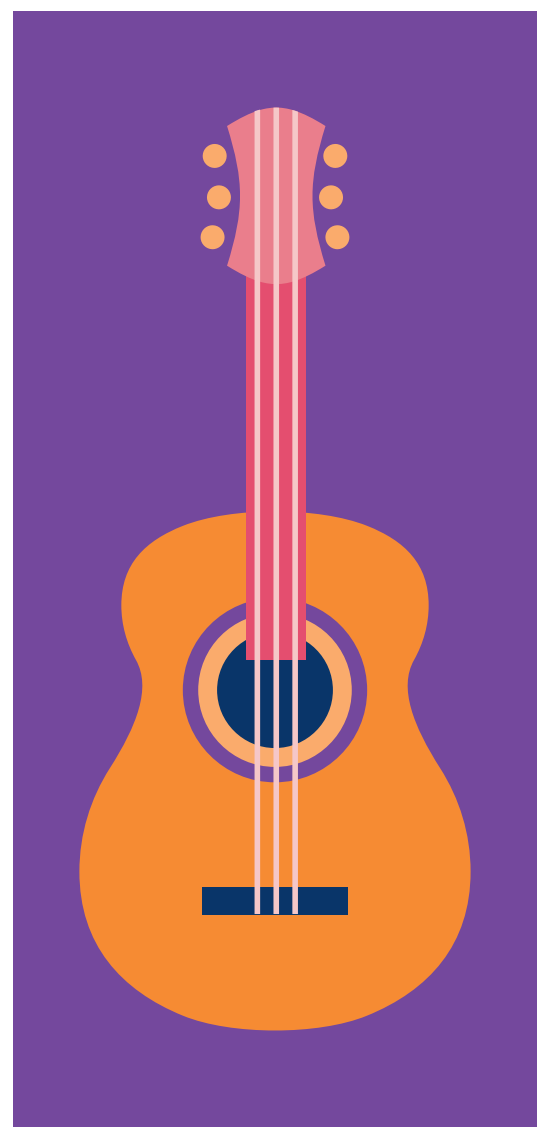
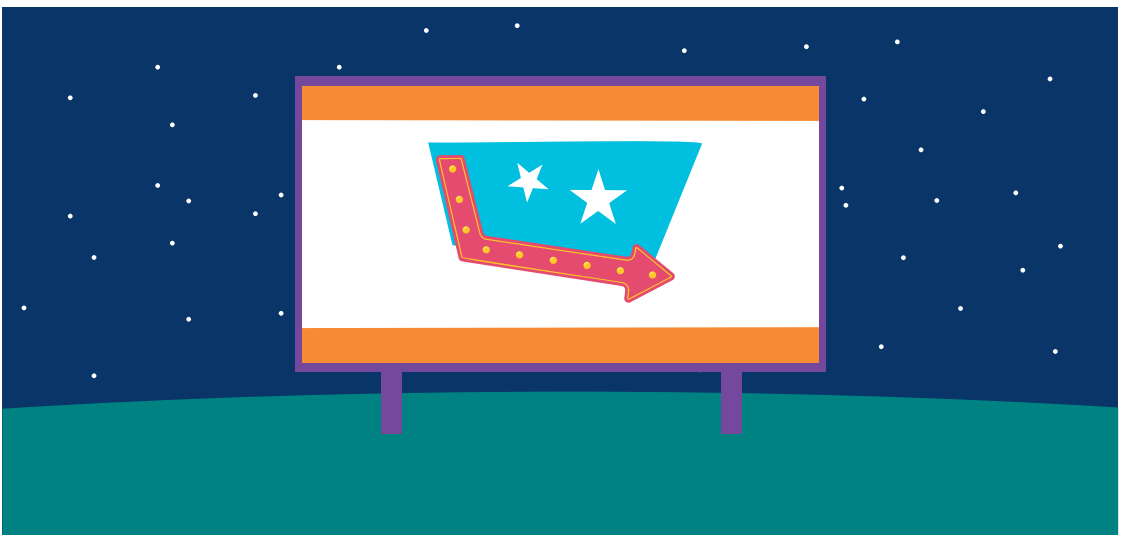
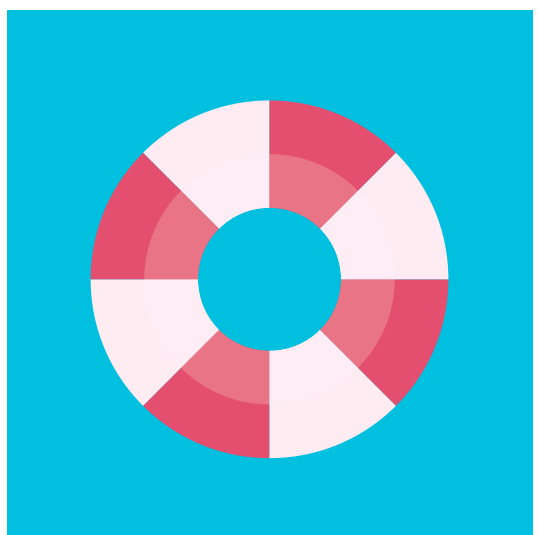


SOUTH COAST MUSIC PARTNERSHIP



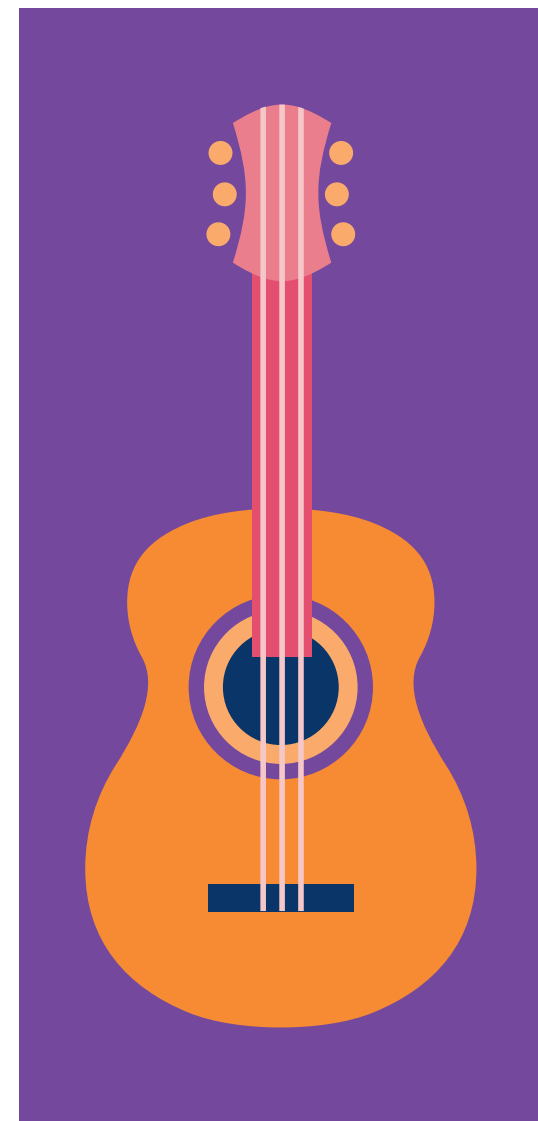
2025

PARTNERSHIP OPPORTUNITIES



AUSTRALIA DAY  
LONG WEEKEND

SUTHERLAND SHIRE



# PROPOSED 2025 EVENT PROGRAM\*



## Saturday 25 January

### Cultural Ceremony

Come together at Burnum Burnum Sactuary **Woronora** as our Aboriginal community leaders and Elders share stories and culture. Featuring traditional dance, music, yarnning circles and market stalls.

### Cronulla Vibes Concert

With a relaxed family friendly atmosphere over 5,000 people gather to watch the sunset over **Cronulla** beach whilst listening to music showcasing local performers and acclaimed bands including headliners Hollow Coves and much loved Caravana Sun.

## Sunday 26 January

### Citizen of the Year Awards Presentation and Citizenship Ceremony

Our local heros will be recognised at a special ceremony that will also welcome Sutherland Shire newest Australian Citizens at the Pavilion Performing Arts Centre **Sutherland**.

### Cronulla Concert and Fireworks

Be part of one of NSW largests concerts on iconic **Cronulla** beach attracting a crowd of over 20,000 with access to the exclusive VIP partners funtion. Featuring three renowned headlining Australian performers and supporting acts on a purpose built stage. Finishing with an awe inspiring 15 minute firework display\* over Cronulla Beach.

### Family Fun at Cinema Under the Stars

Family fun at the newly accessible Cooper Street Park, **Engadine**. Stalls and performances followed a screening of Cinema Under the Stars.

### Pool Parties

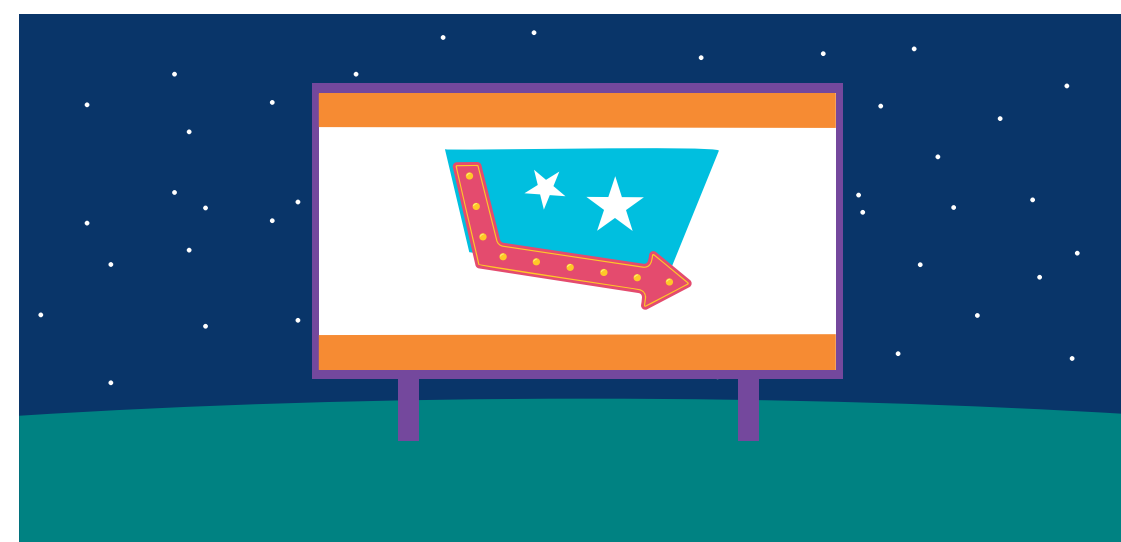
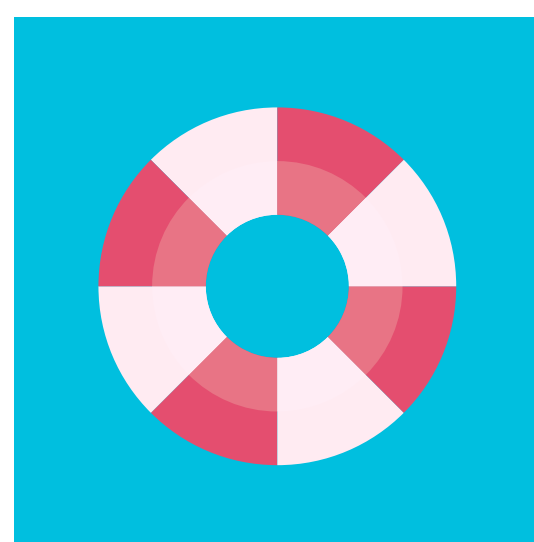
Make a splash at one of our **Caringbah, Engadine and Sutherland** Leisure Centres pool parties with a DJ and activations.

## Monday 27 January

### Cinema Under the Stars with Acoustic Sunset Sessions

Visit one of the surrounding cafes or resturants to grab your picnic dinner and come down to **Cronulla** park to enjoy acoustic performances by local emerging artist as the sunsets over the pituresque backdrop of Cronulla Beach followed by a family friendly open air cinema experience at our renowned Cinema Under the Stars.

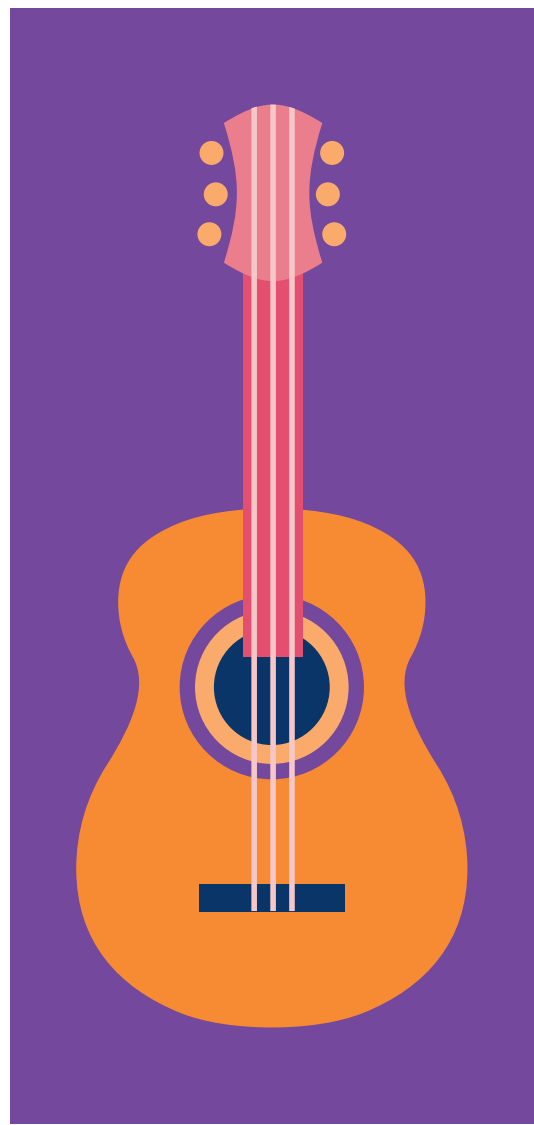
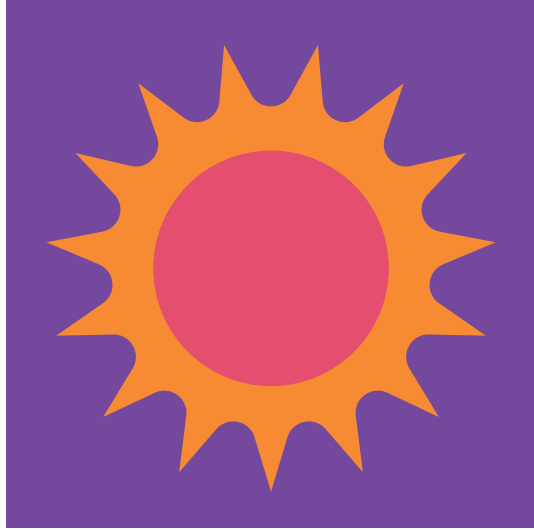
\* Program is a sample based on previous event prgramis and is subject to change.  
\* Fireworks display is subject to weather conditions and emergency services approvals.



# AUSTRALIA DAY

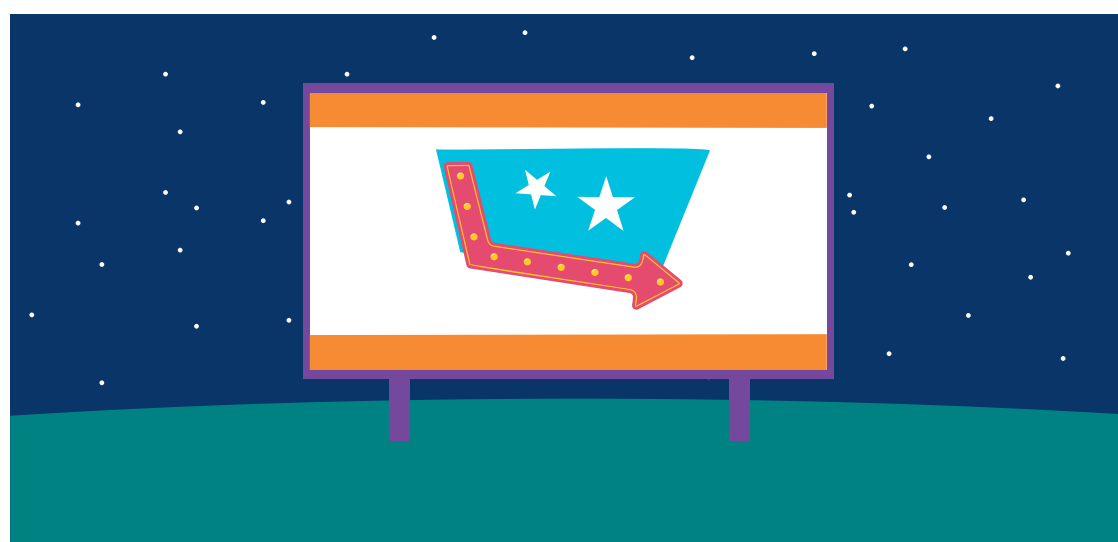
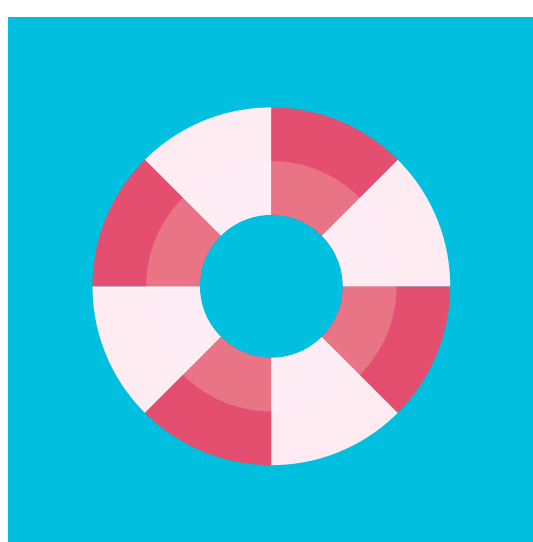
LONG WEEKEND

SOUTH COAST  
THE RIVER  
MUNDAGARRA



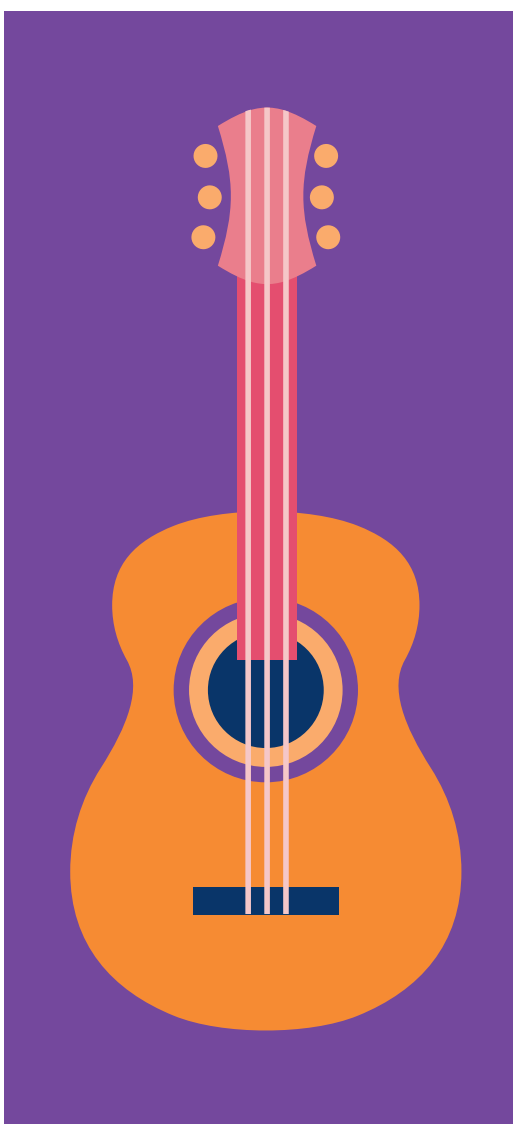
# 2024 FOOTAGE DOWNLOAD

Get a feel of the Iconic Cronulla concert by viewing the 2024 Concert footage.



**AUSTRALIA DAY**  
LONG WEEKEND

SUTHERLANDSHIRE



# 2024 EVENT PROGRAM



Over 10 First Nations community groups and businesses engaged.

Over 20,000 attendees.

284,500 impressions on social media

Over 30 local performers engaged.  
Over 15 local contractors and services engaged.



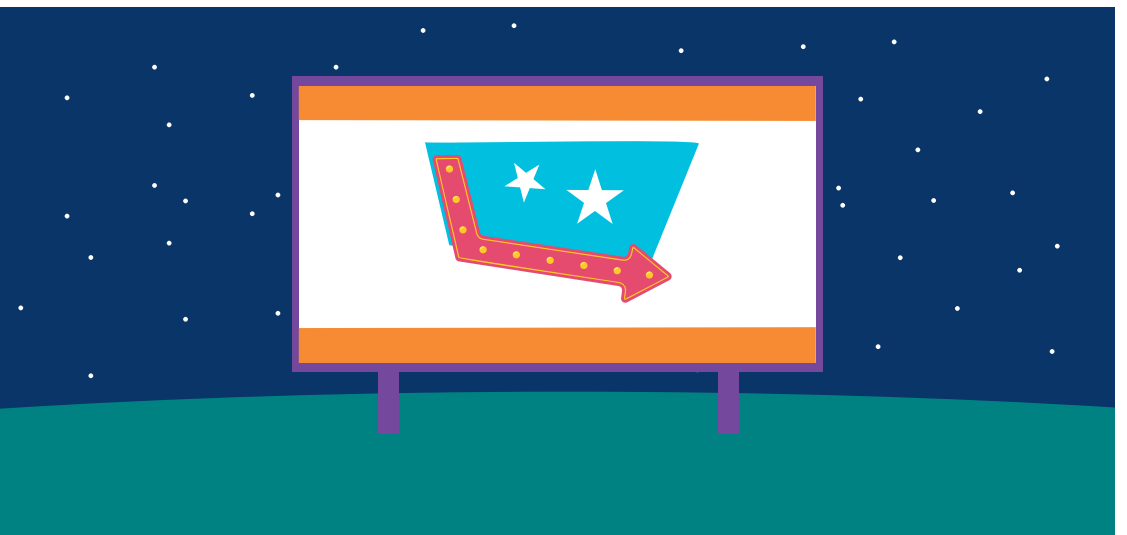
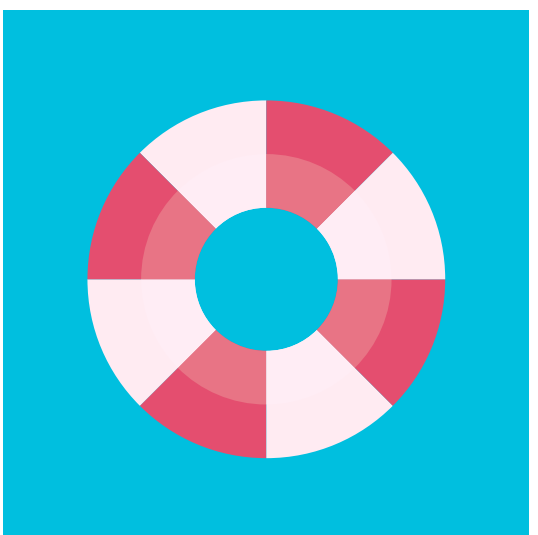
**SUTHERLANDSHIRE AUSTRALIA DAY LONG WEEKEND**  
25-27 JAN

REFLECT. RESPECT. CELEBRATE.

Thursday 25 January	Friday 26 January	Saturday 27 January
<b>Sunset Cultural Ceremony</b> 5.00-8.00pm Burnum Burnum Sanctuary, Woronora 5.00pm Community Stalls and BBQ 5.30pm Yarning circles 6.30pm Cultural Ceremony  <b>Cinema Under the Stars</b> 6.30pm Cronulla Beach Blueback (PG)	<b>Pool Parties</b> 10.00am-2.00pm Caringbah, Engadine, Sutherland Leisure Centres  <b>Australia Day Concert</b> 4.00-9.15pm Cronulla Beach 4.20pm Nicola De Senzi 4.45pm Royal Australian Navy Band 5.45pm Isala's Firebrace 6.45pm Paulini 7.45pm Jon Stevens 9.00pm Fireworks*  <b>Cinema Under the Stars</b> 6.30pm ANZAC Oval, Engadine The Super Mario Bros. Movie (PG)	<b>Cronulla Vibes Concert</b> 4.00-9.15pm Cronulla Beach 4.00pm Michael Astill & Co 4.30pm Todd Kemmler 5.00pm Rochelle Natoli 5.30pm Ryan Mead 6.15pm Jackson Carroll 7.00pm Phat Brass 8.00pm Craig Woodward  <b>Cinema Under the Stars</b> 6.30pm Parc Menai Sonic The Hedgehog (PG)

ALL EVENTS FREE  
Scan me for more details

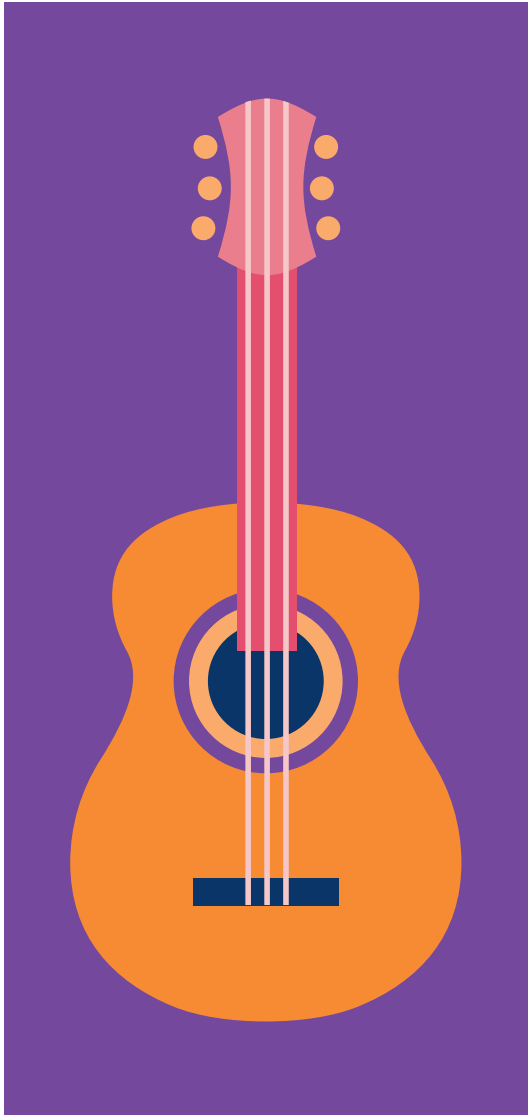
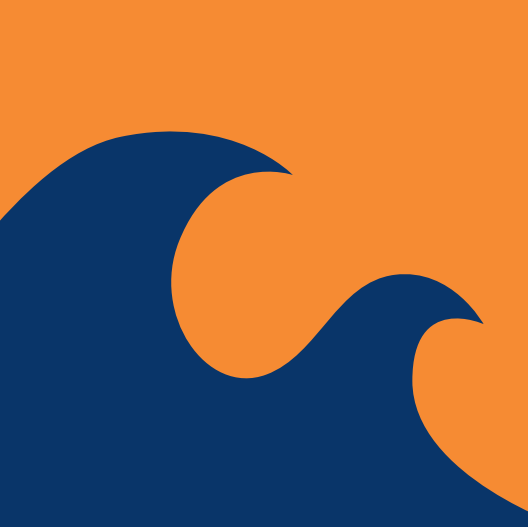
Major Partner: **cronullars!**  
Event Supporters: ANSTO, STAGERINGS  
Media Partner: **Leader**, Australia Day, SUTHERLANDSHIRE



# AUSTRALIA DAY

LONG WEEKEND

SOUTH COAST NSW AIRPORT



# 2024 MARKETING HIGHLIGHTS



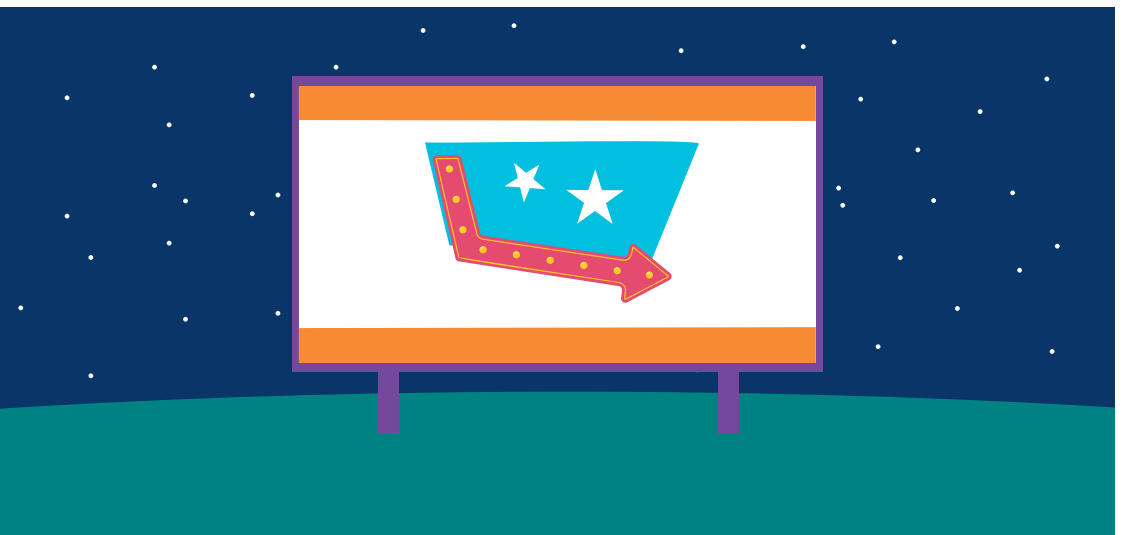
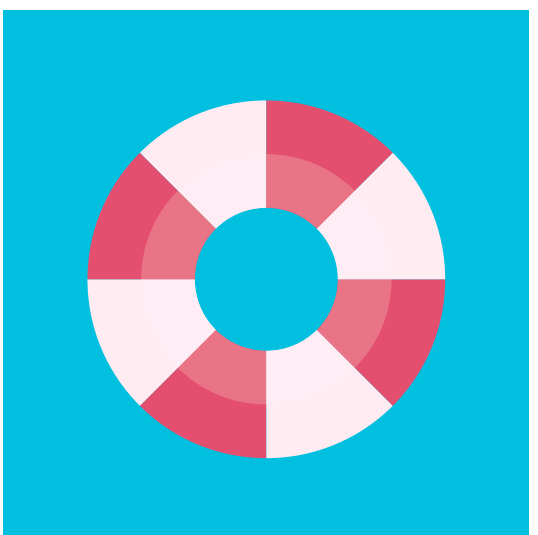
Digital Exposure

	Overall Campaign	Sunset Cultural Ceremon	Australia Day Concert	Cronulla Vibes	Cinema Under the Stars	Pool Parties
<b>Website Views</b>	Landing Page 16,474 views 11,535 users	3,637 views 2,328 views	14,852 views 9,299 users	4,398 views 3,031 users	7,576 views 5603 users	1,107 views 836 users

	Reach	Impressions	Responses
<b>Soical Media (Paid)</b>	83,818	241,818	3,012
<b>Social Media (Organic)</b>	277,430	284,500	2,254

Number of times QR code scanned on print collateral

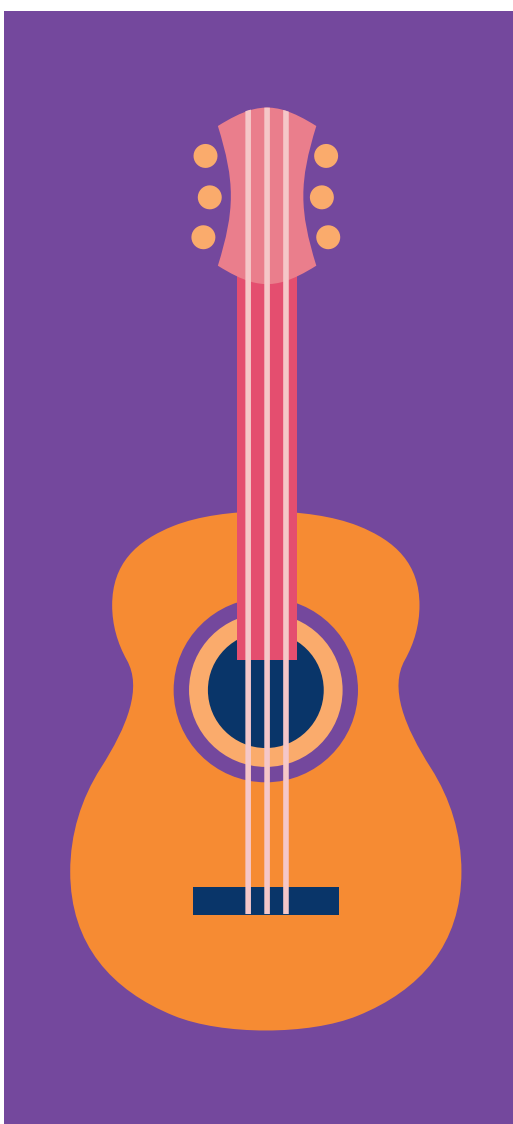
	Views	Users
<b>Signage</b>	680	387
<b>Rates Notice</b>	170	112
<b>Posters</b>	71	41
<b>Cronulla Signage</b>	72	54
<b>Leader</b>	40	31



# AUSTRALIA DAY

LONG WEEKEND

SUTHERLAND SHIRE



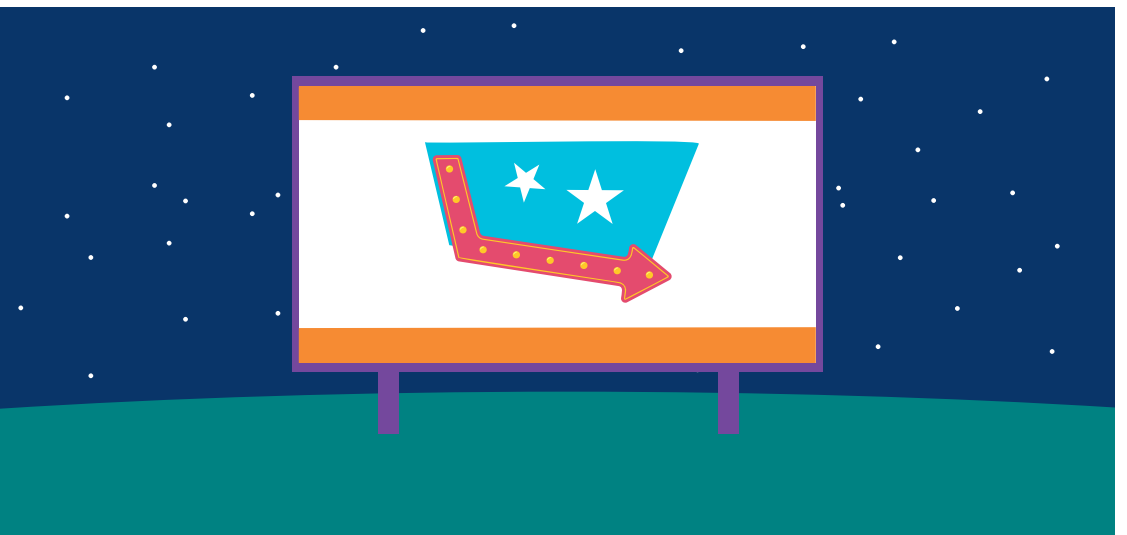
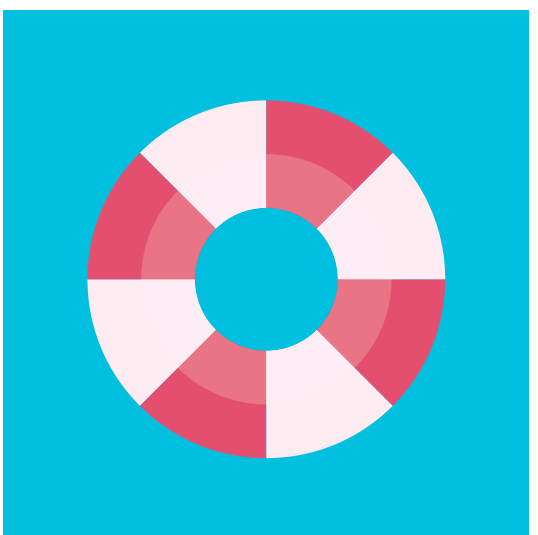
# SAMPLE MARKETING COLLATERAL



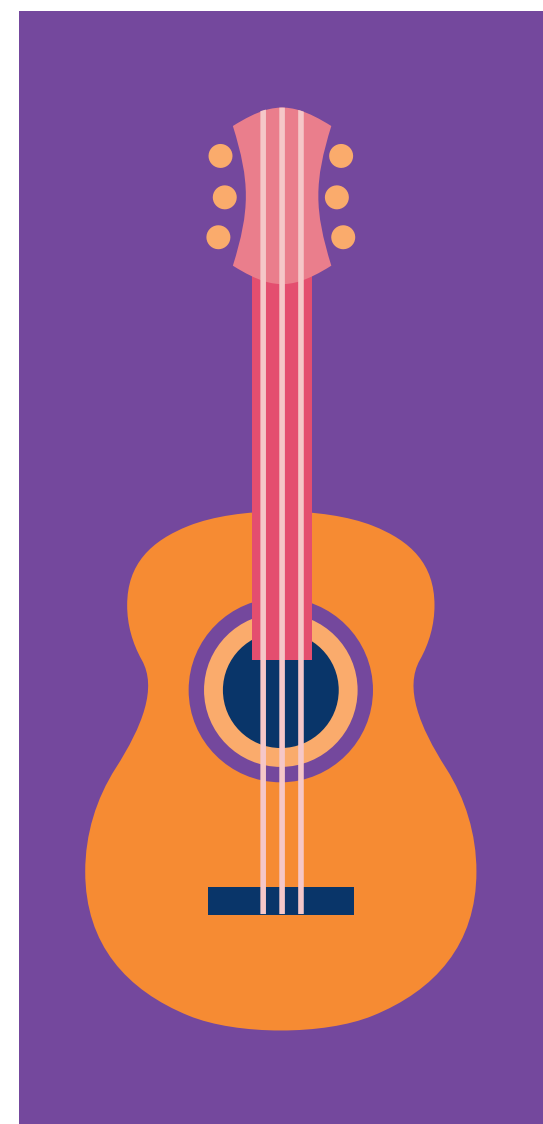
- Program Signage
- 30 posters Cronulla amenities blocks exterior and interior
  - 20 at Parks throughout LGA
  - 13 at Train Stations
  - 10 at Cronulla Park
  - 4 at Cronulla CBD directory boards
  - 2 at Croydon Street Car Park

- Print Advertising
- Rates notice inclusion distributed to 62,000 residents
  - 250 posters in shops across town centres
  - 6 banners across LGA
  - Cronulla Clock Tower

- Digital Advertising
- Social posts across Councils Social media platforms including Councils corporate, children services, leisure centres, libraries and tourism accounts
  - Councils Website
  - 'Visit The Shire' tourism EDM over 1,700 subscribers
  - 'Our Shire' E-News over 5,000 subscribers
  - 'Detour' staff news



SOUTH COAST NSW



# DURING EVENT PROMOTION OPPORUNITIES



**STAGE SCRIM**



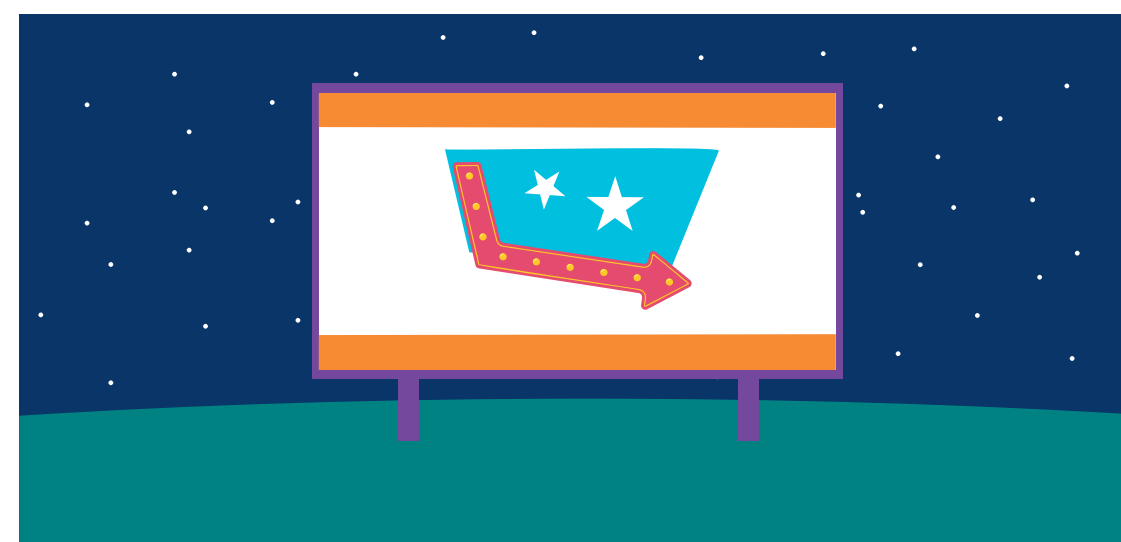
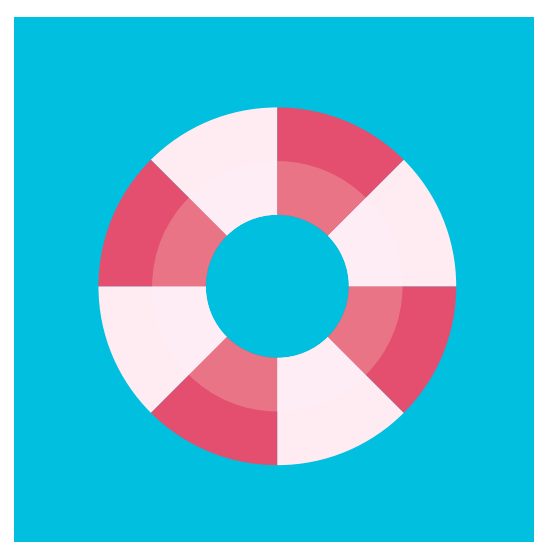
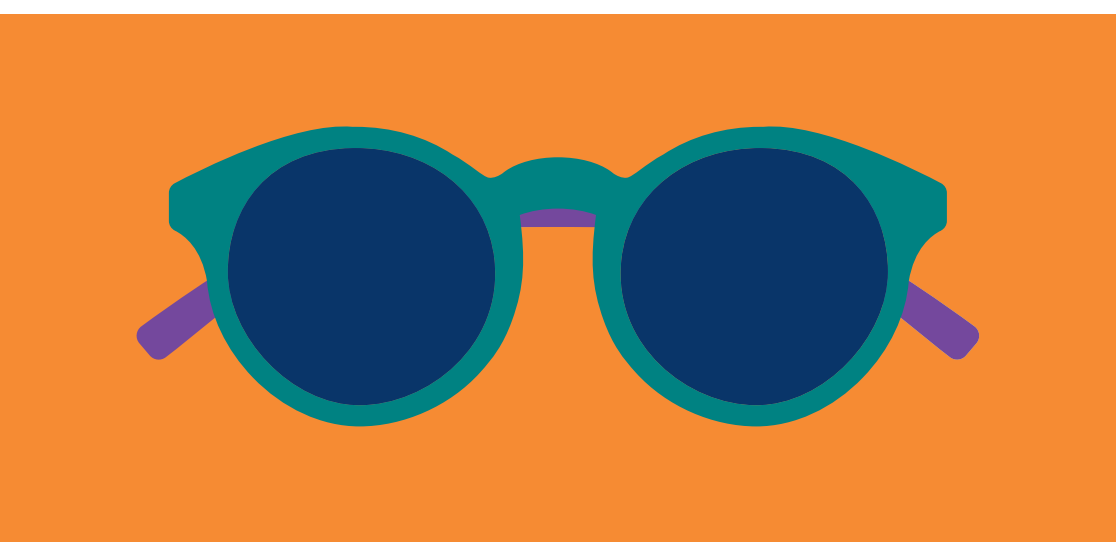
**BARRIER BANNERS**



**SCREENS**



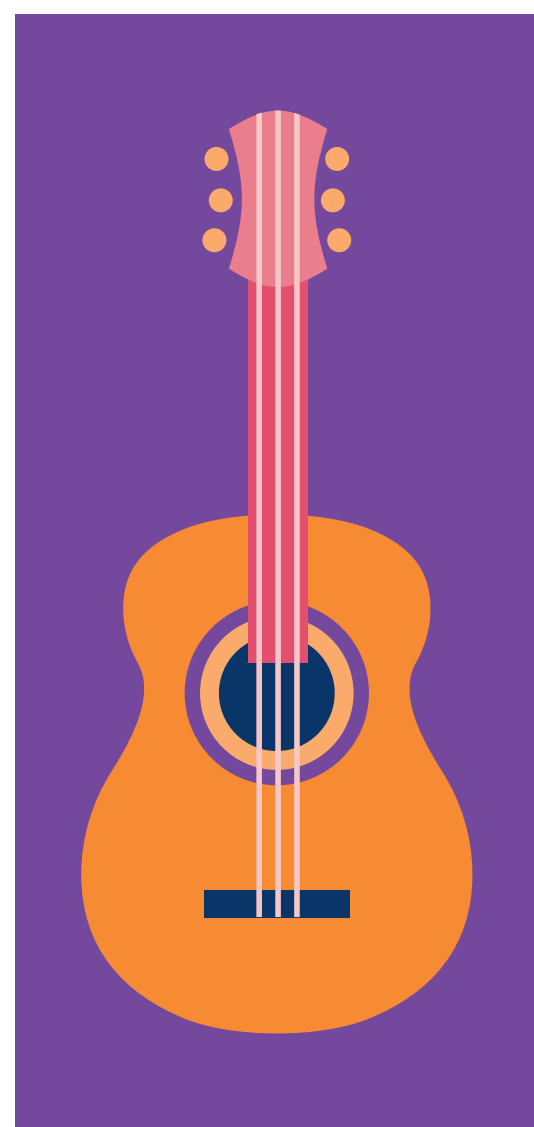
**SIGNAGE**



# AUSTRALIA DAY

LONG WEEKEND

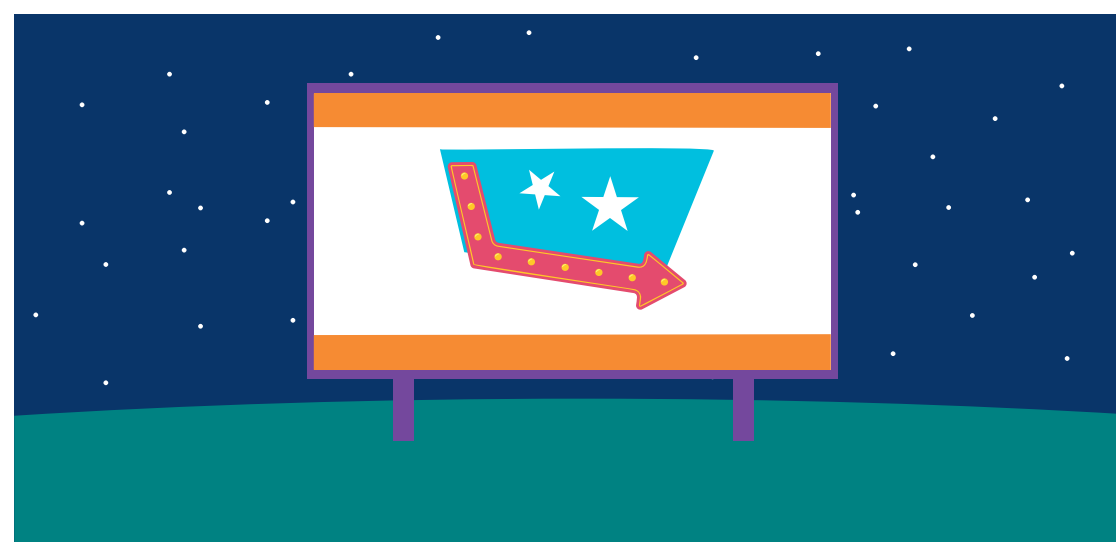
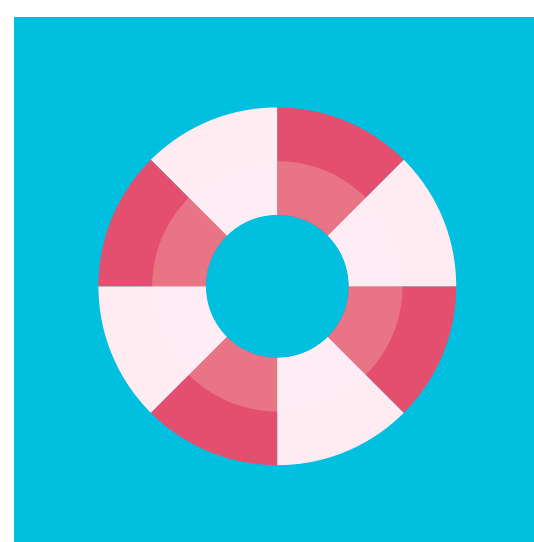
SUTHERLANDSHIRE



# PARTNERSHIP PACKAGES

## Major Partner \$25,000

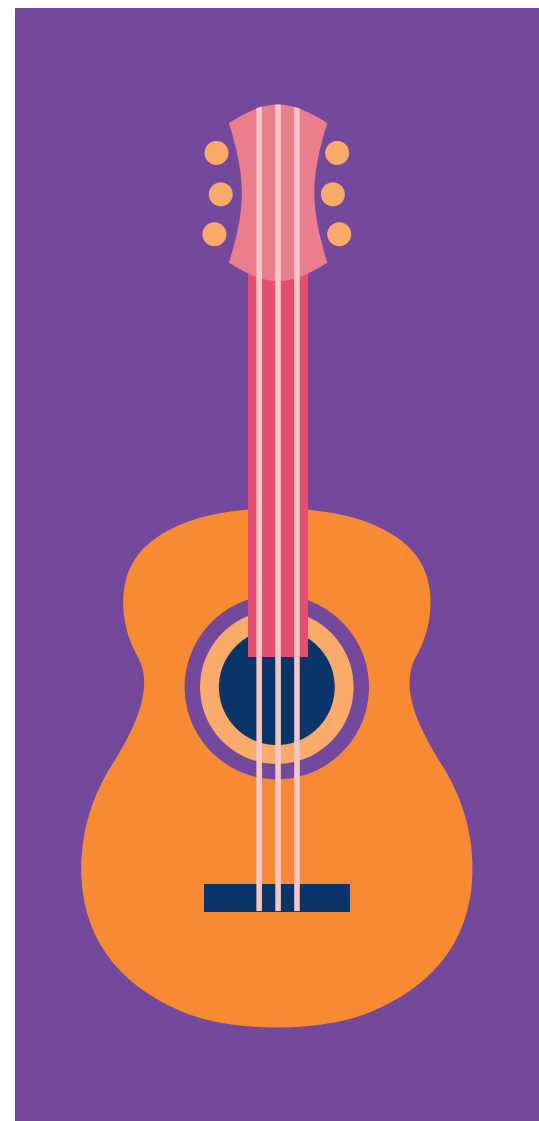
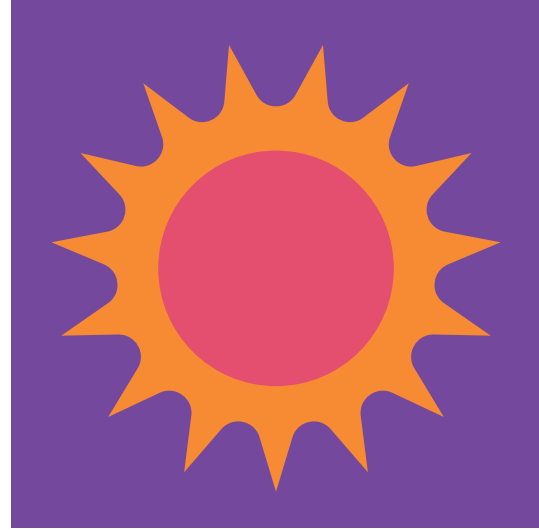
- Exclusive level of sponsorship.
- Exclusive prime time on stage interview & verbal acknowledgment of major partner in the Mayor's official speech and MC throughout the events.
- 4 passes to a reserved area in Cronulla Park.
- Professional images on the Australia day concert stage of event partner.
- 30 second video/15 second stills on three big screens at Cronulla.
- Up to 12 invitations to attend the event partners and supporters VIP Function with 4 VIP parking spaces at the Cronulla event valued at over \$1900.
- Inclusion in Post Event Highlights video and social media.
- Logo displayed as 'Major Partner' on all key marketing collateral including;
  - Display in the Australia Day segment Council's Our Shire E-newsletter
  - sutherlandshire.nsw.gov.au
  - On rates notice inclusion (Mailed to 62,000 residents)
  - At Council's AUSTRALIA DAY 2025 concert and rehearsals
  - On Sutherland Shire Council social media channels including corporate, children services, leisure centres, library and tourism accounts.
  - Main screen advertising of logo during applicable events (Cinema under the stars 26 January, Australia Day Concert & Besch Concert)
  - On Council produced official event related information / collateral and event signage where applicable
  - On stage scrim with prominent position, 2 barrier banners and program signage throughout the Cronulla park venue
  - On screen display at VIP function
  - Post event acknowledgment in one edition of Council's Our Shire E-newsletter
  - Post Event press release and social media.



**AUSTRALIA DAY**  
LONG WEEKEND



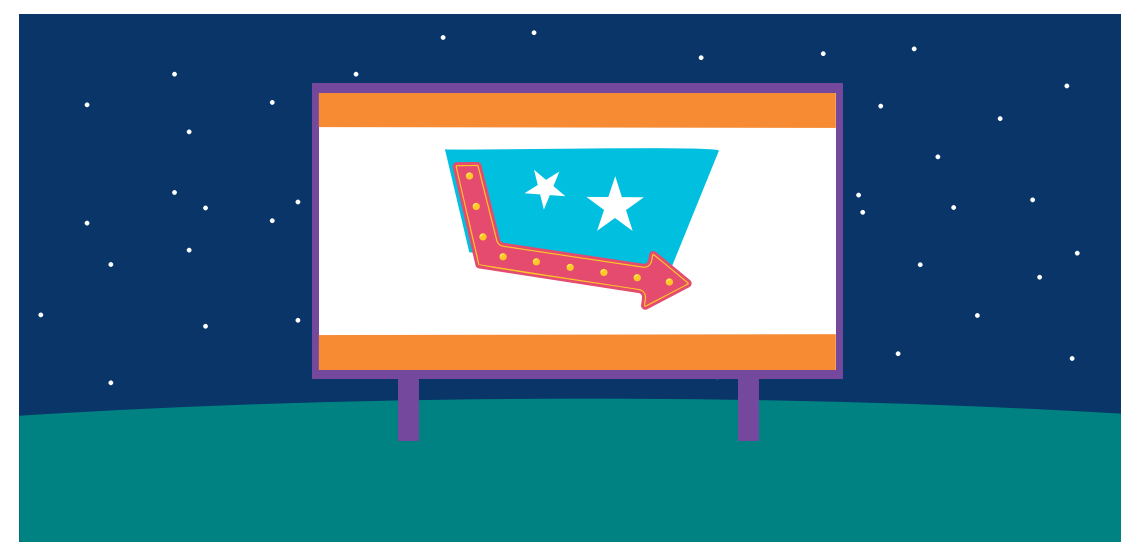
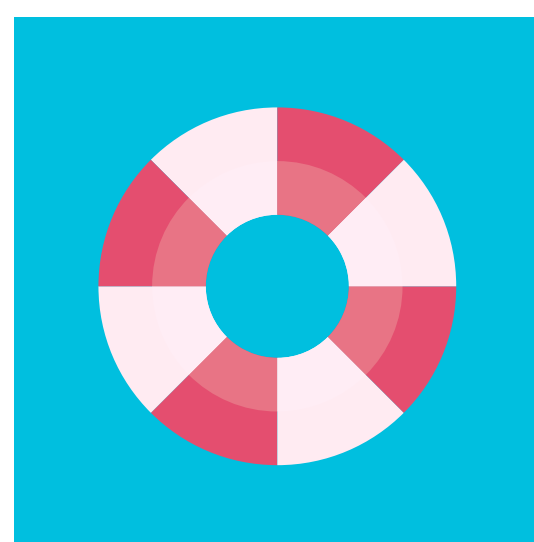
SUTHERLANDSHIRE



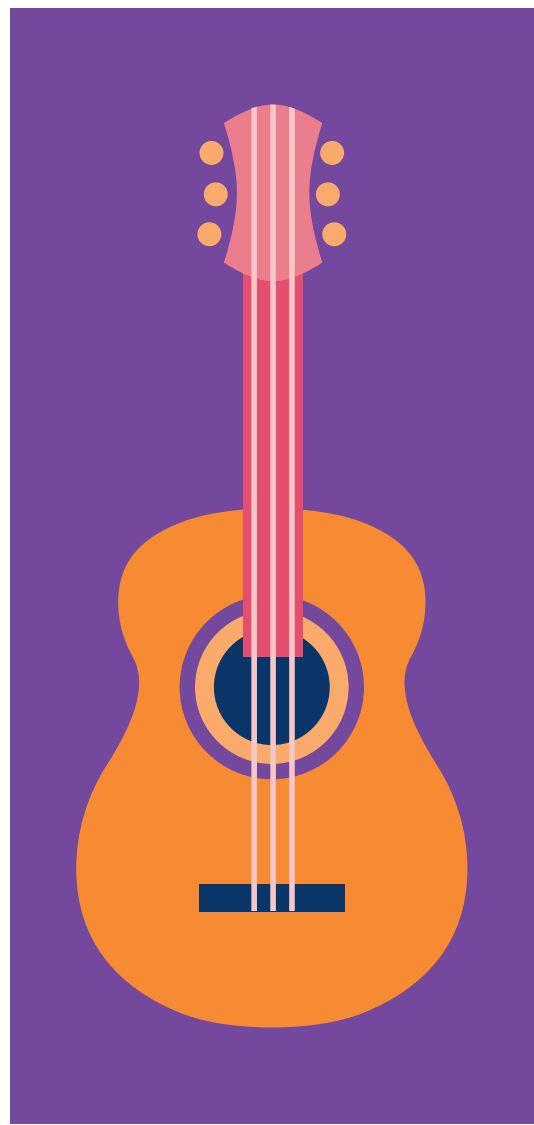
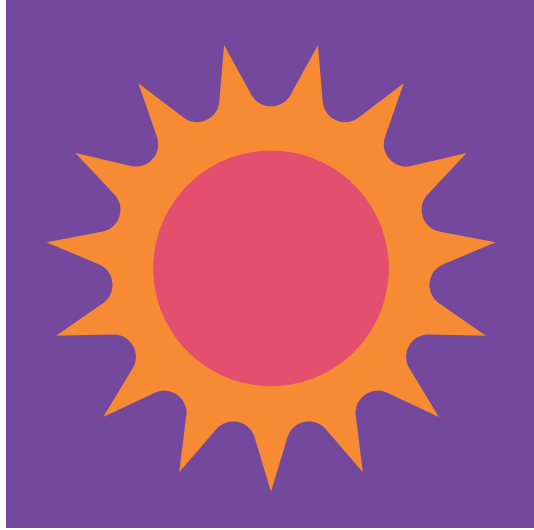
# PARTNERSHIP PACKAGES

## Event Partner \$15,000

- On stage interview & verbal acknowledgment of event partner in the Mayor's official speech and MC throughout the events.
- Professional images on the Australia day concert stage of event partner.
- 30 second video/15 second stills on three big screens at Cronulla.
- Up to 8 invitations to attend the event partners and supporters VIP Function with 2 VIP parking spaces at the Cronulla event valued at over \$1200.
- Inclusion in Post Event Highlights video and social media.
- Logo displayed as 'Event Partner' on all key marketing collateral including;
  - Display in the Australia Day segment Council's Our Shire E-newsletter
  - sutherlandshire.nsw.gov.au
  - On rates notice inclusion (Mailed to 62,000 residents)
  - At Council's AUSTRALIA DAY 2025 concert and rehearsals
  - On Sutherland Shire Council social media channels including corporate, children services, leisure centres, library and tourism accounts.
  - Main screen advertising of logo during applicable events at Cronulla
  - Council produced official event related information / collateral and event signage where applicable
  - On stage scrim, 1 barrier banner and program signage throughout the Cronulla park venue
  - On screen display at VIP function
  - Post event acknowledgment in one edition of Council's Our Shire E-newsletter
  - Post Event press release and social media.



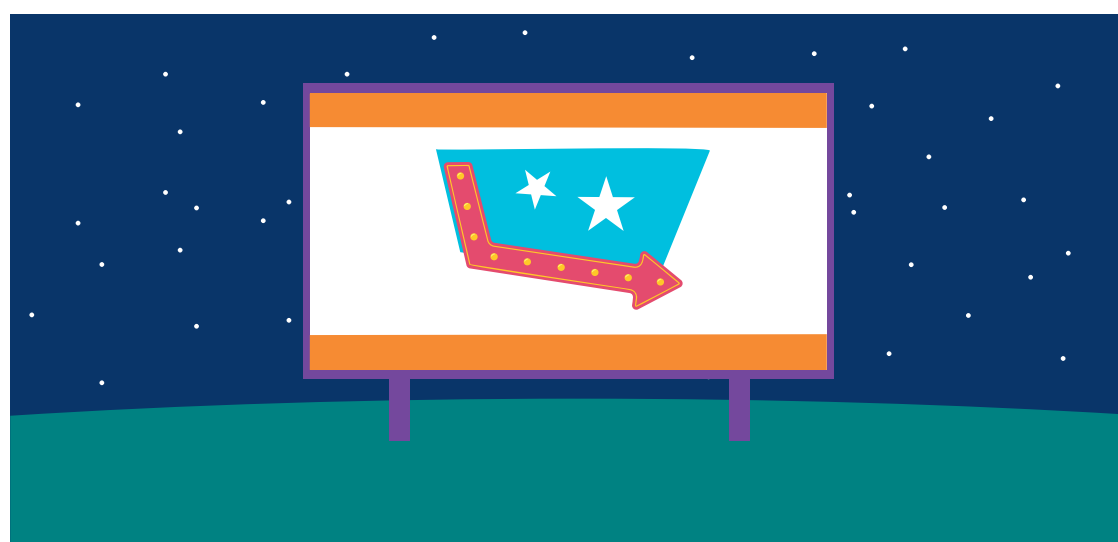
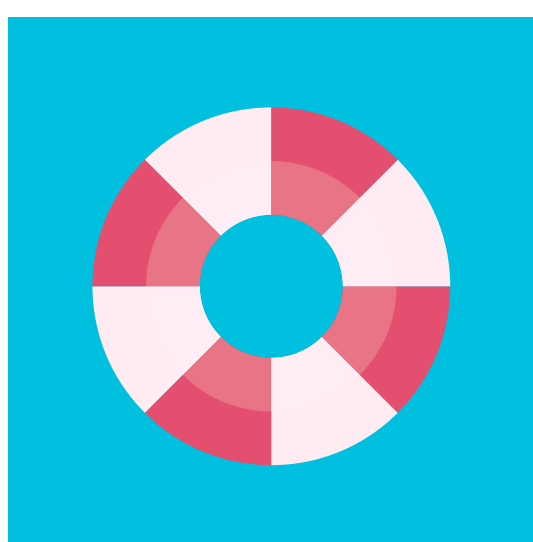
**AUSTRALIA DAY**  
LONG WEEKEND



# PARTNERSHIP PACKAGES

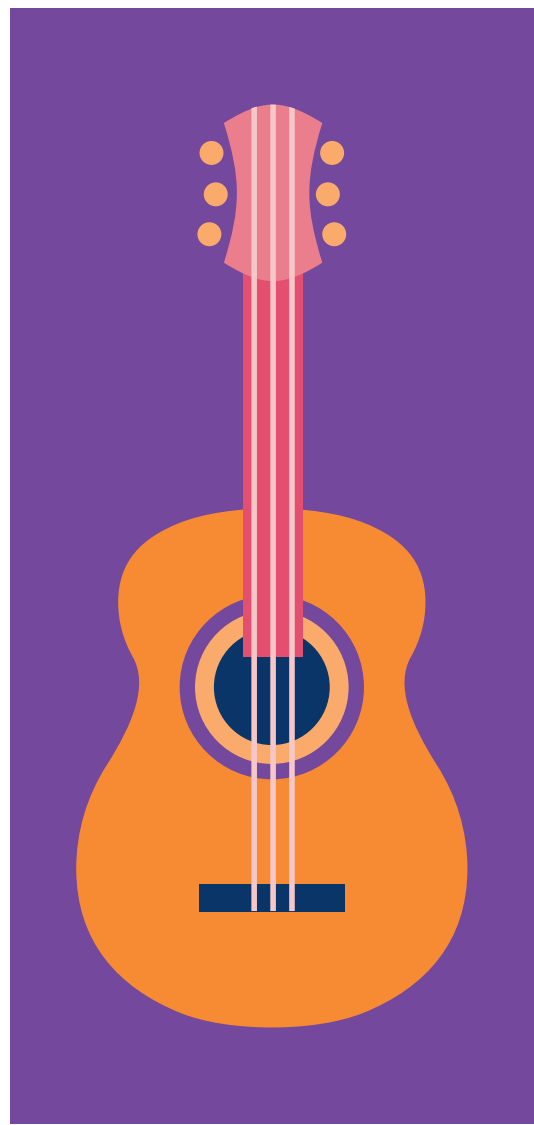
## Event Supporter \$10,000

- Up to 6 invitations to attend the event partners and supporters VIP Function with 1 VIP parking space at the Cronulla event valued at over \$900.
- Inclusion in Post Event Highlights video and social media.
- Logo displayed as 'Event Supporter' on all key marketing collateral including;
  - Display in the Australia Day segment Council's Our Shire E-newsletter
  - sutherlandshire.nsw.gov.au
  - On rates notice inclusion (Mailed to 62,000 residents)
  - At Council's AUSTRALIA DAY 2025 concert and rehearsals
  - On Sutherland Shire Council social media channels including corporate, children services, leisure centres, library and tourism accounts.
  - Main screen advertising of logo during applicable events at Cronulla
  - Council produced official event related information / collateral and event signage where applicable
  - On stage scrim, 1 barrier banner and program signage throughout the Cronulla park venue
  - On screen display at VIP function
  - Post event acknowledgment in one edition of Council's Our Shire E-newsletter
  - Post Event press release and social media.



**AUSTRALIA DAY**  
LONG WEEKEND

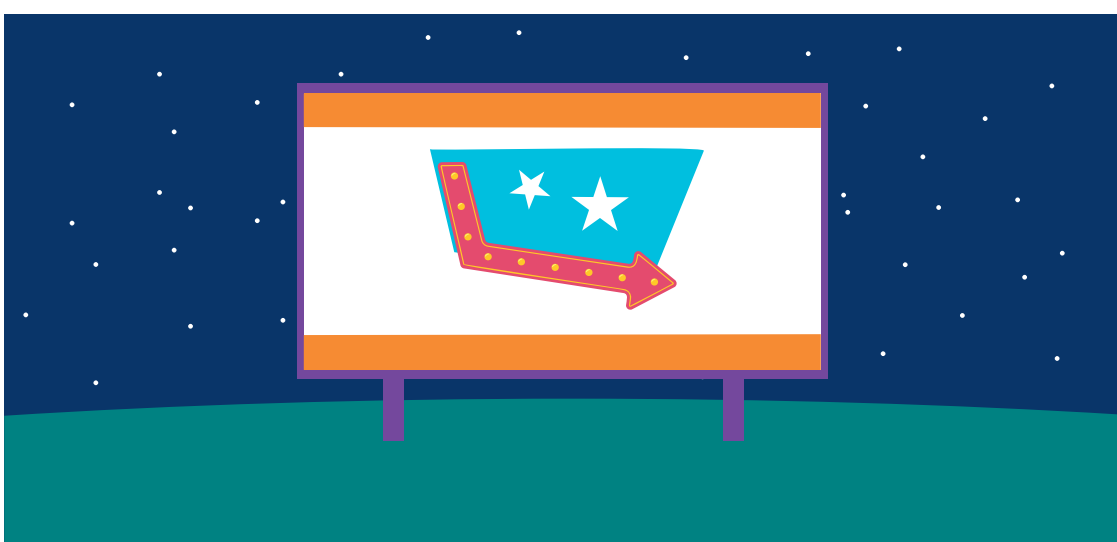
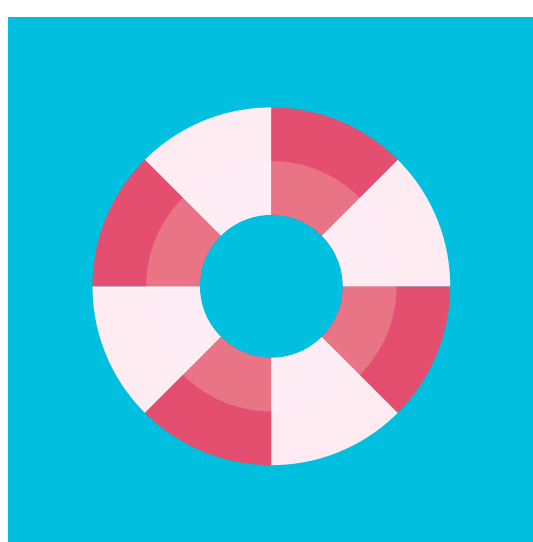
SOUTH COAST NSW SHIRE



# PARTNERSHIP PACKAGES

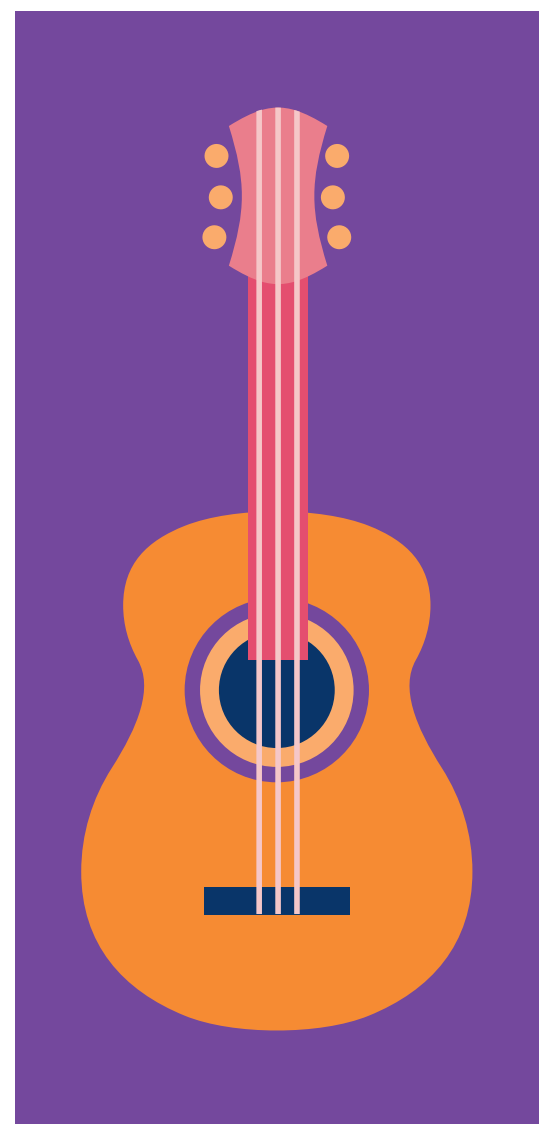
## Event Day Supporter \$5,000

- Up to 2 invitations to attend the event partners and supporters VIP Function with 1 VIP parking space at the Cronulla event valued at over \$300.
- Inclusion in Post Event Highlights video and social media.
- Logo displayed as Event Day supporter at the event on;
  - Main screen advertising of logo during applicable events at Cronulla
  - 1 barrier banner
  - On screen display at VIP function
  - On Councils website



**AUSTRALIA DAY**  
LONG WEEKEND

SUTHERLAND SHIRE



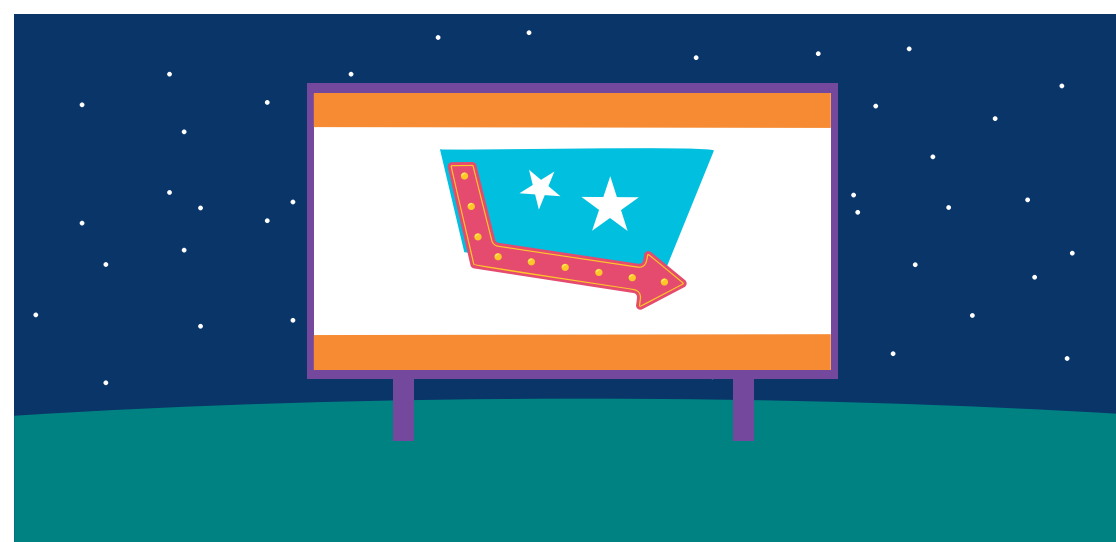
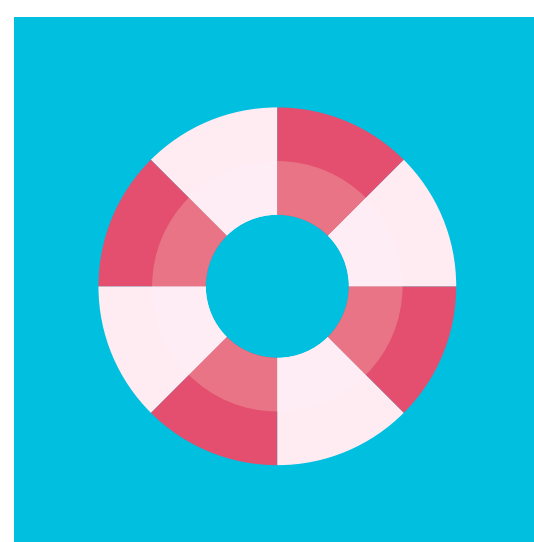
# PARTNERSHIP PACKAGES

## Upgrade your selected package\*

- 30 second video or 15 second stills display at Cinema under the Stars series held at 5 locations across the Sutherland Shire - \$250 per location.
- 30 second promotion reel at Cronulla Concert \$500 per slot.
- Logo printed on beach side construction fence scrim up approx 70m installed for 15+ days \$1000.
- 4 passes to a reserved area in Cronulla Park \$600.
- Promotional marquee at Cronulla events for giveaways \$500.
- Additional tickets to Partner Function \$160 per person.

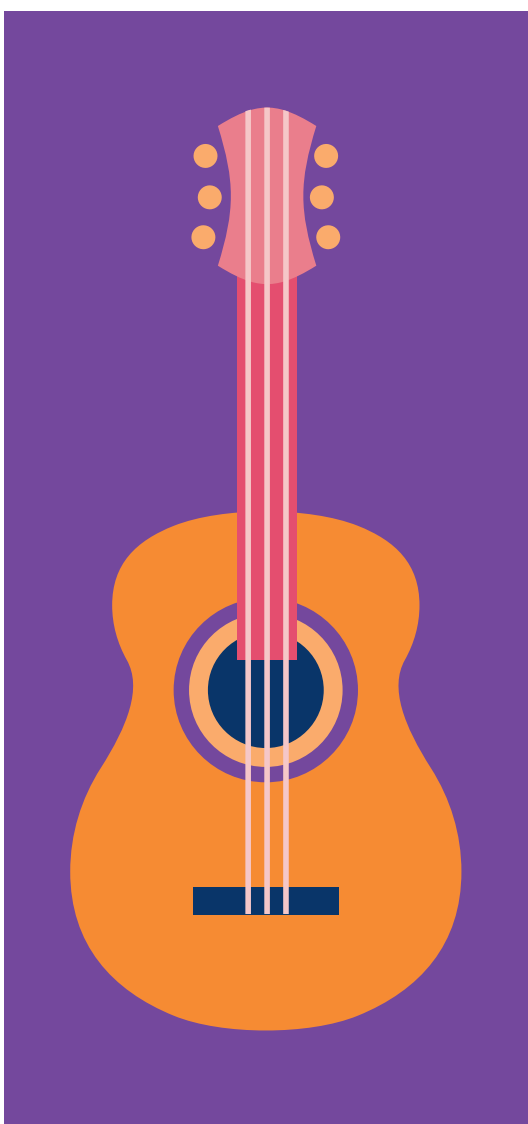


\* Subject to availability at time of acceptance.



**AUSTRALIA DAY**  
LONG WEEKEND

SOUTH EAST AUSTRALIA



# LOGO ACKNOWLEDGMENT

Size and scale of logo placement



Major Event Partner  
100%

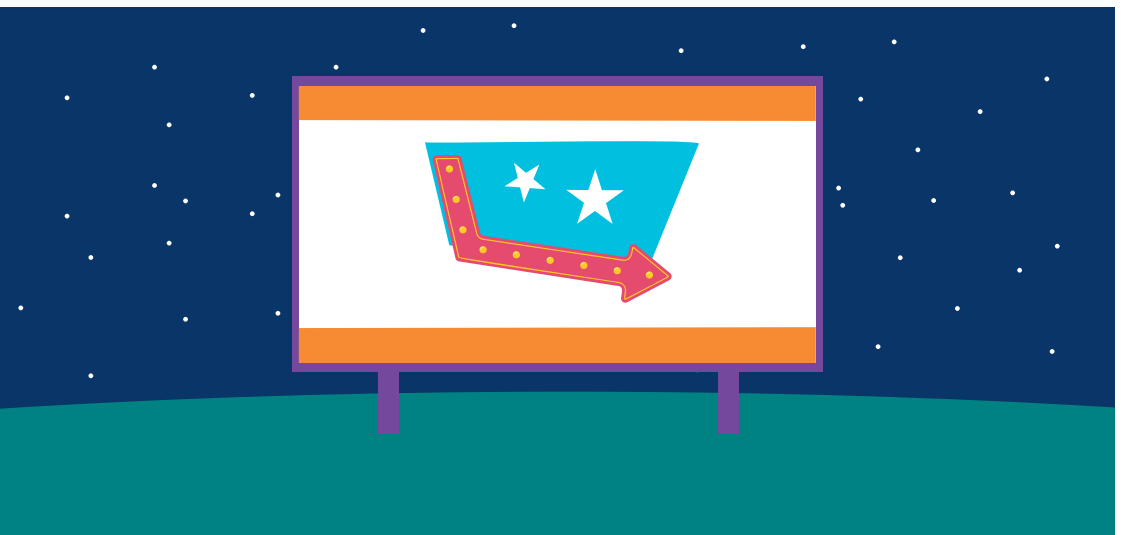
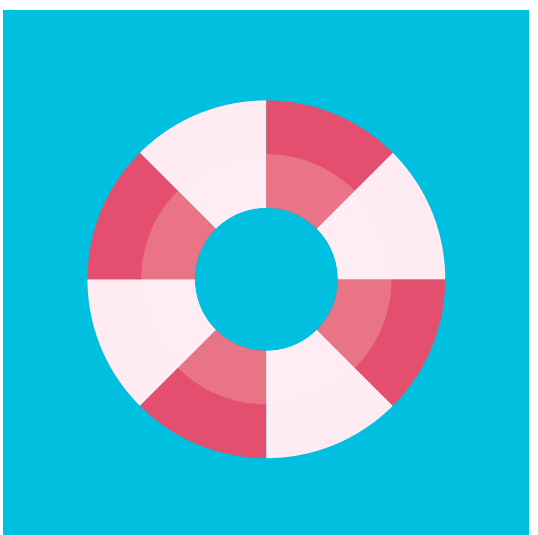
Event Partner  
75%

Event Partner  
75%

Event Supporter  
50%

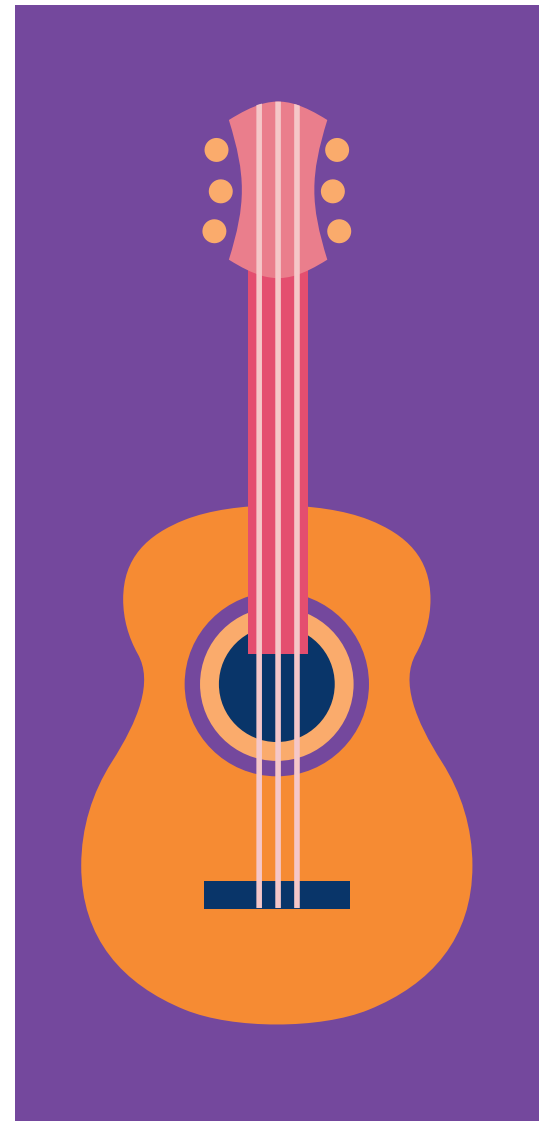
Event Supporter  
50%

Event Day Supporter  
50%



**AUSTRALIA DAY**  
LONG WEEKEND

SOUTH COAST NSW SHIRE

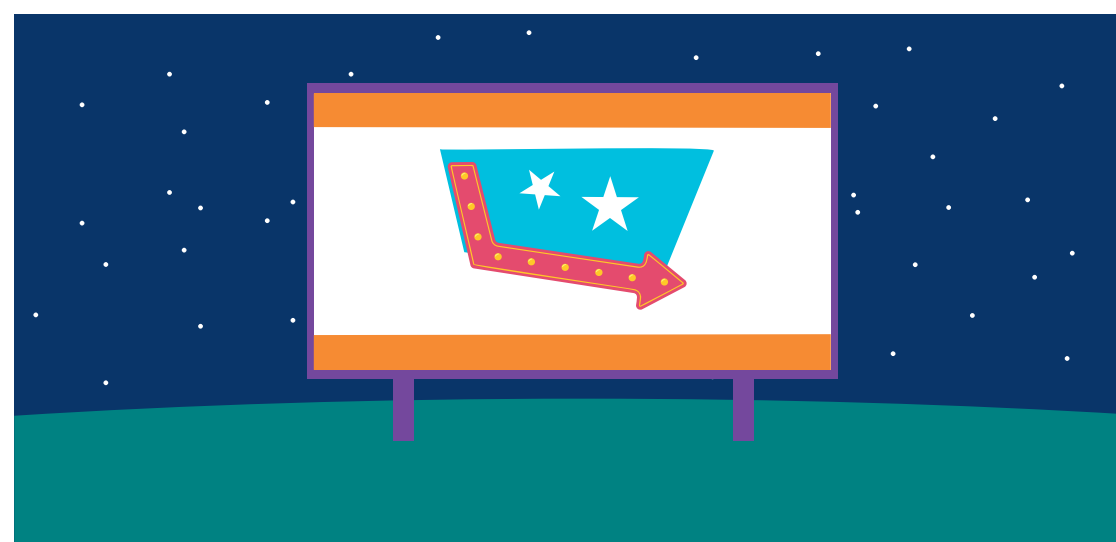
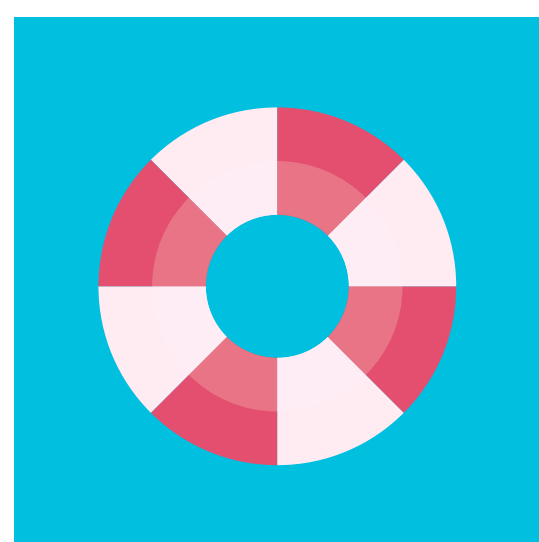


# SECURE YOUR PARTNERSHIP



Ready to be part of the 2025 program?  
Get in touch with our events team today!

9710 0996 or [shireevents@ssc.nsw.gov.au](mailto:shireevents@ssc.nsw.gov.au)



**AUSTRALIA DAY**  
LONG WEEKEND