors staying overnight in the Dubbo Region spend on average \$208* per person per night. In the first quarter of 2023 the Dubbo Region will welcome three events secured under Council's Event Attraction Program. Combined these events will deliver \$10.1M into the local community. The NSW Touch Football State Cup – Northern Conference alone will have a \$7M economic impact.
- **Tourism benefits:** Sporting events create opportunities for visitors to stay longer, spend more and visit the Region's tourism experiences. Players, supporters and officials will eat in local restaurants and visit our attractions and activities. Our tourism experiences can be marketed to regional, state and national audiences.
- **Players and supporters fill beds outside school holiday periods:** Largely, major sport event activity takes place outside school holiday and long weekend periods. The attraction of major events will help drive visitation to the Dubbo Region during soft visitation periods.
- **Repeat visitation:** Competitors and supporters are introduced to experiences in our region and there is a propensity for attendees at sporting events to return with their family/friends for a holiday.
- **Reputation and brand awareness:** Sporting events have wide audience appeal and attract significant media coverage, particularly if the event is of state or national significance. The Dubbo Region's brand and its reputation as an events venue will be strengthened by the attraction of each major sporting event.
- **Community well-being and cohesiveness:** Elite-level events held in our venues may increase sport participation, build volunteer capacity, engender pride of place and create excitement within the community.

*(Tourism Research Australia – June 2022)

SPONSORSHIP PACKAGE

Barden Park Athletics Centre of Excellence

SHORT-FORM

Barden Park Athletics Centre of Excellence is bounded by Fitzroy, Myall, Gipps and Macleay Streets. The venue attracts national and state-level athletic competitions, carnivals and championships. Both senior and junior events stud Dubbo's events calendar throughout the year. In January 2023 the venue will host the NSW Country Athletics Championships and in March 2023 the venue will host the Little Athletics State Combined Championships. Both these events have been secured via Council's Event Attraction Program.

Benefits:

Naming rights

- Your business will have the naming rights to the centre for three years.
- Changes to the name of the complex will be reflected via print and online materials including, but not limited to: booking forms, venue information, Council's website and social media activity promoting events held at the complex.
- Council's bids and tenders submitted to aspire conversion of event business at Barden Park will include details of the venue; including brand placement.

Signage

- Two Signage locations (refer image below)
*sponsor business to meet costs of design, production and installation

Brand placement

- Your brand will be placed on the page promoting the venue on dubbo.nsw.gov.au and in any listings supported by Council websites.
- Social media posts promoting the complex as a venue for major sporting events; or promoting events held at the complex.
- Your business will be promoted as a supporter of the attraction of major sporting events on the weekly 'What's On' EDM as well as social media posts promoting the venue or major events held at the venue.

Activation rights

- Best endeavours will be made to provide activation rights to events attracted by Council to the venue.

At Council's meeting held 27 October 2022, and in consideration of this program, Council determined the following:

- *That Council only accept sponsorship from products suitable for people under the age of 18 and from organisations that do not promote unhealthy lifestyles.*

In addition to the above, suitable sponsors will be selected based on a set of criterion including:

- *Brand must not be a tobacco or liquor company*
- *Brand must positively align with the Dubbo Region and the attraction of events*
- *Brand must not represent a political or religious entity or have a religious or political affiliation or purpose*

Please note: Council will assess expressions of interest as they are received. Council reserves the right to negotiate the level of investment and return benefits. The sponsorship package will be covered by an agreement executed by both parties.

Benefits scheduled to commence January 2023.



Image: Barden Park indicating location for branded signage



Expressions of interest must be provided via the attached by Expression of Interest Form and emailed to council@dubbo.nsw.gov.au by COB Friday 16 December 2022.

Enquiries:

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