

A large outdoor event, likely a festival or concert, is taking place at dusk. A large white tent structure serves as a stage, where a group of performers is visible. The audience, consisting of many people of various ages, is seated in folding chairs on the grass. The scene is bathed in the warm, golden light of the setting sun, with trees in the background. The overall atmosphere is festive and communal.

# WODONGA CAROLS by CANDLELIGHT

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**2023 Partnership Opportunities**

# Wodonga's Celebration Of All Things Christmas



## A Pillar of Our Community



Wodonga Brass began Albury Wodonga's first public Carols by Candlelight in 1976.

The Band has organised Wodonga's carols ever since and has overseen the event's development from an initial crowd of 400 in Woodland Grove, to an event at Willow Park that **regularly attracts crowds in excess of 7,500 each year, with additional viewers watching online and listening via commercial radio.**

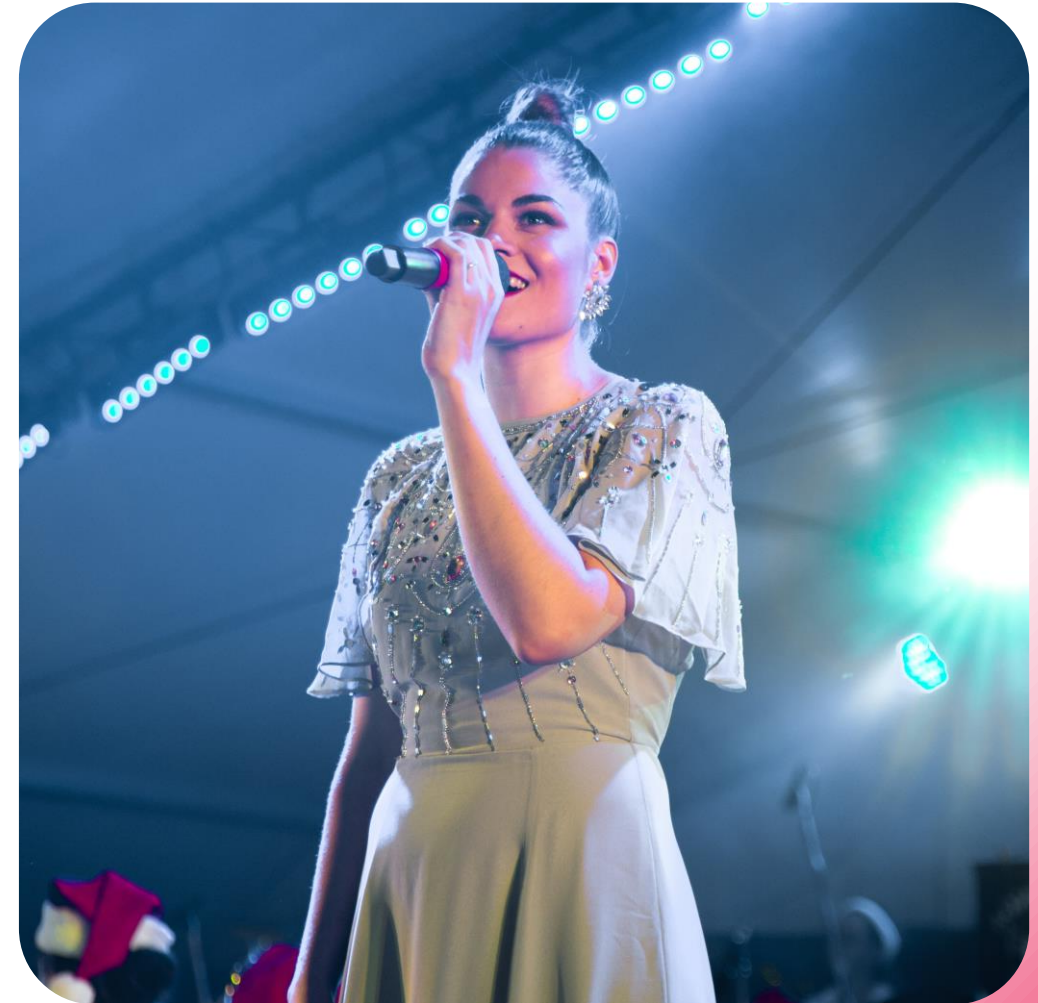


The 30+ piece Wodonga Brass backs over 25 local singers and performers every year, and of course includes a visit and sing-along with Santa.

In its 48<sup>th</sup> year, **Wodonga Carols continues to be 100% organised, delivered, and performed by local volunteers.** Without the commitment of volunteers and generous sponsors and partners, Wodonga Carols would simply not be possible.



In recent years, the event has grown to include an array of market style food vendors and Christmas activities. To the community's delight, the sale of traditional candles continues, with 100% of funds raised from candle sales supporting the important efforts of Albury Wodonga Health.



# Join a Wodonga Community Tradition



## Trusted Brand

Wodonga Carols by Candlelight is a trusted local brand. Now in its 48<sup>th</sup> year, 90% of attendees surveyed say they would attend again, in addition to attendance increasing year-on-year.

Wodonga Carols is underpinned by local institutions, like the City of Wodonga, Wodonga Brass, and Albury Wodonga Health, ensuring the professional, high-quality event exceeds the community's expectations each and every year.



## Community Focused

Wodonga Carols by Candlelight is entirely organised, delivered, and performed by local volunteers, for the benefit of our community.

100% of proceeds from candle sales support Albury Wodonga Health, giving back to our community in every way we can.

Wodonga Carols includes an Auslan Interpreter to include our deaf community, making the event accessible to our whole community.



## Largest Christmas Event

Wodonga Carols by Candlelight is one of Albury Wodonga's largest community events.

Over 7,500 people attend each year, with many opportunities for your organisation to achieve meaningful connection to key local demographics.

Leverage established, wide reaching, and deep connections to our community, such as our 25-year partnership with *The Border Mail*.



# Speak To Our Engaged Audience



## A Celebration of Family

Wodonga Carols by Candlelight is a family event, an opportunity for community gathering, sharing, and joy.

Each year **our communication strategies result in high cut through with families and women.** Consequently, we see high event attendance and meaningful engagement online.

**Wodonga Carols by Candlelight is one of the best opportunities for your organisation to meaningfully connect with families and women in our region.**

An ideal solution for any communications strategy aimed at targeting and positioning a message to this important and powerful demographic.

Close to

**20%**

**of Wodonga attends annually**

**90%**

**of online engagement is with women**

**90%**

**would attend again**

**31%**

**are aged between 35-45**

# Overview



## 2023 Partnership Opportunities



Total Event Partnership: **Key Presentation Partner**

### Pre-Event Opportunities

**01** Print, TV & Radio Advertising Recognition



**02** Christmas Carol Activations



**03** Giveaways, Competitions & Social Media Collaboration



### In-Event Opportunities

**04** Event Signage & Live In-Show Brand Promotion



**05** Market Stall / Audience Interactive



**06** Live On-Stage Mascot



# Total Event Partnership



## Key Presentation Partner

- Wodonga Carols by Candlelight has an opportunity for a trusted community brand to join Wodonga Carols in a total event partnership, as our 'Presentation Partner'.
- Being Wodonga Carols' most extensive and valuable partnership opportunity, your brand will be **recognised across every instance and mention of Wodonga Carols by Candlelight** – including across event collateral and spoken word promotions.
- There is a **maximum of two Presentation Partner opportunities** available, to ensure your brand recognition is not diminished.
- Our Presentation Partner **will receive every opportunity for recognition available to us** – all opportunities listed in this pack, plus more, along with any additional opportunities that arise.
- At a minimum, recognition will include your brand:
  - Alongside Wodonga Carols' on all collateral material
  - Included in TV, radio, and newspaper ads
  - Included in organic media mentions and all public relations
  - Repeatedly mentioned during the 2AY live broadcast
  - Displayed predominately at the event, plus more

## Recognition examples:

*48<sup>th</sup> Wodonga Carols by Candlelight 2023 – Presented by [YOUR BRAND]  
[YOUR BRAND] presents – 48<sup>th</sup> Wodonga Carols by Candlelight 2023*



Partnership Logo Example



Event Songbook Example

**This opportunity: \$ Negotiable**

Multi-year partnership available



# Pre-Event Opportunities



# Pre-Event Opportunities



## 01 Print, TV & Radio Advertising Recognition

- Wodonga Carols by Candlelight is promoted extensively across local print, TV, and radio media in the two months prior to the event.
- Your support could see **your branding included in print and TV visual promotions**, including in the Border Mail, Prime 7, and WIN TV.
- Additionally, your brand could be **included at the end of our radio advertisements** – predominately across our partner station 1494 2AY.
- There are additional opportunities for recognition at the event, with **signage located at various places around the event**.
- Advertising mentions in partnership with a community event such as this have the potential to increase your brand goodwill and reinforce the hyper-local nature of your organisation.

**This opportunity: \$5,000 ex GST**

### Recognition example:



Regular front page print advertising





# Pre-Event Opportunities



## 02 Christmas Carol Activations

- Wodonga Carols by Candlelight is performed by Wodonga Brass, a 30+ piece brass band with a long history of service in the Wodonga community.
- **For the first time since 2015, there is an opportunity for Wodonga Brass to perform a *Christmas Carols Activation* at your organisation.**
- This partnership involves a group of Wodonga Brass members **performing Christmas carols on location** – a taster of the Wodonga Carols main event, and **includes cross promotion and recognition on our social media platforms** of your organisation.
- This activation is best delivered in a large open space, such as a retail forecourt / retail open space, or outdoors in front of a retail store.
- *Note:* The Carols Activation is **not** performed by the full 30+ piece brass band due to the large space required to accommodate the band and availability requirements of members.

**This opportunity: \$5,000 ex GST**

### Recognition example:



*On-site, outdoor Christmas carol activations*

# Pre-Event Opportunities

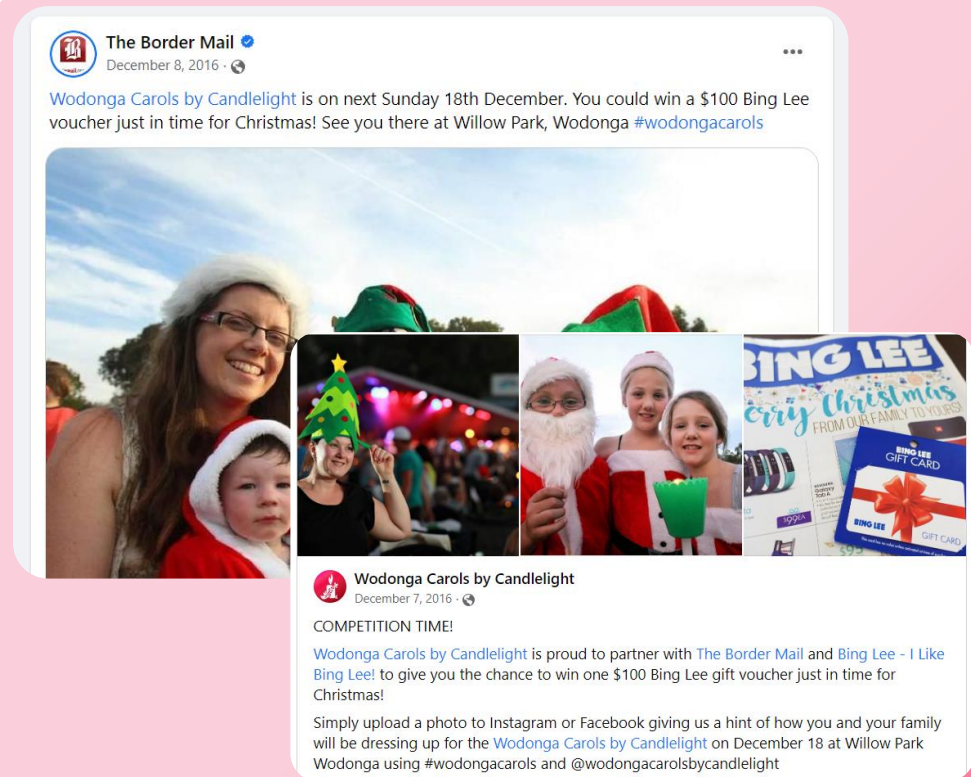


## 03 Giveaways, Competitions & Social Media Collaboration

- Wodonga Carols by Candlelight has an **engaged and hyper-local social media following** across many platforms. A *Social Media Collaboration* could see your brand **organically and authentically promoted in partnership with Wodonga Carols**. If you are seeking to communicate a message **targeted to families and or women**, our engaged and trusting audience is perfect for you.
- Along with collaborative social media posts, including reels etc, this opportunity **may take the form of social media promotions**, including giveaways or competitions (within Victorian law).
- There is additional potential for social media content to be amplified by our partner organisations, such as Albury Wodonga Health, The Border Mail, and 1494 2AY, with tens of thousands of social media followers between them.
- *Note:* Any giveaways/prizes, competition or otherwise, must be provided/funded by the sponsor. Wodonga Carols will not fund prizes.

**This opportunity: \$2,500 ex GST**

### Recognition example:



*Previous social media collaboration*



# In-Event Opportunities



# In-Event Opportunities



## 04 Event Signage & Live In-Show Brand Promotion

- Wodonga Carols by Candlelight has a wide range of opportunities for brand promotion **in and around the Wodonga Carols event.**
- This opportunity includes banners and signage spread around the event, including **digital static promotions** on our digital screen.
- Additionally, this partnership includes the option of your organisation parking something such as a branded vehicle, for example, at the event, in lieu of traditional signage.
- This opportunity also includes **your brand recognised in-show, by our Carols Host, at regular intervals** during the programme.
- *Note:* Organisations must supply their own banners/promotional material. Wodonga Carols cannot print or supply promotional material.

**This opportunity: \$2,500 ex GST**

### Recognition example:



Event signage

# In-Event Opportunities



## 05 Market Stall / Audience Interactive

- Wodonga Carols by Candlelight has in recent years expanded food vendor offerings and ancillary activities to create a 'market style' section to Wodonga Carols.
- With an **engaged audience** that explore the event and seek out more and more each year, the expanded offering has been a great success.
- This partnership gives your organisation the **opportunity to have a prominent market stall, nearby to our Candle Stall and food vendors, to promote your organisation and interact with the audience.**
- This may include, for example, interactive games, competitions, or educational booths for children and families.
- *Note:* Activities performed at the market stall/audience interaction must be approved by Wodonga Carols before the event.

**This opportunity: \$2,500 ex GST**

### Recognition example:



Annual Albury Wodonga Health Candle Stall & adjacent market stalls

# In-Event Opportunities



## 06 Live On-Stage Mascot

- Wodonga Carols by Candlelight has a unique opportunity for **your organisation to provide a non-speaking mascot to join one of our carolers on stage, promoting your brand to a captive audience.**
- The **mascot will be able to sing and dance** along to a carol pre-confirmed with our team, and have an **opportunity to answer pre-arranged, simple yes – no style questions with our host or performer.**
- This is one of the most powerful opportunities in Albury Wodonga to get your brand in front of our communities' children and families.
- **Sharing a billing with Santa will give your brand and mascot high credibility. With over 7,500 people watching live, including more watching via the video livestream and listening via the 1494 2AY broadcast, your brand will be incredibly prominent.**
- This is terrific value per-captive impression promotion.

**This opportunity: \$5,000 ex GST**

### Recognition example:



*Previous on-stage partnerships*

# Partnership Agreement



## Event Logistics

Wodonga Carols by Candlelight take the event very seriously. Many months of planning go into organising the event to ensure it runs smoothly and delights our community.

Unfortunately, being a large outdoor event, we are in the hands of the weather and other extenuating circumstances, such as bushfires, and directions from Government authorities, for example.

Your support, sponsorship, payment, or partnership ensures this event can be run. Without your support, we could not afford to run this event. This said, your support, sponsorship, payment, or partnership funds pre-event sunk costs, meaning if the event is cancelled, these costs are still incurred by Wodonga Carols.

**It is for this reason, that in the unlikely instance Wodonga Carols by Candlelight is cancelled, and event partnership opportunities are unable to be realised, all donations, payments, partnerships, opportunities, and sponsorships are not able to be refunded.**



# Contact Us



## Jacob Mildren

Wodonga Carols by Candlelight Co-Coordinator

0448 753 758

Jacob@wolongacarols.org

**Web:** [wolongacarols.org](http://wolongacarols.org)

**2023 Event Date:** Sunday 17 December

**Location:** Willow Park, Pearce Street, Wodonga



## Lindsay Hanchett

Wodonga Carols by Candlelight Co-Coordinator

0417 215 734

Lindsay@wolongacarols.org







# WODONGA CAROLS by CANDLELIGHT

**Wodonga Carols by Candlelight**

PO Box 64

Wodonga, Victoria, 3689

02 6024 4458

[www.wodongacarols.org](http://www.wodongacarols.org)

ABN: 82 017 566 350

Wodonga Carols by Candlelight is a trading name of

Wodonga Citizens' Band Inc.

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