



Women in Lithgow District

To: Lithgow City Council

Attention: Andrew Muir

W.I.L.D – Women in Lithgow District invite Lithgow City Council to be a Major Sponsor of W.I.L.D Christmas 2017 Promotion. We have listed the details of the promotion for your consideration. Details as set out below will be presented to businesses within our LGA giving all the opportunity to participate.

CHRISTMAS PROMOTION PROPOSAL

WIN A CAR – BRAND NEW KIA RIO 'S'

We invite to you to participate in a Shop Local Promotion in the lead up to Christmas 2017. This is an exciting opportunity to promote your business to the community.

How great would it be for one of your customers/clients to WIN A CAR! This would be the best Christmas Present Ever.

How: By simply doing business with you, your members/customers would be eligible to **WIN A BRAND NEW KIA RIO 'S'** Valued at \$ 17990.00 this includes all on Road Costs. (Insurance would be at cost to Winner)

PROMOTION DETAILS:

WIN A BRAND NEW KIA RIO 'S'

MAJOR SPONSORS

- Lithgow KIA
- Discussions to be finalised – Major Sponsors

BUSINESS PARTICIPANT PACKAGE

- \$300.00 – (For 3 Months Period)
- The offer is open to all businesses within LGA

COMMENCEMENT DATE: 1ST OCTOBER 2017

- Promotion Period: 1st October 17 – 22nd Dec 2017
- Entries Close: Close of Business Friday 22nd December 2017
- Drawn: Saturday 23rd December 2017
- Venue of Draw: TBA
- Time of Draw: TBA
- Permit No: TBA
- Terms & Conditions of Entry: TBA

What the Package will include:

PROMOTION ADVERTISING

- 3 Months Advertising of Promotion (Shop at Participating Businesses to WIN)
- Advertising – Radio, Newspaper, Social Media (TBC)
- Posters/A4 Counter Stands - Supplied for Window, Instore, Businesses Display
- Participants will be issued with Promotional Material to advertise on their Social Media platforms.
- **WIN A BRAND NEW KIA RIO 'S'** will be on display every Saturday throughout the Promotion at Cook Street Plaza (TBC) Other Exhibit points to be confirmed.
- Banner listing all Major Sponsors & Participates will be displayed alongside the **WIN A BRAND NEW KIA RIO 'S'** at the location.

AIM OF PROMOTION

To encourage customer retention within our Region. Although this promotion will run for a 3 Months period (Lead Up to Christmas 2017), we believe it will create an awareness of local business and help to build a loyal customer base for businesses.

MAJOR SPONSOR PACKAGE

Cost: \$1000.00

Includes;

- All promotional material to include Major Sponsor Logo
- Media Advertising Material will include Major Sponsors Logo
- Banners Displaying Major Sponsors will be displayed alongside the **KIA RIO 'S'**
- Partial Wrap - **KIA RIO 'S'** – Logo's of Major Sponsors will be included on a partial wrap on the Vehicle

We see this as an opportunity for Lithgow City Council to be recognised as an integral partner and voice in promoting business within our region.

We are excited to launch the Christmas 2017 'Win a Car' Promotion and we hope Lithgow City Council will support us in our endeavours. We look forward to a strong association with Lithgow City Council.

Yours sincerely

Kelley Crane
President

On behalf of

W.I.L.D

Women in Lithgow District Inc
Email: wildlithgow@gmail.com
Kelley Crane: 0417667212
Rhonda Collins – 0418112274





W.I.L.D

Women in Lithgow District

Lithgow City Council

Attention: Andrew Muir

From: W.I.L.D - Women in Lithgow District Inc.

Major Sponsor Proposal

W.I.L.D Women in Lithgow District are a not for profit organisation formed in 2016. The original focus of our group was to recognise and acknowledge the achievements of women within our community on an individual and community organisation participation level. We feel that our group can assist within the community bringing further support to many women to inspire, and encourage them individually and encourage their participation as a volunteer or otherwise in community groups.

We believe we can and are striving towards offering more to the community as a whole, in helping to connect businesses, work towards encouraging and creating a greater civic pride and bringing the community together through Events & Promotions.

We are very passionate about our LGA community and want to see it continue to grow and offer greater opportunity to future generations, especially those who take the challenge of going into business.

To date we have held two High Tea Functions 2016 & 2017, a Womens Cocktail Night 2016 and on Friday 25th August 2017 Cocktails & Conversation Night bringing businesses together. All events very successful in their own right.

We would ask if Lithgow City Council would consider the proposal attached - Major Sponsor Christmas 2017 'WIN A CAR' Promotion.

Yours sincerely

Kelley Crane

On behalf of

W.I.L.D

Women in Lithgow District

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