



**CITY OF
PERTH**
City of Light

Summer Nights

Partnership Opportunities

Align your brand with a state-of-the art,
cutting edge event series!



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.



Event Partnerships

The City of Perth believe in the spirit of collaborative partnerships, and our capital city events serve as an effective platform to connect brands with mass audiences.



815,000+

people attended our events
across 2023/24

We partner with a range of organisations, with their support being instrumental in ensuring the long-term financial sustainability of our events, guaranteeing continual delivery of inclusive and vibrant cultural experiences.

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
- Supporting staff reward and recognition initiatives
- Community education and/or awareness
- Alignment with and support of community enriching activities.

Voted by Forbes as one of the **top 10 places to visit in the world in 2023**, we look to build on this momentum in 2025 by delivering an even bigger and better program.

2025 Summer Nights Stage Program

Activation of the floating stage will vary across the Summer Nights series, program as follows:

Weekend Nights 11, 12, 17 and 18 January 2025



Sunset Sessions

This performance captures Perth's sunsets, blending golden hues and serene melodies, featuring DJ Shann collaborating with percussionists and saxophonists to create truly unique vibes.



The Singing Mermaid

An enchanting interactive performance as virtual mermaid, Muriel is brought to life through visual effects. Celebrating the shimmering seas of Perth summers, with an audience Q&A for the little ones, and ending with a sing-a-long.



Moves with Mubanga

An engaging dance performance that ignites the stage with rich culture, vibrant colours and groovy rhythms. Majestic costumes and stilt birds dance to the beats and rally the audience to join in on the fun.



Conduct-a-crowd

The Audience Choir is a vibrant and inclusive experience that encourages everyone to participate in creating a unique quayside choir! Whether you're a seasoned singer or just love the idea of being part of something special, this interactive performance offers a fun and uplifting opportunity!



Rock Rhapsody

From timeless classics to summer anthems, the rock band ignites the stage together with special effects of cascading, waterfall pyrotechnics, flames dancing in rhythm and a curated light show creating a visual feast.



Dancing Lights – Grand Finale

Dancing Lights brings together the Rock band and the mesmerising artistry of LED liquid percussionists and tap dancers in a breathtaking celebration of the aurora lights! Special effects on stage, together with a light show uplift the performance, creating a dazzling spectacle.

Weekday Program



Monday 13 January Movie Madness

The central large screen on the floating stage will create a true cinematic experience under the stars. Enjoy a popular children's animated film followed by a family classic. Bean bags and popcorn complete the movie madness experience.



Tuesday 14 January Made in Perth

Building on Perth's vibrant artistic scene, the 'Made in Perth' program showcases local talents partnering with community and theatre groups.



Wednesday 15 January Fairytales & Circus Sails

A family-friendly event set sail for a night of storytelling, circus shows and a swashbuckling sing-along.



Thursday 16 January Fun-Quay

A mini mania celebration that lights up joy and excitement for Perth's youngest DJ's! Including a kids rave, sing-along sessions and interactive stage segments in partnership with Ministry of Fun DJ School.

Daily



Finale Fireworks!

Each day ends with an exciting display.

The Event: Summer Nights 2026



January 2026



8-day floating stage activation



5pm-8.30pm (approx.) each night



Families with children (core audience)



100,000 est. attendance



Elizabeth Quay

Building on the success and innovation of Perth's first-ever floating stage experience in 2023, Elizabeth Quay once again has become the hub and heart of Perth for eight nights in January 2026. This festival of entertainment will feature immersive live performances each night on a spectacular 32 metre floating stage.

With an array of food options and entertainment for the whole family, each evening will culminate in a captivating stage

performance and a fireworks display from the Elizabeth Quay footbridge.

The stunning and impactful floating stage design, enhanced by LED screens on the front, back, and sides, will create dynamic visual backdrops that complement the performances and facilitate viewing from around the Quay. This setup also provides an excellent canvas for sponsor recognition opportunities, both day and night.

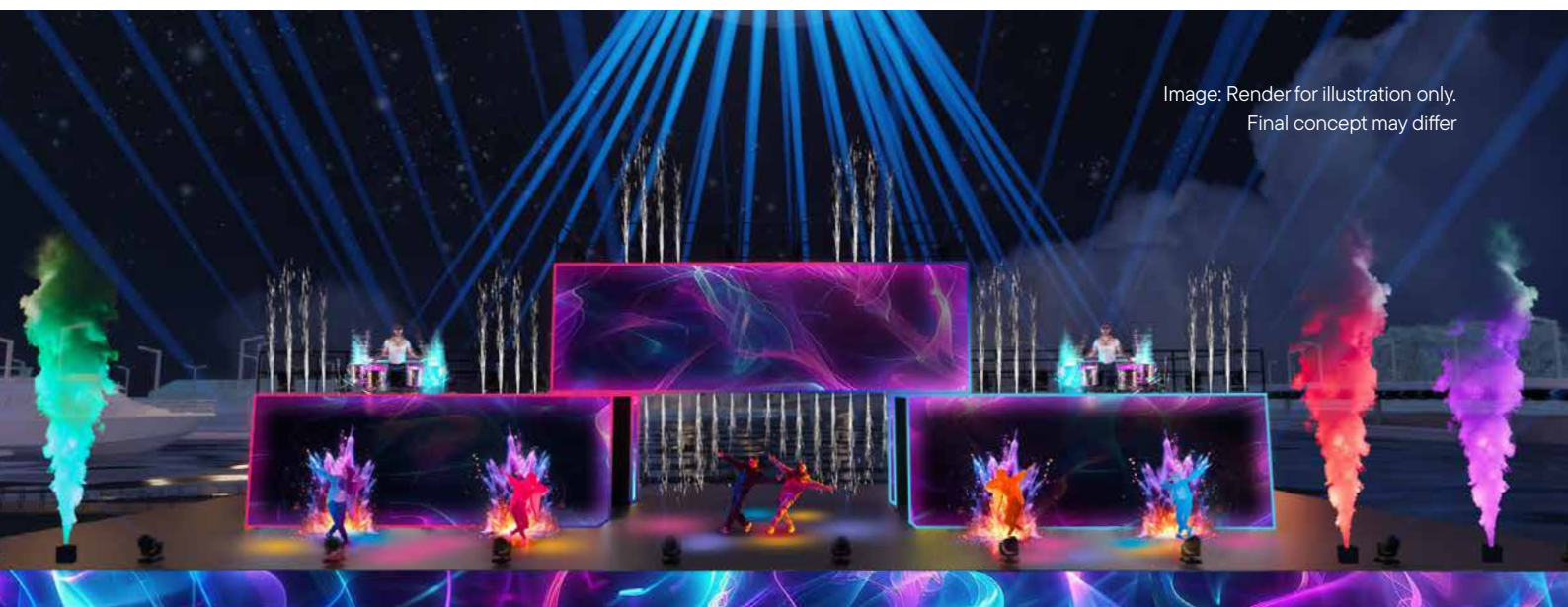


Image: Render for illustration only.
Final concept may differ

Your Opportunity

Shine a light on your brand by partnering with the City on one or more of the eight nights of world class, free to attend Summer Nights shows in January 2026.

Naming Rights Partner

\$350,000 investment

Overall Naming Rights Partner

Own all 8 nights of entertainment.

For \$350k investment we can offer your organisation the following benefits, for the entire duration of the event series, noting that these can be tailored to your specific objectives:

Exclusive Event Naming Rights

Exclusive naming rights to the Summer Nights event series held over 8 nights at Elizabeth Quay.

Branded Assets

Exclusive naming rights recognition in event marketing campaign.

Social Media Promotion

(800K cumulative audience across social platforms)

- Partner tags in all social activity.
- Supply of social assets to assist Partner in event promotion and leveraging involvement.

Public Relations

Acknowledgment in all communications relating to the Summer Nights campaign.

Signage Display

Recognition of partner brand on event signage. Bespoke Signage — Activation Zones and opportunity for partner to display own assets at the event.

Activation Space

Brand showcase opportunity at each event — connect with audiences at a grass roots level and promote brand message.

Event Survey Question

Inclusion of a partner specific question.

Website Promotion

(previous event received 52K page views)

Partner logo and URL placed on event page at visitperth.com

Event Stage Promotion

- Partner logo acknowledgement on multifaceted giant LED display (on floating stage).
- MC acknowledgments.
- Opportunity to display partners own content on stage.

Supply of Professional Content

Photographs including those with your branding at the event supplied to use in own marketing and promotions.

Invitation to Corporate Stakeholder Function

Invitations to the City of Perth Stakeholder Functions.

Other Opportunities

Presenting Partner

\$20,000 investment

Own 1 (or more) nights of entertainment.

We are excited to present an exclusive opportunity for your organisation. Starting at \$20,000 per night, we can offer a bespoke benefits package to align with your specific objectives.

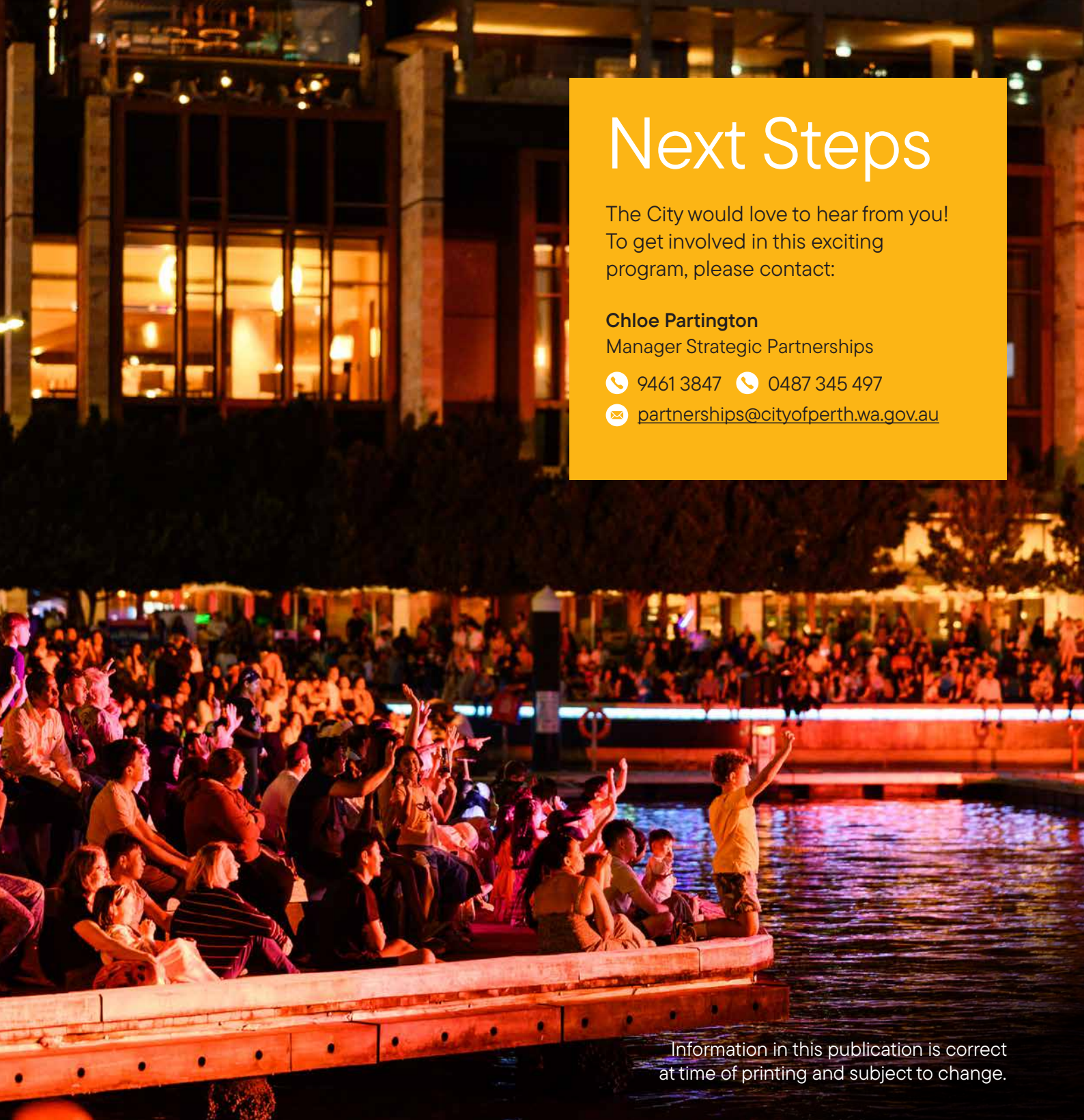
Next Steps

The City would love to hear from you!
To get involved in this exciting
program, please contact:

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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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