



Sponsorship Proposal

Kalamunda Night Market Series 2017 - 2018

Friday October 20 2017

Friday November 17 2017

Friday December 15 2017

Friday January 19 2018

Friday February 16 2018

Kalamunda Night Market Series 2017 - 2018

Friday October 20 2017

The Kalamunda Night Market is a concept developed by the Kalamunda Chamber of Commerce (KCC) with its main aim to bring increased potential customer numbers to the businesses of Kalamunda and to facilitate a family friendly night market for the benefit of the local community and visitors to our City.

The inaugural night market took place on Friday 23 October 2015 in Central Mall Kalamunda and attracted a crowd of **between 6 to 7 thousand attendees**. A total of 65 stallholders attended including 18 food options and four and a half thousand meals were served. Considerable trade spilled over to neighboring businesses with all reporting a significant increase in both patrons and takings.

As a result of this successful first Kalamunda Night Market the Kalamunda Chamber of Commerce scheduled a series of monthly night markets during the spring and summer months. This proved to be a success and in consultation with the City of Kalamunda, the KCC extended the footprint of the market to include the whole of Central Mall adjoining park and rotunda and closed off Haynes Street to traffic. This gave the public greater space to enjoy the market and entertainment.

The 2015 – 2016 and 2016-2017 Night Market Series proved to be successful market, with each market drawing over five thousand people to each event, 40 food vendors, over 40 artisan craft stallholders and 10-15 local businesses and community groups hosting regular stalls. The success of our night markets was also celebrated by being listed as one of the best 6 Perth Night Markets on Perth's Urban List on the 22 February 2016.

Businesses in around the footprint in central Kalamunda and beyond are thrilled with this initiative and keen to support the Kalamunda Night Market by remaining open throughout the event thus potentially benefitting from the increased foot traffic.

Kalamunda Chamber of Commerce is offering businesses of all sizes a range of generous sponsorship packages (see attachments) to support this potential flagship iconic event planned to put Kalamunda firmly on the map.

KCC has a proven track record having established the award winning Kalamunda Farmers Market held every Sunday morning that attracts in excess of two thousand attendees weekly.

Kalamunda is a unique venue for a night market with its small country town welcoming ambience amongst the gumtrees of the Perth Hills; a different feel and pace of life on the coastal plain.

The Kalamunda Chamber of Commerce is dedicated to developing a dynamic Kalamunda Night Market experience, and is offering the opportunity for your company to become part of this important and significant initiative, and to benefit considerably from an affiliation with its carefully planned success.

Please take the time to consider the sponsorship packages on offer and please do not hesitate to contact me directly if you have any further questions. We do hope you will come onboard and be a part of putting your business and the Kalamunda Night Markets on the map for both locals and visitors. Please complete the registration form and email to admin@kalamundanightmarket.com.au.

For any further information on the sponsorship packages, feel free to contact Nicole Airay on 0436 378 745 or Mandy Skeates on 0487 431 361

Kind Regards,

Mandy Skeates

Executive Officer

Kalamunda Chamber of Commerce Inc.

Sponsorship Opportunities

Different levels of sponsorship will provide you with a range of opportunities to advertise and promote our business. All sponsorships are based for a 12 month period.

\$100

- Business logo on promotional flyers and posters (reach 2000 people);
- Social media posts (x1) before each market event (reach 30K people);
- Listed on our website as a sponsor (reach 1000 people);
- Sponsor's logo at the information tent; and
- Announced at each market over the PA.

\$250

- All of the above plus;
- Bio feature on our website and additional coverage on social media;
- Complimentary stall for 2 market events;
- Ability to display and provide flyers/marketing promotional material at the Market Information Stall (every monthly market).

\$500

- All of the above plus;
- Logo on road based signs and banners;
- Complimentary stall for 4 market events; and
- Attend/invite 2 business breakfasts and 2 sundowner network sessions hosted by the Kalamunda Chamber of Commerce.

\$1000

- All of the above plus;
- Complimentary stall at each monthly market for the market series; and
- Complimentary annual Kalamunda Chamber of Commerce membership.

Please fill in the form to register your sponsorship for the Kalamunda Night Market Series 2016 – 2017.

Please note: Complimentary stall for market events are based on our minimum stall fee (3m x 3m) base of \$55 - permitted to promote business. Businesses who intend to sell food will be contacted by the KCC to discuss application, fee schedule adjustment to reflect nature of your stall and all other health and safety requirements as per our Event Information document (<http://www.kalamundanightmarket.com.au/stall-holder-application>) to trade.

Sponsorship Registration Form

Business Name _____

Contact Person _____

Address _____

Email _____

Website _____

Contact numbers _____

Please indicate one of the following sponsorships options:

- | | | | |
|-----------------------|--------------------------|-----------------------------|--------------------------|
| \$100 | <input type="checkbox"/> | | |
| \$250 | <input type="checkbox"/> | \$360 (Food vendor) | <input type="checkbox"/> |
| \$500 | <input type="checkbox"/> | \$750 (Food vendor) | <input type="checkbox"/> |
| \$1000 or more | <input type="checkbox"/> | \$1500 (Food vendor) | <input type="checkbox"/> |

Direct Deposit or write a cheque addressed to ‘Kalamunda Chamber of Commerce’

Account Name KALAMUNDA CHAMBER OF COMMERCE

BSB 633-000

ACCOUNT 149482077

SUBJECT KNM sponsor “Name of Business”

A receipt of your donation will be emailed to the business contact provided on the sponsorship registration form.

THANK YOU FOR YOUR KIND DONATION AND YOUR SUPPORT FOR OUR POPULAR EVENT