



MOVIES BY BURSWOOD (INC)
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20 March 2023

Roz Ellis
Manager Stakeholder Relations
Town of Victoria Park
99 Shepperton Road
VICTORIA PARK WA 6100

Re: Proposed 3 Year Sponsorship of Telethon Community Cinemas

Greetings Roz,

Thank you for the opportunity to present this proposal to the Council.

The Town of Victoria Park has been a supporter of Movies by Burswood (Inc) t/a Telethon Community Cinemas for the past 21 years.

We greatly value the relationship as a vote of confidence in the event, and our aim to provide affordable family cinema, whilst raising funds for programmes that seek to improve the quality of life of children dealing with health or physical ability challenges.

Over this time, we are now approaching \$12 million raised for these programmes and other community organisations.

In providing our screenings, and acknowledging the financial pressures on many families, we have not increased our admission prices since 2011 despite the ever increasing costs of holding the event.

This proposal is in two sections. The first being a continuation of the sponsorship by the Town of Victoria Park as currently provided and, secondly, an ancillary proposal outlining an expansion of the relationship.

EVENT SPONSORSHIP PROPOSAL

Duration: 3 Years Commencing 1 July 2023
Sponsorship: \$20,000 + GST per Annum
Support: Promotional support provided by the Council website and social media channels with reciprocal links to Telethon Community Cinemas' website
Promotional articles in the Council's monthly eNewsletter
Timing and frequency for promotions as arranged with both partners

Benefits: Gold Level Sponsorship
Multiple venue exposure
Logo tagging of all TVCs produced for SevenWest Perth advertising campaign
15 second digital film advertisement across all screenings at Burswood venue

Ability to change advertisement at beginning of each month (deadlines apply)
Additional 45 second screen advertising November-December to promote Town of Victoria Park
Partnership acknowledgement on Sponsors' Reel across all screenings and venues throughout entire season
Partner logo placement on Telethon Community Cinemas' website
Opportunity to deliver a wide range of campaign activations and promotions at venue
Two agreed advertorials or promotional profile in Telethon Community Cinemas' e-newsletter
Partner logo on café posters
Partner logo use in traditional print media where appropriate
300 x single complimentary online admission tickets excluding No Free Ticket screenings in either hard copy or e-voucher format (value \$4200 inc GST)
100 x double complimentary admissions to ANY Sunday to Thursday session excluding No Free Ticket and public holiday screenings (able to be divided over two separate screenings if desired (value \$2800 inc GST)

HOSTED EVENTS SCREENINGS

Duration: 3 Years Commencing 1 July 2023
Sponsorship: \$5,000 + GST per Annum
Objective: 5 Free Screenings

Benefits: Branded as "Presented by the Town of Victoria Park" on website & social media

Two of our venues (Murdoch and Bassendean) are supported by their local council in sponsoring a series of free screenings over the summer school vacation directed at families.

These screenings are proposed to be held each Tuesday over the vacation.

The sponsorship covers the cost of the film hire involved whilst Telethon Community Cinemas absorbs the recurrent costs of the venue and its operation.

They are actively promoted in our social media and eNewsletter.

Yours faithfully,

Ken Gibbons

Founder & Volunteer CEO / Event Co-Ordinator
Australian of the Year 2022 Local Hero WA Finalist
West Australian of the Year 2021 Finalist

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