



**CITY OF  
PERTH**  
City of Light



**Boorloo Heritage Festival 2025**

*Partnership Opportunities*



## ACKNOWLEDGEMENT OF COUNTRY

The City of Perth acknowledges the traditional custodians of the land we are situated on, the Whadjuk people of the Nyoongar nation and Aboriginal people from other lands. We celebrate the continuing traditions, living culture, and spiritual connections to Boorloo (Perth) and the Derbarl Yerrigan (Swan River). We offer our respect to Elders past and present.





# Why Partner With Us?

Voted by Forbes as one of the top 10 places to visit in 2023, the City's highly regarded events offer brands the unique opportunity to engage with mass audiences at a grassroots level. Furthermore, alignment with these activities showcases your organisation's commitment to social responsibility and community-enriching initiatives.

## The Opportunity

Align your brand with a program dedicated to educating and inspiring curiosity about Perth's unique history, ensuring its preservation for future generations.

The City is renowned for delivering significant outcomes for its event partners. We work collaboratively to clearly identify objectives and develop a plan that caters to this. Outcomes may include:



Generating sales



Increasing brand awareness



Supporting recruitment efforts



Implementing staff reward and recognition initiatives



Alignment/support of culturally enriching initiatives

## 2024 Partnership Highlight

**82% brand recall for Rio Tinto** – Naming Rights Partner of the 2023 Christmas Lights Trail.









# About the Boorloo Heritage Festival

**Celebrating Perth's unique built, natural, and cultural heritage**

1-30 April

In 2025, the Boorloo Heritage Festival will celebrate its 15th year, offering patrons the opportunity to explore their city in a new and engaging way. A lively mix of programming, led by the community, will be designed to engage, educate and entertain, by showcasing diverse people, places, and stories that form part of our Nyoongar, colonial and multicultural histories.

In 2024, the Festival experienced unprecedented levels of success by engaging over 90,000 participants – tripling attendance of that in 2023. Over 200 events were delivered, in partnership with 72 organisations – emphasizing community engagement and collaboration at the core of the Festival's values.

This unique program engages diverse audiences from across WA, with the intention of shining a light on Perth's unique heritage, encouraging its preservation for future generations.

## Did you know?

### **Boorloo is the Nyoongar name for Perth**

The Heritage Festival was rebranded to the Boorloo Heritage Festival in 2023, in recognition of the significance and value of Nyoongar culture and heritage to our shared history.

### **Over 200 nationalities call Perth home**

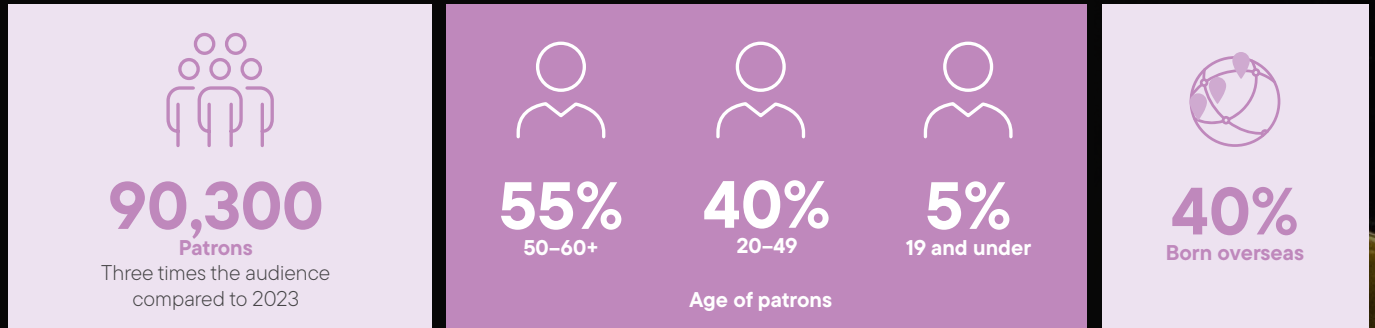
Making it one of Australia's most diverse communities.

View the 2024  
Boorloo Heritage  
Festival highlight  
reel here

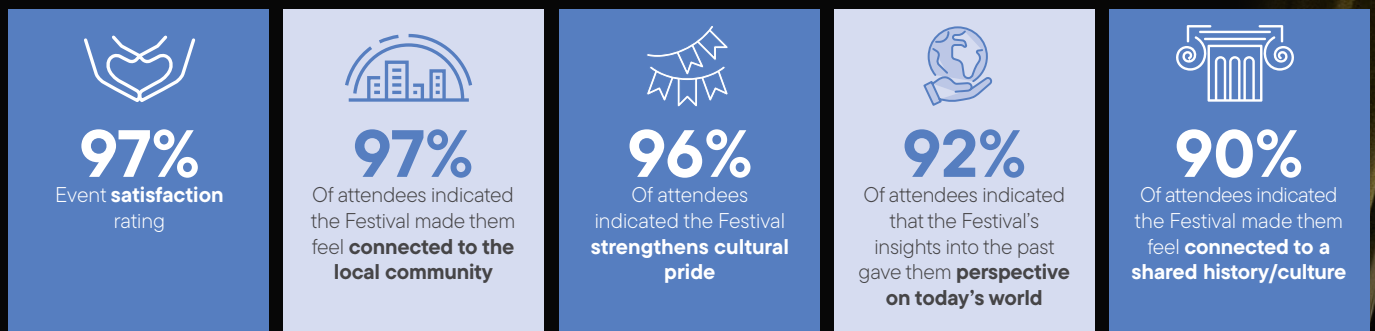


# 2024 Festival Success

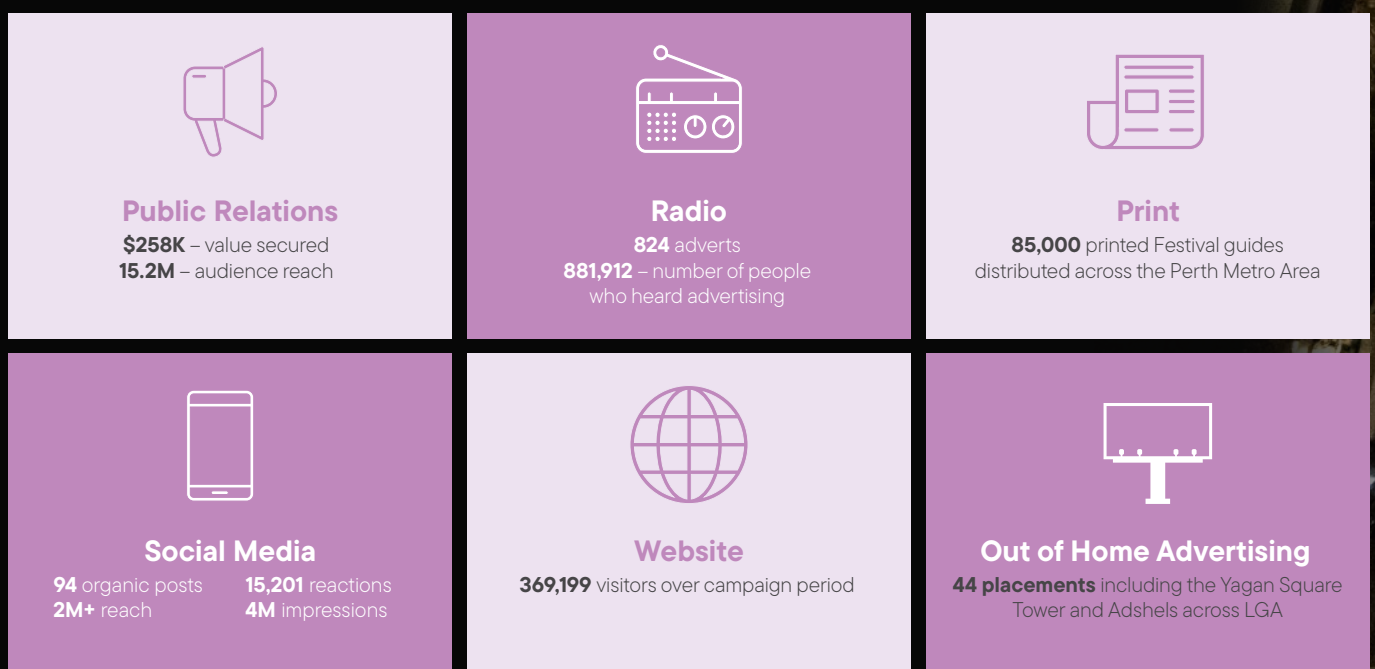
## Audience



## Sentiment



## Marketing and Communications





# Economic Impact



**\$317M**

The City of Perth achieved a record spend in April, with the Boorloo Heritage Festival attributing to this success





Brand awareness and audience engagement opportunities as follows. Noting that these can further refined to suit your organisation's needs:

## PARTNER TIER

	Principal POA	Major \$150K+GST	Supporting \$80K+GST
<b>Event Naming Convention</b>			
Principal Partner – event naming rights	●		
<b>Signage</b>			
All Campaign Assets – Logo and/or acknowledgement	●	●	
Select Campaign Assets – Logo and/or acknowledgement			●
Partner Owned Assets – Displayed at select programming	●		
<b>Feature Lighting</b>			
Council House & Trafalgar Bridge – Illuminated in colour/s of Partner choosing	●		
<b>Activation</b>			
Brand Showcase Opportunity – This may include a product display, sampling, or interactive activity (to be funded by partner)	●		
<b>Culture Counts - Event Survey</b>			
1 x Generic Brand Recall Question	●	●	●
1 x Partner Specific Question	●		
<b>Public Relations</b>			
1 x Media Release – Announcing partnership	●		
1 x Media Release – General event promotion	●	●	
<b>Visit Perth - Website</b>			
Blog Post – Written acknowledgement	●		
Event Page – Logo and URL to partner website	●	●	●
<b>VIP Stakeholder Launch Function</b>			
Signage – Displayed at event	4	2	1
Invites to event	6	4	2
Speaking opportunity	●		
Verbal Acknowledgement – MC speech	●	●	●
Post Event EDM to all Guests – logo inclusion	●	●	
Post Event EDM to all Guests – written acknowledgement	●	●	



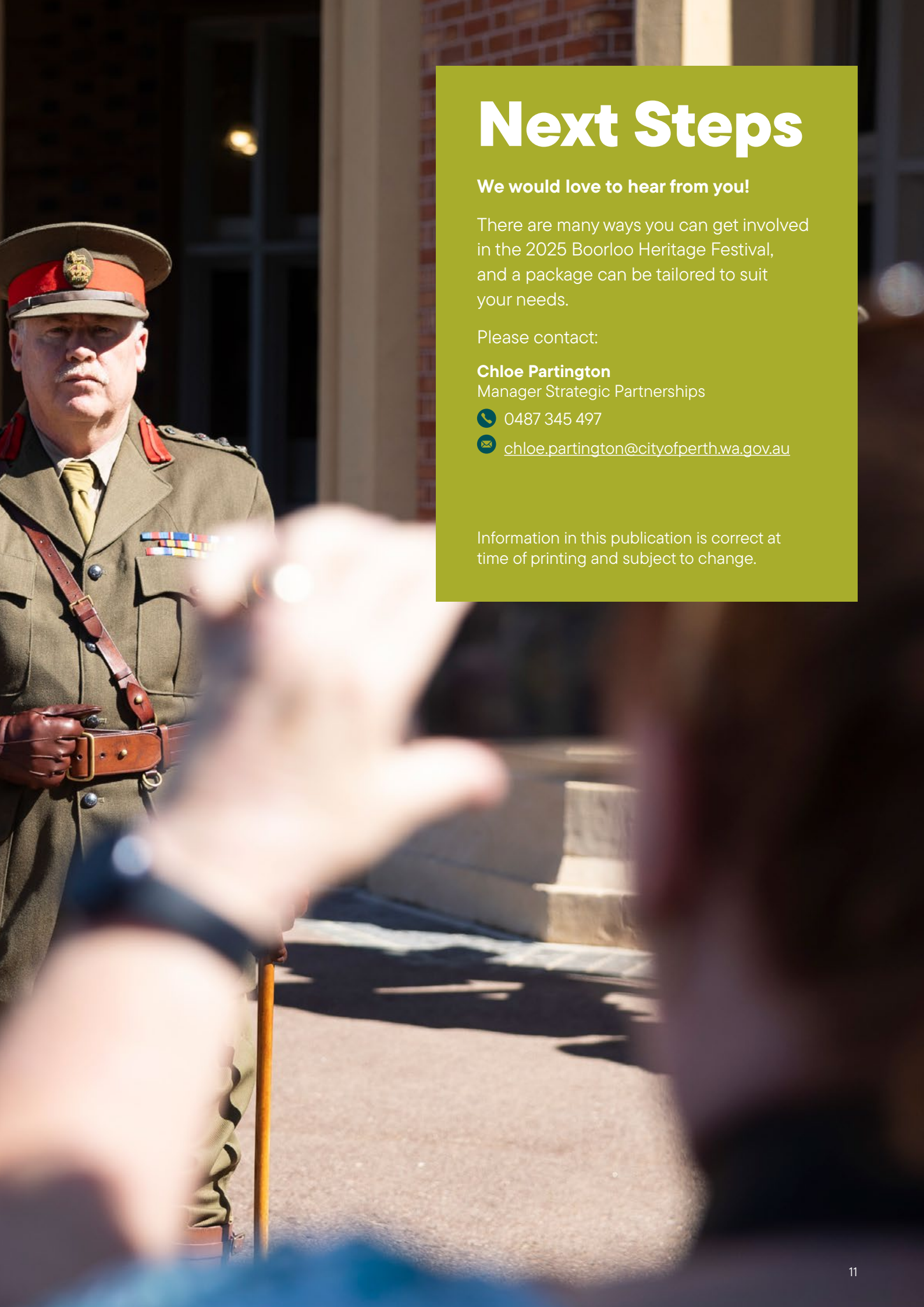
## PARTNER TIER

	Principal POA	Major \$150K+GST	Supporting \$80K+GST
<b>Advertising</b>			
Digital Billboards – Opportunity to display partner owned content: • Forrest Place • Northbridge Piazza • Yagan Square	●		
Printed Guide – Partner message (50 words)	●		
Printed Guide – Logo	●	●	●
Printed Guide – Written acknowledgement	●		
Printed Guide – Supply of hard copies for partner use/distribution	50 copies	20 copies	10 copies
<b>Social Media</b>			
Acknowledgement in all Activity – Partner tagged	●		
Social media post   <b>boosted / paid</b> – Partner tagged		2 posts	
Social media post   <b>organic</b> – Partner tagged			1 post
1 x Facebook Event – Written acknowledgement (body copy)	●	●	●
<b>Professional Content (for partner use)</b>			
5 x Images	●	●	●
1 x Promotional Video   <b>Co-branded end-frame</b> – COP & partner logos	●	●	
1 x Promotional Video   <b>Generic end frame</b> – COP logo only			●
<b>Evaluation Report - Post Event</b>			
Digital Report	●	●	●
Printed Report	6 copies	4 copies	2 copies









# Next Steps

**We would love to hear from you!**

There are many ways you can get involved in the 2025 Boorloo Heritage Festival, and a package can be tailored to suit your needs.

Please contact:

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Manager Strategic Partnerships

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Information in this publication is correct at time of printing and subject to change.



This publication can be requested in alternative formats: audio, braille, Word or accessible PDF.



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