

Adelaide's New Years Eve 2019 Sponsorships and Partnerships Expression of Interest



The City of Adelaide is seeking event sponsors and partners for Adelaide's New Year's Eve 2019 event.

Adelaide's New Year's Eve, on the banks of the River Torrens, is the State's premier community celebration and is proudly hosted each year by the City of Adelaide. Our event continues to evolve and grow thanks to our wonderful event partners and sponsors.

The 2018 event attracted an estimated 55,000 people, including locals, interstate and overseas visitors, and showcased some of the best South Australian musical talent on the picturesque heritage rotunda stage.

We welcomed in the New Year with the largest and most spectacular fireworks displays to date. The second year of the Kids Zone was again a huge success and enhances our reputation for hosting the state's best family-friendly New Year's Eve event.

The 2018 event also saw the introduction of actions from the City of Adelaide's [Sustainable Event Guidelines](#) which was embraced by sponsors, retail partners and the community. Actions included improved waste management, a reduction of single-use plastics, free water refilling stations and interactive local artwork made from 'waste' materials to encourage community re-evaluation of resources.

Looking forward, Council is focused on continued growth of the event by introducing new ideas and entertainment, as well as attracting more event sponsors and partners, to ensure Adelaide's New Year's Eve remains South Australia's showcase event!

Sandy Verschoor
Lord Mayor of Adelaide

A full wrap-up of Adelaide's New Year's Eve 2018 event can be [viewed here](#).

A copy of Adelaide's New Year's Eve 2019 Sponsorship Prospectus can be [viewed here](#) – the Prospectus outlines the sponsorship options and values.

Expression of interest process

The City of Adelaide's (CoA) New Year's Eve sponsorship Expression of Interest (EOI) process includes:

- An EOI process that opens on 29 April and closes on 8 July 2019.
- Response Schedules to be completed by the organisation and submitted to the email address: **NYEEnquiry@cityofadelaide.com.au**
- An assessment criteria for evaluating all submissions (listed below).
- An evaluation of all submissions by a CoA assessment panel against the assessment criteria.

The CoA intends to enter into an agreement with the preferred organisation(s) as selected by the assessment panel, however there is no guarantee that the organisation(s) will be engaged.

Assessment Criteria

- The organisation is not subject to any CoA regulation or inspection during the period of the sponsorship agreement.
- The organisation's values demonstrate alignment with the values of the CoA's New Year's Eve community celebration:
 - » Inclusive
 - » Diverse
 - » Accessible
 - » Sustainable
 - » Innovative
 - » Creative
- The organisation's values can demonstrate an alignment to CoA's strategic themes; Smart, Green, Liveable & Creative, with an emphasis on environmental sustainability.
- Clearly documented value (cash/in-kind) of the sponsorship proposed by the organisation.
- Ability to value-add via in-kind goods and services.
- Ability to provide evidence of a \$20 million public liability insurance policy, should it be required for any site activations.
- No religious or political affiliation.
- No conflict of interest regarding any relationship with the CoA.

Partner & Sponsor Benefits

[Adelaide's New Year's Eve 2019 Sponsorship Prospectus](#) outlines the partnerships that are open for 2019.

The document purposely does not list every benefit for each partnership opportunity as our approach is to work with you to tailor a suite of benefits that aligns to your business objectives.

We believe great partnerships start with a conversation and therefore we would expect that if you are completing an EOI, we would have met and talked through the opportunity.

Benefits are not limited to, but may include:

- Naming rights to event program elements such as fireworks, Kids Zone, rotunda stage program, headline acts and/or bars.
- Acknowledgement on event marketing collateral.
- Onsite brand activations
- Brand exposure on marketing collateral, site signage and stage screens.
- Feature in social media campaign/s.
- Partner acknowledgements by Lord Mayor and MC on stage at the event.
- Guest lounge ticket allocation.
- Brand exposure via event TVC (television commercial).
- CoA digital screen exposure.
- Exposure on CoA event partners web page, with click-through ability.
- Acknowledgement via CoA initiated media and PR.

Partnership period

Generally, single event, however CoA is open to multi-year agreements and will work with you should you wish to enter into a longer-term partnership. Please indicate in your submission if a multi-year agreement is of interest.

How to apply

All EOIs are to outline the following:

- Details regarding the current business of the applicant including history of operation, products, services and area of operation.
- The category and level of sponsorship sought (refer to prospectus).
- The dollar value of the proposed sponsorship.
- Details of any in-kind sponsorship offered.
- The objectives of the business in seeking event sponsorship, include any specific benefits sought, including any benefits not listed under the Partner and Sponsor Benefits above.
- How the organisation meets the assessment criteria as listed above.
- Contact details for further discussions.

Any enquiries regarding the EOI should be emailed to **NYEEnquiry@cityofadelaide.com.au**