

Manly Health & Wellness Day

Sponsorship Proposal 2024



northern
beaches
council



Event overview

Northern Beaches Council and Manly Business Chamber are partnering to bring the Manly Health & Wellness Day to Manly Beachfront again for the second year.

The free one-day health and wellness event will include live fitness demos, classes and health seminars. The aim is to bring communities together and support health and wellness businesses in the Manly Ward area.

This is a great opportunity to connect with the community and recruit new members and patrons to your business.

We're inviting local health and wellness businesses to be part of the Manly Health and Wellness event on Saturday 17 February 2024. Our aim is to bring the community together and support health and wellness businesses in the Manly Ward area.

The event will take place on Manly beachfront and will feature free fitness workshops and classes, informative health seminars and local interactive exhibitors. Last year's program featured over 1,500 visitors and 15+ stallholders.

We invite you to join us for the opportunity to connect with a highly engaged audience at the Manly Health and Wellness event. Expressions of Interest (EOI) are now open to sponsor components of the event.


Event highlights



\$0
Free to participate



20+
local businesses



17/02
event day



1,500+
visitors



Image: Stallholders at Health & Wellness Day 2023.

Marketing & media

A comprehensive marketing communications strategy is in place for the Health & Wellness Day 2024 across print, broadcast, digital and social media platforms.

Advertising and listings (digital)



- Manly Observer (sponsor), **30,000** followers

Digital (Northern Beaches Council)



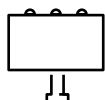
- Northern Beaches Council website - **47,000** page views
- E-Newsletters - up to **70,000** database
- Email marketing (Manly Mainstreet Newsletter, Northern Beaches Council Business Newsletter, Northern Beaches Council community Newsletter) – **4,500** database

Social media



- Northern Beaches Council Facebook - **65,000** followers
- Northern Beaches Council Instagram – **27, 300** followers
- Northern Beaches Council Twitter - **8,500** followers
- Northern Beaches Council LinkedIn – **9,000** followers
- Manly Chamber of Commerce – **2,300** followers

Outdoor



- Street banners/signs – across Northern Beaches locations
- On-site promotions – across approximately 20 key venues businesses

Media & PR



- Council media releases
- Photo opportunities
- Council published news stories and business profiles

The opportunity

We invite you to join us for the opportunity to connect with a highly engaged community at the Health & Wellness Day 2024.

Why partner with us?



Connect with our active community and Greater Sydney audiences



Tell your brand story and start a conversation



Drive authentic key messaging



Promote awareness and association for your brand



Extend your reach through marketing and PR



Image: Stallholder. Health and Wellness Day 2023.

Benefits

Sponsors will benefit from being involved in a comprehensive marketing and events program.

Brand recognition	Stage partner	Event supporter
Category exclusive	✓	
Stage name rights	✓	
Stage branding	✓	
Event signage	✓	✓
Event marketing & promotion	✓	✓
Website recognition	✓	✓
Activation and stall	✓	✓
Social media	✓	✓
Speech acknowledgment	✓	✓
Sampling (subject to approval and waste guidelines)	✓	

Investment



Stage partner

\$8,000
+ GST



Event supporter

\$5,000
+ GST

Basic Information

Tell us more about your business and why you would like to be involved as sponsor.

Email	
First name	
Last name	
Company name	
Phone number	
Street address/ Suburb/ Postcode	
Mobile	
Billing Organisation Name (must match ABN)	
Website and socials	
Level of sponsorship	

Provide a short description about your business:

Respondents must disclose any actual, perceived, or potential conflict of interest:

Northern Beaches Council is passionate about creating meaningful events and experiences for our community.
We look forward to welcoming you.

Contact us for more information:

Northern Beaches Council Manly Mainstreet Coordinator
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