

LEGENDS OF CRICKET GOLF DAY

The Legends of Cricket Weekend - Golf Day
will be held on Friday, 14 February 2025 at
the Lismore Workers Golf Club.

We have a special opportunity for you to not only
be involved, but to make your mark on the day with
a Partnership Package.



INVESTMENT

Aligning with the Lismore City Council brand in this high-profile event will deliver substantial exposure to a wide cross section of the North Coast communities and consumers.

Council invites event partners to support this major event through a Partnership Package which will offer you:

- Promotion of your business or service to hundreds of thousands of people in the Northern Rivers,
- Enhanced corporate image and brand recognition through association with the Lismore City Council brand and major community event,
- Recognition in pre-event, at event and post event marketing collateral and signage, including extensive media and social media reach to hundreds of thousands of people.

THE MARKETING PLAN

An integrated marketing plan will target this events' unique audiences to drive awareness, engagement and attendance.

The marketing plan may include a mix of the below:

Print Advertising

Dedicated event advertisement and feature in Local Matters which is distributed to over 23,000 households.

Social Media Campaign

Driven through a targeted mix of content across Council's Facebook, Instagram and LinkedIn channels.

Council Websites

Hosts dedicated event pages detailing information about the event with links to partners' websites. The majority of communications direct people to the Council website for further major events information.

Business Newsletter

Distributed to suitable audiences including over 23,000 homes. Events collateral may also to be distributed via Council's business listing.

Media

Council's communication team will work alongside the local news media to deliver exciting and engaging content across newspaper print, online, radio and television news outlets.



LEGENDS OF CRICKET

LEVEL OF INVESTMENT

Benefits include

GOLF DAY

| Benefits | Naming Rights Partner \$20,000 | Hole Partner \$2000 | Team Entry \$1500 |
|--|-----------------------------------|------------------------|----------------------|
| Official Designation | ✓ | | |
| Only brand to hand out promotional items to participants | ✓ | | |
| One (1) Table to Sportsmen Breakfast on Saturday, 15 February Morning | ✓ | | |
| 10 (Ten) Tickets to Twenty 20 Match on Saturday, 15 February Evening | ✓ | | |
| Branding Recognition on all promotional collateral | ✓ | | |
| Tee box signage | ✓ | ✓ | |
| Activation right on one (1) hole) | ✓ | ✓ | |
| Entry of One (1) Team of Three (3) Players for 18 holes Legend included on each team. | ✓ | ✓ | ✓ |

* Pending availability

If you are interested in this event, please contact Gavin McKean direct for a tailored proposal.

CONTACTS

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