



City of
Joondalup



2019

RATES

PRIZE DRAW

Partnership Program

Every year the City of Joondalup conducts a Rates Prize Draw, where all ratepayers who pay their rates in full by the nominated date are entered into a draw to win a range of fantastic prizes.

Eligible households are randomly selected to win a place at the Rates Prize Draw VIP Function. At this event, ratepayers are matched with prizes donated by our valued Rates Prize Draw Partners.

Businesses involved receive significant brand exposure for their donations, which can be in the form of goods, services or cash.

In 2018 the prize pool included two cars (purchased by the City) and four luxurious prize packages.

Being a Rates Prize Draw Partner

The City of Joondalup is excited to present to you the opportunity to be a part of the 2019 Rates Prize Draw.

You have the opportunity to become a gold or silver partner of a prize or prize pack by donating cash, vouchers, goods or a service.

Each pack will include prizes from multiple partners and the theme for the pack will be chosen by the City, based on the types of goods and services donated. Examples of previous themed prize packs include:

- Creative Prize Pack – photo shoot and photography vouchers, orchestra and theatre passes and accommodation vouchers
- Bold Prize Pack – savings account, shopping vouchers, accommodation and dining vouchers

There is a limit of six prize packages available. Please note, prizes will be accepted at the City's discretion.

Promotional Campaign

The Rates Prize Draw will be promoted via:

- advertising campaign in the Community Newspapers
- Budget News edition of City News will feature a full-page advertisement and promotion throughout the publication, distributed to approximately 60,000 households
- promotion on each rate notice, direct mailed to every City of Joondalup ratepayer
- promotion within the Joondalup Voice - a fortnightly full page advert in the Community Newspaper
- posters and flyers distributed through City of Joondalup Libraries, Leisure Centres, Customer Service Centres
- information on the City's website at joondalup.wa.gov.au
- promotion within the Joondalup Voice e-newsletter emailed to approximately 3,000 residents
- promotion on the City's Facebook page with over 34,000 followers
- displays at City of Joondalup Customer Service Centres
- acknowledgement at the Rates Prize Draw function

Timelines

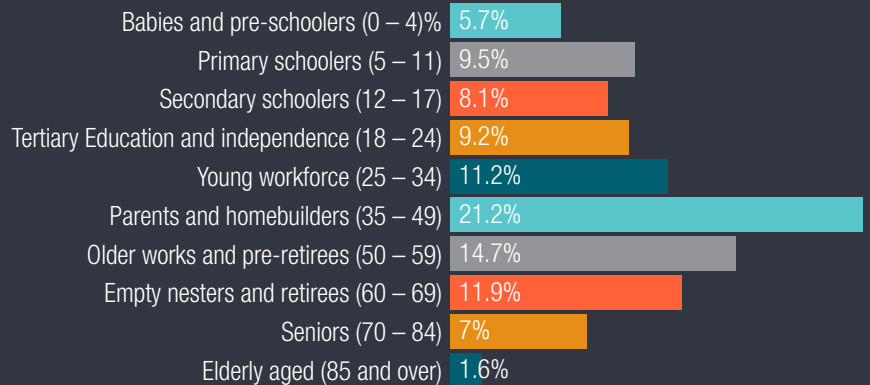
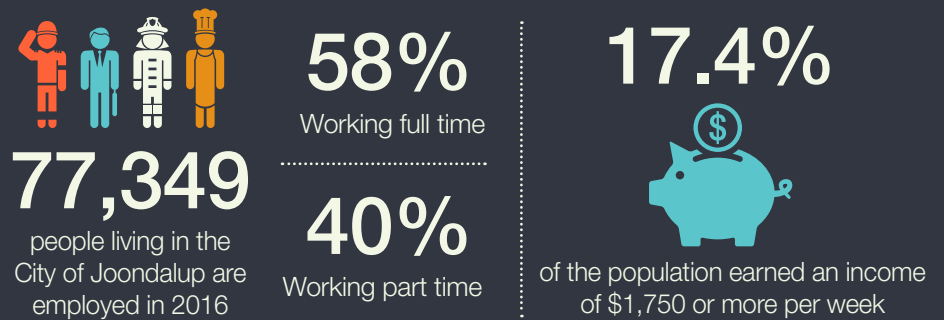
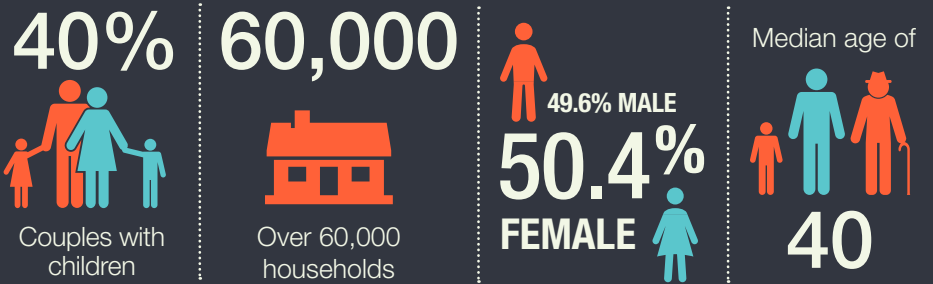
- July: Rates notices mailed to all residents Rates Prize Draw competition and promotion begins
- August: Rates Prize Draw competition ends
- September: Winners randomly selected from the rates database and invitations sent to winners and sponsors for the Rates Prize Draw VIP Function
- October: Rates Prize Draw VIP Function where winners are matched with their prizes at the event

Closing Date

In order to meet deadlines to ensure delivery of all benefits outline in the partnership program, opportunities for the Rates Prize Draw close **Friday, 12 April 2019.**

Partnership Outcomes

Who will I reach?



Source: 2016 Census. Detailed information can be found at joondalup.wa.gov.au

What benefits will I receive?

- Direct access to more than 60,000 ratepayers
- Exposure to all ratepayers within the City of Joondalup boundaries
- Increased exposure, visibility and awareness for partners brand and services through the professional and well-targeted promotion of the Rates Prize Draw
- Increased brand awareness, helping to generate consumer preference and fostering brand loyalty
- Creating positive media coverage and raising awareness of your organisations commitment and contribution to the local community

GOLD PARTNER

For businesses or organisations who donate a single prize valued in excess of

\$2,000

(There are only a maximum of six Gold Partner opportunities available)

Naming rights

- Naming rights for a prize or prize pack i.e. WESTPAC prize pack valued at \$XX

NOTE: There will be only one naming rights sponsor per prize pack.

Print Advertising

- Recognition of Gold Partner's logo in all Community Newspaper advertising relating to the Rates Prize Draw (circulation of 54,893)
- Recognition of Gold Partner's logo within the Budget News edition of City News (distributed to 60,000+ households)
- Recognition of the Gold Partner's logo within the Joondalup Voice promoting the Rates Prize Draw. (Joondalup Voice is a fortnightly full-page advert in the Community Newspaper)

Print Promotion

- Recognition of Gold Partner's logo on all rates notices (directly mailed to 60,000+ households)
- Recognition of Gold Partner's logo on promotional posters promoting the Rates Prize Draw (distributed through City of Joondalup Libraries, Leisure Centres and Customer Service Centres)
- Recognition of Gold Partner's logo on promotional flyers promoting the Rates Prize Draw (distributed through City of Joondalup Libraries, Leisure Centres and Customer Service Centres)

Electronic Promotion

- Recognition of Gold Partner's logo on the City of Joondalup Rates Prize Draw webpage with a hyperlink to the Gold Partners website
- Recognition of the Gold Partner's logo within the Joondalup Voice e-newsletter promoting the Rates Prize Draw (over 3000 subscribers)

Social Media

- Recognition as Gold Partner on the City's Facebook page promoting the Rates Prize Draw (over 34,000 followers)

Media Relations

- Acknowledgement as Gold Partner in all media releases promoting the Rates Prize Draw

Signage

- Recognition of Gold Partner's logo on promotional displays at City of Joondalup Customer Service Centres

Hospitality

- Invitation to attend the Rates Prize Draw VIP Function and the opportunity to present your prize to the lucky winner

Rates Prize Draw VIP Function

- Recognition of Gold Partner's logo on signage displayed at the function
- Opportunity for the Gold Partner to provide corporately branded signage for function
- Acknowledgment at a Gold Partner in the Mayor's speech at the Function
- An opportunity to have a photo with the winner of your prize/prize pack for use in your own marketing material
- A photo opportunity with the Mayor and other prize sponsors

Please note: A Rates Prize Draw Partner cannot elect to put forward multiple logos or business names for sponsor recognition. Only one logo and/or one business name will be recognised for each partner.

SILVER PARTNER

For businesses or organisations who donate a single prize valued between

\$500 –
\$2,000

Print Advertising

- Acknowledgement of Silver Partner in all Community Newspaper advertising relating to the Rates Prize Draw (circulation of 54,893)
- Acknowledgement of Silver Partner within the Budget News edition of City News (distributed to 60,000+ households)
- Acknowledgement of Silver Partner within the Joondalup Voice promoting the Rates Prize Draw (Joondalup Voice is a fortnightly full-page advert in the Community Newspaper)

Print Promotion

- Recognition of Silver Partner's logo on all rates notices (directly mailed to 60,000+ households)
- Acknowledgement of Silver Partner on promotional posters promoting the Rates Prize Draw (distributed through City of Joondalup Libraries, Leisure Centres and Customer Service Centres)
- Acknowledgement of Silver Partner on promotional flyers promoting the Rates Prize Draw (distributed through City of Joondalup Libraries, Leisure Centres and Customer Service Centres)

Electronic Promotion

- Recognition of Silver Partner's logo on the City of Joondalup Rates Prize Draw webpage with a hyperlink to the Gold Partners website

Social Media

- Acknowledgement of Silver Partner on the City's Facebook page promoting the Rates Prize Draw (over 34,000 followers)

Signage

- Acknowledgement of Silver Partner on promotional displays at City of Joondalup Customer Service Centres

Hospitality

- Invitation to attend the Rates Prize Draw VIP Function

Rates Prize Draw VIP Function

- Acknowledgement of Silver Partner on signage displayed at the Function
- Acknowledgment as a Silver Partner in the Mayor's speech at the Function

Please note: A Rates Prize Draw Partner cannot elect to put forward multiple logos or business names for sponsor recognition. Only one logo and/or one business name will be recognised for each partner.

Contact Details

If you are interested in becoming a Rates Prize Draw Partner or wish to discuss the sponsorship opportunities available further, please contact:

Lia Harris
Strategic Marketing and Sponsorship Officer
City of Joondalup
T: 9400 4169
E: lia.harris@joondalup.wa.gov.au



2019 Rates Prize Draw Confirmation of Sponsorship

Please post, or email this form back to:

Lia Harris
Strategic Marketing and Sponsorship Officer
City of Joondalup
PO Box 21
Joondalup WA 6919
T: 9400 4169
E: lia.harris@joondalup.wa.gov.au

Contact Details

Contact name:

Position:

Company:

Address:

State:

Postcode:

Telephone:

Facsimile:

Email:

Sponsorship Packages

Sponsorship level	Prize description (as it will appear in promotional material)	Prize value
Gold Sponsorship (value over \$2,000)		
Silver Sponsorship (value \$500 – \$1,999)		
Terms and conditions applicable to prize/donation		

Signed:

Date:

Please note that you will receive a letter of agreement from the City upon receipt of this confirmation form.



City of
Joondalup

Lia Harris
Strategic Marketing and Sponsorship Officer
T: 08 9400 4169
E: lia.harris@joondalup.wa.gov.au
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PO Box 21 Joondalup WA 6919
joondalup.wa.gov.au



*This document is available in alternate
formats upon request.*

