

KIAMA 20
NYE 26

Sponsorship Invitation

Partner with us to bring fireworks back to Kiama

Help write Kiama's next New Year's Eve story

Council has committed to the journey.

The community is ready.

Now we are seeking partners who want to be part of **making it happen**.

This is a rare opportunity to be recognised as an organisation that helped bring New Year's Eve fireworks back to Kiama for thousands of residents and visitors.

About Kiama NYE

Eat Street • live music + performances • kids zone •
roving entertainment • Wave FM media partner
visitor + local community reach • multiple activation
opportunities • 9pm fireworks finale

Up to
20K
attendees

Strong
family
audience

Iconic Kiama
Harbour
Location

9pm
fireworks
display





Why partner with us?

More than sponsorship... Be part of bringing the fireworks back to the community

01. Demonstrate your commitment to the Kiama community, supporting an iconic local celebration
02. Gain exposure to up to 20,000 attendees on event day, plus brand recognition through pre-event marketing and promotions
03. Position your business as a trusted local leader and community champion
04. Engage directly with residents and visitors through tailored on-site activation opportunities
05. Align your brand with a positive, family-friendly event creating lasting goodwill and strong community connections

Event goals

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- 01.** Foster a sense of community and bring people together
 - 02.** Drive economic benefits for local businesses and the visitor economy
 - 03.** Celebrate and showcase Kiama's culture, talent and local producers
 - 04.** Provide a safe, inclusive and high-quality event experience
 - 05.** Minimise environmental impact with waste and responsible fireworks use
 - 06.** Strengthen connections between Council, sponsors and the community



Families are at the heart of Kiama NYE

Primary audiences:

Young Families

Why: Kids zone, entertainment and early fireworks

Families with School-Aged Children

Why: Interactive experiences, music and activities

Families with Tweens & Teens

Why: A safe and vibrant New Year's Eve celebration

Marketing reach & event exposure



Promotional reach

- 105K Wave FM listeners reached
- 100K Facebook campaign reach
- 158K Facebook users reached through shares
- 94K Illawarra Mercury circulation



Digital Engagement

- 5,400 Facebook event responses
- 17,000 newsletter subscribers reached
- 1,000 local event notifications distributed



Media Coverage

- Wave FM broadcasts & activations
- ABC Radio interviews
- Kiama Community Radio interviews
- Dedicated NYE Fireworks Soundtrack broadcast



Event Impact

- Up to 20,000 onsite attendees
- 105K listeners of Kiama NYE Fireworks Soundtrack on WaveFM
- 76% local suppliers engaged

*2023 event results

Early partners maximum exposure

Businesses that commit early will receive the **greatest exposure** through ongoing media, marketing and promotional activities as excitement builds around the return of fireworks to Kiama.

Sponsors will be recognised through Council and Destination Kiama communications, including the NYE webpage, celebrating the organisations helping bring this iconic community event back to life.

Early commitments are critical to demonstrating support, maintaining momentum and helping secure the event for the community.





Be an organisation the community remembers as helping return one of Kiama's most loved traditions.

		Principal Partner \$50,000 Investment	Major Sponsor \$10,000 Investment (multiple available)	Eat Street Sponsor \$7,000 Investment	Entertainment Sponsor \$2,000 Investment	Live Music Sponsor \$1,000 Investment (multiple available)
Pre-event benefits	Exclusive 'Principal Partner' recognition	✓				
	Prominent branding across all event marketing, advertising, social media, event webpages and communications	✓	✓			
	Name credit on pre-recorded event advertisements broadcasted via media partnership	✓	✓			
	Logo on Destination Kiama and Council event webpages	✓	✓	✓	✓	✓
	Advertising tiles on co-hosted Facebook event page	✓	✓	✓	✓	✓
	Recognition in media releases, launch announcements and publicity opportunities	✓	✓	✓	✓	✓
Event day benefits	Sponsor recognition through event stage and MC acknowledgements throughout the event	✓ x3 throughout event	✓ x3 throughout event	✓ x2 throughout event	✓ x2 throughout event	✓ x1 throughout event
	Logo on event program & print collateral	✓	✓	✓	✓	✓
	Premium onsite branding and activation opportunities within the event precinct	✓	✓	✓	✓	✓
	Promotional merchandise distributed through media partner activations*	✓	✓	✓		
	Promotional merchandise and displays at the event information tent*	✓	✓	✓		
	VIP viewing area access and reserved event parking	✓ x2 items	✓ x1 item	✓ x1 item		

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Contact and next steps



Email

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Call Sally today

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DESTINATION
Kiama
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KIAMA MUNICIPAL COUNCIL
your council, your community

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kiama.com.au/kiama-new-years-eve