

2024 Christmas Lights Trail Sponsorship *Opportunity*



**CITY OF
PERTH**
City of Light

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.





Light up the city

The City of Perth is excited to present the annual Christmas Lights Trail, an enchanting event that celebrates the magic of the holidays. It is Perth's annual tradition that's not to be missed. A massive light spectacle that has become a cherished tradition for families and visitors alike.

From **November 2024 to January 2025**, visitors take a magical Christmas tour of our CBD, stopping at over 20 fabulous light installations. This captivating showcase of light and colour attracts hundreds of thousands of visitors to the heart of Perth, creating a sense of vibrancy and joy during the holiday season.

BIGGER AND BETTER EVERY YEAR

The Christmas Lights Trail:



is an award-winning, iconic City event



attracts 400,000 people every year



brings 1 in 5 Perth metropolitan residents into the CBD



reaches millions through extensive marketing campaigns



is a positive experience according to 99% of visitors



is a family Christmas tradition for many



The Magic of *Christmas*

Capital cities across the world come alive over the festive period, and Perth is no different. The city is the only location in WA offering more than 1000 speciality retail stores, the newest and best restaurants and bars, large-scale Christmas and New Year events, all within the buzz of a capital city backdrop. The Christmas Lights Trail is Perth's annual tradition that threads these unique selling points together for a spectacular offering not to be missed.

PERTH OWNS CHRISTMAS

In addition to everyone's favourite Christmas Lights Trail, the City fills Perth's streets with festive cheer by delivering or sponsoring other events throughout the season including the much-loved Christmas Pageant, popular Twilight Food Market, traditional Christmas Nativity, and New Year's Eve celebrations in Northbridge and Elizabeth Quay.

The City of Perth supports the Christmas Lights Trail — and other festive events in the city — with a marketing campaign that uses both digital and traditional media to capture awareness of the Perth metro population and encourage visitation into the city.

In 2023, the intensive six-week campaign achieved both reach and frequency, reaching millions of people through the extended period of advertising.

“Perth comes alive at Christmas... We are proud to present a program of free events and activities inviting anyone and everyone to experience the joy of Christmas in the city.”

Basil Zempilas
Lord Mayor, City of Perth





Why partner?

Embrace the magic of Christmas and illuminate your brand by becoming a sponsor of the City of Perth's Christmas Lights Trail. Together, we can create a spectacular event that captures the hearts of the Perth community and leaves a lasting impression on all who attend.



Align with a cherished community event

The Christmas Lights Trail is a beloved holiday tradition in Perth, renowned for its festive atmosphere, dazzling light displays, and the joy it brings to all who attend. By becoming a sponsor, your brand will be associated with this festive spirit, creating positive brand perception and enhancing your image to our loyal, family-friendly audience.



Connect and engage with your employees

The City will help leverage your sponsorship with events to support your employees and their families. This may include preview tours, Santa visits, discount tickets or exclusive bespoke walking tours with local experts.



Support local businesses

The event helps bring people into the city, with around 450,000 attendees from around Western Australia and the world. Last year, \$16.2 million was directly spent into the local economy, providing a welcome boost during the holiday season.



Join in the conversation

We have a voice with our online community with strong digital reach and media coverage of this event. Gain exposure to a diverse audience, with thousands of local, interstate and international visitors attending the event. You can also leverage exposure and media opportunities to gain visibility, as you enjoy the conversation led by popular instagrammable images from the trail.



Create memorable experiences

Your brand will have the opportunity to create unforgettable experiences for visitors by sponsoring these awe-inspiring light installations. This memorable connection will leave a lasting impression on the hearts and minds of attendees, making your brand synonymous with the magic of the holiday season. 67% of last year's visitors remembered the name of the sponsors (unprompted).



Benefits

PARTNER TIER

Principal POA	Major \$150K+GST	Supporting \$80K+GST
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GENERAL

Exclusive naming rights to the event which runs for over and covers key sites around CBD. The 2023 event attracted over 455,700 attendees and received a 99% satisfaction rating.	✓		
Exclusive naming rights recognition in event marketing campaign.	✓		
Exclusive naming rights recognition within Perth Trails App.	✓		
Exclusive media launch opportunity with the Lord Mayor.	✓		
Invitations to the City of Perth Stakeholder Function.	✓	✓	✓
Exclusive presentation rights to one installation on the Trail. New Benefit in 2024	✓	✓	
Recognition on Lightbox signage at installation sites.	✓	✓	✓
Brand showcase opportunity - this may include product display, sampling or interactive activities (to be funded by Partner).	✓	✓	
Bespoke partner staff experience - this may include a Trail launch event, function or guided tour (to be funded by Partner).	✓		

Website/Digital/Social

Social - Partner tags in all posts.	✓		
Social - Partner tags in 3 dedicated posts.		✓	
Social - Partner tags in 1 dedicated post.			✓
Facebook - Acknowledgement in event listing.	✓	✓	✓
Event map (digital) - Name and partner feature.	✓		
Event map (digital) - Logo recognition.	✓	✓	
Website - Logo and presentation rights included on Visit Perth website with link to partner page.	✓	✓	✓

Public Relation

Dedicated media release announcing partnership.	✓		
Recognition in 1 x pre and 1 x post event media release.	✓	✓	✓

Print

Logo inclusion in a print publication - distributed across Perth.	✓	✓	✓
Inclusion of Partner message in a publication - distributed across Perth.	✓		

Post Event

Provision of 5 professional images for Partner use.	✓	✓	✓
Provision of 1 x 15 second video with co-branded end frame for Partner use.	✓	✓	
Partnership evaluation report including market research event/brand insights.	✓	✓	✓

More than *an event*

We know that events are important in delivering on our aspirations for Perth and that they have the capacity to build and communicate our cultural identity.

This is why the City of Perth works hard to leverage events to promote the City of Light and position the city as a friendly and safe place to live, work and visit. Many of our events light up the city, filling the night sky with fireworks, drone shows or the beauty of Christmas lights.

The City of Perth is renowned (and has been for more than 40 years) for our highly successful staging of major events such as the trail-blazing City of Light Shows and award-winning Christmas Lights Trail. Events provide vibrancy and profile for our capital city, reaching millions via traditional and digital media campaigns throughout the year, as well as attracting some 500,000 visitors annually and engendering immense community pride.

We look forward to partnering with you and illuminating the spirit of the holidays together.

Basil Zempilas, Lord Mayor City of Perth





Next steps

We would love to hear from you. Join us in making the City of Perth's Christmas Lights Trail an unforgettable experience for all.

Become a partner

The City delivers a variety of targeted events and activations throughout the year which attract visitation to the city, deliver economic impact and engender community pride.

For additional opportunities to contribute to the activation, vibrancy and prosperity of Perth, please contact the City to find out more.

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