



Shellharbour
CITY COUNCIL

2026

SPONSORSHIP

OPPORTUNITIES



Shellharbour City Council 2026 EVENTS

SUPPORTING COMMUNITY EVENTS

Connect with more than 80,000 local residents and put your business at the centre of Shellharbour's most-loved community moments.

Our events attract strong crowds, boost local pride and deliver real economic value as visitors shop, dine and explore our city. Sponsoring an event aligns your brand with trusted, high-quality Council-run experiences that the community looks forward to each year.

WHY SPONSOR?

High visibility with an engaged audience

Positive brand alignment

Stronger local presence & community connection

Economic & promotional benefits

BUNDLE & SAVE

2 EVENTS

3% discount

3 EVENTS

5% discount

4 EVENTS

10% discount

Sponsor *multiple events* to maximise reach, build year-round visibility & unlock *discounted multi-event packages*.

**Terms and Conditions apply*

ALBION PARK EATS & BEATS *Street Series*

ALBION PARK
27 JUNE 2026

Eats and Beats Street Series WINTER turns Tongarra Road into a festive wonderland with street dining, live entertainment and family activities.

NUMBER OF
SPONSORSHIP
OPPORTUNITIES



PLATINUM
\$10,000



GOLD
\$5,000



SILVER
\$2500



BRONZE
\$1000

7,000 
ATTENDEES

EVENT SOCIAL REACH

47,000 

EVENT WEBSITE VIEWS

5,200  



SCAN
TO SEE
EVENT



Albion park is a great community that loves events and family focused activities. We need more events like this!

Event attendee



OAK FLATS EATS & BEATS *Street Series*

OAK FLATS
SATURDAY 19 SEPT 2026

Eats and Beats Street Series SPRING brings Central Avenue to life with family fun, live entertainment, street dining and community activities.

NUMBER OF SPONSORSHIP OPPORTUNITIES



PLATINUM
\$10,000



GOLD
\$5,000



SILVER
\$2500



BRONZE
\$1000

8,000 ATTENDEES



EVENT SOCIAL REACH

108,000 

EVENT WEBSITE VIEWS

4,000  



SCAN
TO SEE
EVENT



“Such a wonderfully, well supported community event. Loved seeing the young performers and that all the shops were so well embraced by everyone.”

Event attendee

Carols BY CANDLELIGHT

CROOME ROAD,
SPORTING COMPLEX
4 DECEMBER 2026

For over 20 years, **Carols by Candlelight** has been one of the Illawarra's largest Christmas celebrations, bringing families together for festive performances, Santa and a spectacular finale.

NUMBER OF SPONSORSHIP OPPORTUNITIES



PLATINUM
\$10,000



GOLD
\$5,000



SILVER
\$2500



BRONZE
\$1000

8,500 ATTENDEES



EVENT SOCIAL REACH

68,000



EVENT WEBSITE VIEWS

8,000




SCAN
TO SEE
EVENT



“Congratulations on a Wonderful event, it looked and sounded great.”

Event attendee



EVENTS PROSPECTUS 2026 | 9

AUSTRALIA DAY BREAKFAST BY THE LAKE



LAKE ILLAWARRA
26 JANUARY 2027

Breakfast by the Lake is a free, family-friendly event celebrating Australia Day and our community. Spend the morning together with live music, delicious breakfast options and fun activities.

NUMBER OF SPONSORSHIP OPPORTUNITIES



PLATINUM
\$10,000



GOLD
\$5,000



SILVER
\$2500



BRONZE
\$1000

4,000



ATTENDEES

EVENT SOCIAL REACH

14,400



EVENT WEBSITE VIEWS

4,600




SCAN
TO SEE
EVENT



“Great to see family & friend groups enjoying the activities together, sharing the space with each other.”

Event attendee



EVENTS

Sponsorship Opportunities

EVENT SPONSORSHIP INCLUSIONS

	 1 PLATINUM SPONSOR \$10,000 +	 2 GOLD SPONSOR \$5,000 +	 3 SILVER SPONSOR \$2,500	 4 BRONZE SPONSOR \$1,500
Naming rights (e.g. Carols by Candlelight supported by (your brand))	●			
Radio advertising	●			
Event logo lockup (your logo will be alongside event logo)	●			
Brand activation at the event (space only - location determined by Council)	●	●	●	●
Sponsor signage displayed at event (location to be determined by Council, signage supplied by sponsor)	●	●	●	
MC acknowledgement (for events with main stage)	●	●	●	●
Naming right to main stage (e.g. (your brand) stage)		●		
Naming right to event zone or activity (e.g. (your brand) Kids Zone, (your brand) Sand Modelling Comp)			●	
Tiered logo on event website	●	●	●	●
Tiered logo on event poster	●	●		●
Tiered logo in event wrap up post	●	●	●	●
Media release announcing sponsorship	●			
Invitation to pre-event media launch	●	●		
Featured in Council's newsletter 'Shellharbour Snapshot' (3.5k + subscribers)	●	●		
Event branded social media asset (for sponsor use to promote involvement)	●	●	●	●
Social media spot light post	●			
Complimentary parking (where possible)	●			

MEDIA & VALUE-IN-KIND Sponsorship Opportunities

MEDIA SPONSORSHIPS

Be the voice that connects our community.

As a Media Sponsor, your platform plays a vital role in amplifying the reach and impact of Shellharbour City Council's flagship events. This collaboration provides a unique opportunity to engage with vibrant, diverse audiences while positioning your brand as a trusted voice and community champion.

Why become a Media Sponsor?

- **Reach & Engagement**
Connect with thousands of attendees and an active digital audience.
- **Brand Visibility**
Your logo featured on event promotions.
- **Content Opportunities**
Share event stories, interviews and features.
- **Onsite Activation**
Engage directly with attendees through a presence at the event.

Ideal Media Sponsors include:

- Print & Digital Publications
- Local & Regional Radio Stations
- Television Broadcasters
- Lifestyle & Industry Magazines/Websites

VALUE-IN-KIND SPONSORSHIPS

Support the community, showcase your expertise.

Value-in-Kind (VIK) partnerships enable businesses and service providers to contribute goods or services essential to event delivery, without direct financial sponsorship. Your inkind support is highly valued and critical for producing safe, engaging and successful events which support our community.

Why sponsor through VIK?

- **Showcase Your Business**
Highlight your products or services to a large and engaged local audience.
- **Build Community Goodwill**
Be recognised as a business that supports and invests in Shellharbour City Council's community.
- **Flexible Collaboration**
Work with us to create a sponsorship tailored to your strengths and goals.

Examples of in-kind contributions include, but are not limited to:

- **Operational Services** Fencing, electrical, waste management, cleaning, security
- **Creative & Production** Photography, styling, floral design, entertainment
- **Technical Support** AV equipment, staging, lighting, sound
- **Promotional Items** Branded merchandise, giveaways, gift bag inclusions

TERM & CONDITIONS OF Sponsorship

1. Sponsorship may only be acquired to add value to an existing Council event, activity or project.
2. Council will use the sponsorship funds in accordance with the sponsorship agreement.
3. The value of the benefits package, which will be detailed in a sponsorship agreement, will reflect the level of financial and/or in-kind support.
4. The sponsor's brand or values must align with Council's brand and values and deliver positive reputational benefits for the Shellharbour City LGA.
5. Council and sponsors must ensure that sufficient funding and resources are available and allocated to the delivery of all benefits detailed in sponsorship agreements.
6. There should be no real or apparent conflict between the values, objectives and ethical standard of Council and those of the sponsor, and/or the sponsor's related companies/businesses/organisations.
7. Council will not accept sponsorship from the following:
 - Services or businesses carried out by staff members of Council;
 - Tobacco or tobacco-related companies;
 - Organisations or parties whose services or products Council deems to be dangerous to health and wellbeing;
 - Alcohol companies unless Council deems it acceptable for a specific event;
 - Organisations that have received council grant funding or cash or in-kind sponsorship within the same financial year; and
 - Any other products or services Council deems to be inappropriate or in conflict with Council's values.
8. Council, at its discretion, has the right to refuse sponsorship if it is of the opinion that the prospective sponsor and/or their objectives may conflict with Council's social values.

9. Sponsorship and sponsorship agreements must not impose or imply conditions that would limit, or appear to limit, Council's ability to carry out its functions in any way nor impose any liability on Council with regard to the conduct of the event being sponsored.
10. There must be no suggestion, either explicitly or implicitly, that any individual, organisation or company will be given any favourable or special treatment as a result of providing sponsorship support to Council. Council will enforce any and all processes as set out in its policies and regulations.
11. No official, elected representative, employee or agent of Council is to receive or solicit any personal benefit from sponsorship agreement with Council.
12. The sponsor of an event may not claim (through implied or express means) that they are in partnership with Council nor that Council endorses the products or services provided by the sponsor.
13. Any sponsorship with Council must be formalised by a written agreement that is validly executed by all parties to the agreement.
14. Sponsorships attract GST at the agreed financial or determined in-kind value. Sponsorship is not a donation or grant.
15. Sponsorship of an Event is a commercial branding opportunity. The marketing deliverables associated with each level are designed to provide a clear promotional benefit, facilitating the classification of the sponsorship fee as a deductible business operating expense.

Rescheduling Arrangements Covering Event Cancellation

In the event of heavy rain, severe weather, or a natural disaster, the event will be assessed for safety and may be cancelled. Council will determine whether it can be rescheduled or if it cannot proceed.

If the event is cancelled, all sponsor contributions will be retained by Council to cover promotional and general event expenses. If the event is postponed rather than cancelled, sponsors will be notified and the promotional campaign will be extended to the new date.

Provision for Termination of the Agreement

Both parties have the right to terminate the sponsorship agreement if it is shown that the conditions of the agreement have not been met. However, this should be seen as a last resort should prior mediation prove unsuccessful.



Contact our Events Team about
sponsorship opportunities

Telephone: 02 4221 6043

Email: events@shellharbour.nsw.gov.au

shellharbour.nsw.gov.au