

2026-2027
EVENT
SPONSORSHIP
PROGRAM



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ACKNOWLEDGEMENT OF COUNTRY

The City of Tea Tree Gully recognises this City's considerable natural and cultural heritage, including thousands of years of Traditional Custodianship by the Kaurna people and the more recent contributions from all who live here.

We build on this heritage today by respecting and listening to each other, being receptive to new ideas and acting wisely for the current and future well-being of our community.



MESSAGE FROM THE MAYOR

On behalf of the City of Tea Tree Gully, I would like to invite you to be apart of one of South Australia's most desirable places to live, work and play.

Just 20 minutes from the Adelaide CBD, our City is home to a thriving community of over 100,000 residents and a vibrant calendar of events bringing thousands of people from across Tea Tree Gully and greater Adelaide together to celebrate diversity and enhance the spirit of connection and belonging.

Sponsoring our events in the City of Tea Tree Gully not only builds your brand's exposure. It will also align it with values that make a difference such as: community connection, celebration, and sustainability. Your contribution helps us to deliver high-quality, meaningful experiences that enrich lives, boost local economy and build stronger, more connected communities in South Australia.

We invite you to explore the sponsorship opportunities available in the 2026–2027 Event Sponsorship Program and join us in creating memorable moments that leave a lasting impact.

Kind regards



Marijka Ryan | Mayor

OUR CITY

The City of Tea Tree Gully produces some of South Australia's largest and most successful free community events. These events increase economic activity, out-of-region visitation, foster a sense of community pride and create a vibrant place to live.



42,017¹

Number of dwellings



\$4.2B²

Gross Regional Product



6,296

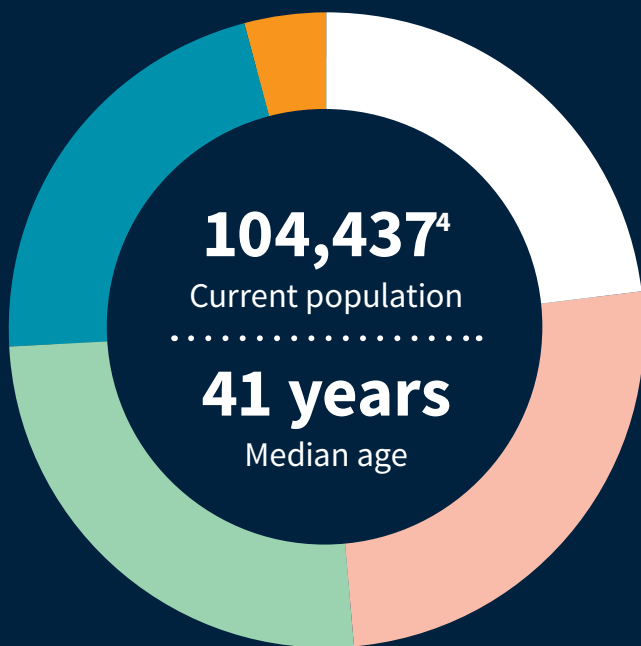
Registered businesses



\$7.5B³

Annual economic output

1. Estimated number of dwellings in the CTTG region in 2025 – Remplan
2. Estimated total value of final goods and services produced in CTTG region in 2025 – Remplan
3. Estimated total gross revenue output generated by businesses and organisations in CTTG in 2025 – Remplan
4. Estimated Residential Population in 2025 – Remplan



- 0–19 years (23.1%)
- 20–39 years (30.5%)
- 40–59 years (25.8%)
- 60–79 years (21.3%)
- 80+ (5.1%)



29,188
families



15.11%
undertaking
voluntary work



27.3%
of residents
born overseas



49.5%
with tertiary
qualifications

Located less than 20 minutes north-east of Adelaide's central business district, the City of Tea Tree Gully is one of Adelaide's most desirable places to live, work and visit.

Sponsoring our events will put your brand at the top-of-mind for many City of Tea Tree Gully event goers. We have a diverse array of marketing and communications channels across the city that will tap into your audience to create a positive lasting image with the trusted brand of City of Tea Tree Gully.



Increase brand awareness and loyalty



Promote, expose and launch products



Build positive brand recognition



Generate direct sales or sales leads



Target and interact with a large diverse audience



Connect with a trusted brand to local audiences





OUR REACH

Marketing and communications campaign examples

Ambient media

- Event posters and outdoor signage
- Event-specific road-side banners seen by 66,000 cars daily
- Event digital signage
- A-frames around council facilities
- Bus shelter advertisements



Web-based media

- 31,770 monthly views to all event-related pages on Council website
- Event-specific promotion on third-party event related sites



Traditional media

- Event flyers
- Media releases to local broadcast
- Event-specific features in Council quarterly magazine, the Gully Grapevine:
 - 50,000 copies distributed per edition
 - Estimated readership of 86,369 people aged 18+ years



Social media

Event-specific social media campaigns across Council's Facebook and Instagram pages:

- 34,500 social media followers
- Event posts outperform with strong engagement
- Reach of 4,000 achieved per events post



eNewsletter

Event specific features in Council's monthly eNewsletter, Gully Life:

- 35,500 subscribers
- 40% open rate
- 6,000+ clicks on top content







Muddy Hands Festival



October School Holidays Golden Fields Reserve, Golden Grove

Our Muddy Hands Festival is made possible with a collaboration with Nature Play SA. This festival celebrates nature, sustainability and the outdoors. The event has a strong focus on the environment and would suit sponsors who would like to increase their brand profile in sustainability or the outdoors amongst families in the north-eastern suburbs of Adelaide.



Target audience:

- Young families
- Outside School Hours Care (OSHC) groups



MUDDY HANDS FESTIVAL FAST FACTS



6,300

Attendees per year
(average)



98%

Attendee event
satisfaction result (2025)



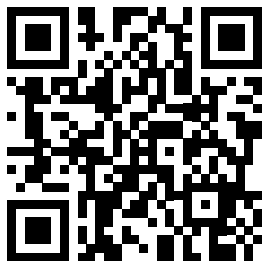
7,945

webpage views
(2025)





DIVE INTO THE GLORIOUSLY MUDDY MOMENTS



SCAN TO WATCH





MUDDY HANDS FESTIVAL

SPONSORSHIP INCLUSIONS

Brand visibility

Position your brand in front of thousands of attendees and our wider community across an integrated promotional campaign.

Pre-event campaign exposure

Your logo included across campaign advertising:

Roadside banners	✓	✓	
Bus shelter advertising	✓	✓	
Corflute signage across City of Tea Tree Gully	✓	✓	✓
Digital screen advertising across City of Tea Tree Gully	✓	✓	✓

Your brand mentioned in Muddy Hands Festival promotional articles across:

'Gully Grapevine' magazine	✓	✓	✓
'Gully Life' eNewsletter	✓	✓	✓
'Gully Life' quarterly rates notice feature	✓	✓	✓
City of Tea Tree Gully website latest news article	✓	✓	✓
Event-related media release/s	✓	✓	

Digital & social amplification

Logo inclusion as a sponsor on Muddy Hands Festival event webpage	✓	✓	✓
Logo featured in dedicated "thank you sponsors" social media post	✓	✓	✓
Business tagged in sponsorship-relevant social media posts	✓	✓	✓
Business mentioned as sponsor in Muddy Hands Festival Facebook event description	✓	✓	✓

Event day visibility

Logo on official event signage suite – corflutes, maps, sponsorship-relevant signage	✓	✓	✓
Verbal acknowledgement of sponsorship by the Mayor during their opening speech	✓	✓	✓

Audience engagement opportunities

Connect directly with attendees on event day.

On-site activation space at Muddy Hands Festival	36m ²	18m ²	9m ²
Opportunity to distribute branded collateral (subject to approval)	✓	✓	✓

Platinum



Gold



Silver



VIP event experience

Enjoy the event as valued sponsors of the City of Tea Tree Gully.

	Platinum	Gold	Silver
VIP guest passes	8	5	2
Reserved parking	2	1	1
\$20 food truck vouchers	8	5	2
Access to professional event photography for your marketing use	✓	✓	✓
Certificate of appreciation	✓	✓	✓

Strategic business value

Extend your benefits beyond the event.

Additional business support sessions with Council's Small Business Advisory	2	1	
Opportunity to leverage sponsorship in your own marketing (official sponsorship assets supplied)	✓	✓	✓

YOUR INVESTMENT (ex. GST)

Approximate total value of included sponsorship benefits

\$10k	\$5k	\$3k
\$26,000+	\$18,500+	\$7,000+

Custom sponsorship opportunities

These high-impact opportunities are only available in custom packages and are limited in availability.

- Event naming rights
- Category exclusivity
- Pop-up space naming/branding rights
- Sponsor-supplied promotional signage at event
- Dedicated sponsor advertisement in 'Gully Grapevine' magazine (half to full page)

Contact our team to discuss your custom package.

Civic Park Carols

December
Civic Park, Modbury

Set in the heart of Tea Tree Gully along the bustling North East Road and directly across from the highly frequented Tea Tree Plaza shopping precinct, Civic Park Carols is the premier community celebration – and currently the second-largest carols event in Australia. Attracting an average crowd of 19,000 attendees each year, it is the City of Tea Tree Gully's flagship event.

This high-profile event offers sponsors an exceptional opportunity to showcase their brand to a diverse and engaged audience, not only from Tea Tree Gully but from across metropolitan Adelaide – delivering significant visibility and reach across the state.



Target audience:

- Families





CIVIC PARK CAROLS FAST FACTS



19,000

Attendees per year
(average)



97%

Attendee event
satisfaction result (2025)



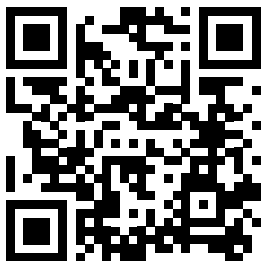
20,463

webpage views
(2025)

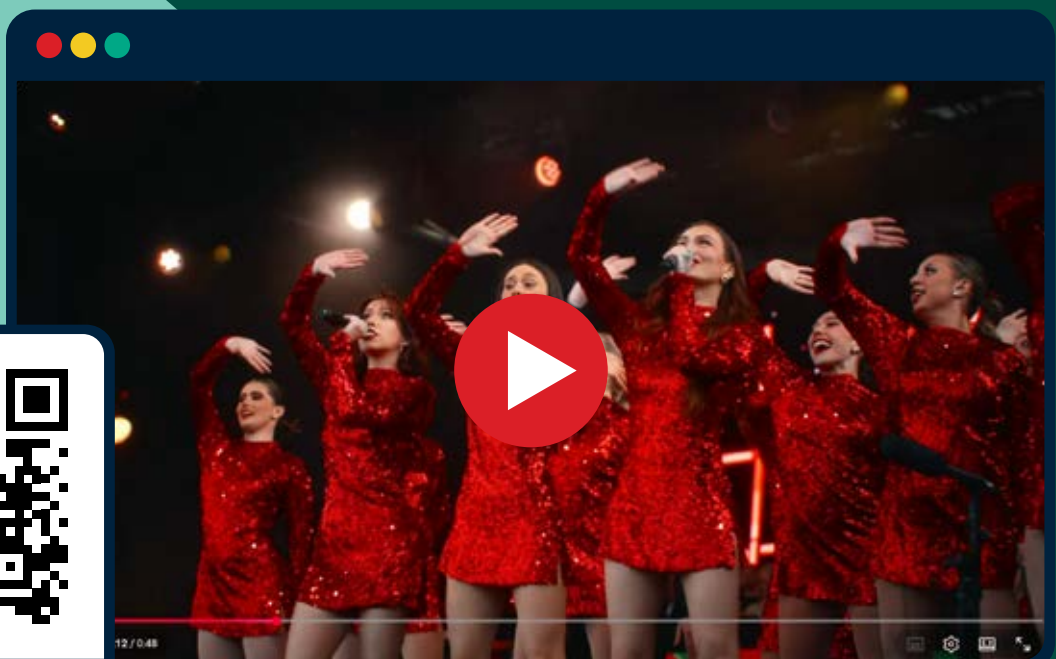


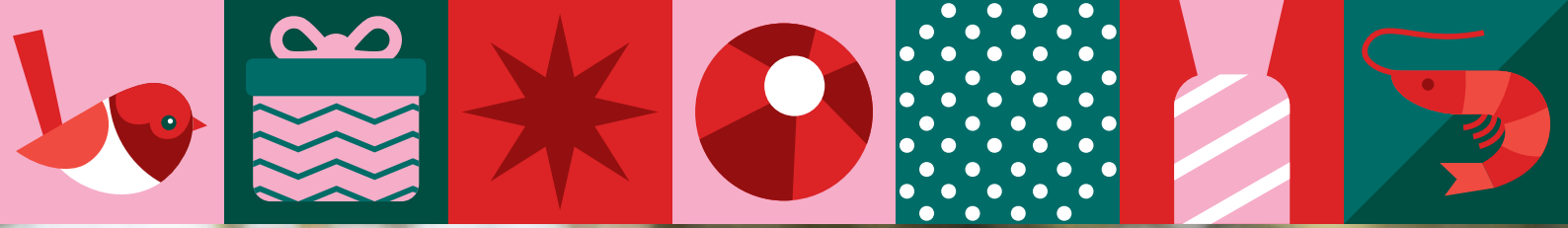


RELIVE THE MAGIC THAT LIGHTS UP CIVIC PARK



SCAN TO WATCH





SPONSORSHIP INCLUSIONS

Brand visibility

Position your brand in front of thousands of attendees and our wider community across an integrated promotional campaign.

Pre-event campaign exposure

Your logo included across campaign advertising:

	Platinum	Gold	Silver
Channel 9 television commercial (in credits roll)	✓	✓	
Roadside banners	✓	✓	
Bus shelter advertising	✓	✓	
Corflute signage across City of Tea Tree Gully	✓	✓	✓
Digital screen advertising across City of Tea Tree Gully	✓	✓	✓

Your brand mentioned in Civic Park Carols promotional articles across:

'Gully Grapevine' magazine	✓	✓	✓
'Gully Life' eNewsletter	✓	✓	✓
'Gully Life' quarterly rates notice feature	✓	✓	✓
City of Tea Tree Gully website latest news article	✓	✓	✓
Event-related media release/s	✓	✓	

Digital & social amplification

Logo inclusion as a sponsor on Civic Park Carols event webpage	✓	✓	✓
Logo featured in dedicated "thank you sponsors" social media post	✓	✓	✓
Business tagged in sponsorship-relevant social media posts	✓	✓	✓
Business mentioned as sponsor in Civic Park Carols Facebook event description	✓	✓	✓
Logo inclusion in Civic Park Carols 'Gully Life' eNewsletter	✓	✓	✓

Event day visibility

Logo on official event signage suite – corflutes, maps, sponsorship-relevant signage	✓	✓	✓
Main stage big screen recognition – pre-show "thank you sponsors" slide	✓	✓	✓
Main stage big screen sponsor-supplied advertisement (pre-show, negotiated)	✓		
Verbal acknowledgement of sponsorship from on-stage presenters	✓	✓	✓

Platinum



Gold



Silver





Audience engagement opportunities

Connect directly with attendees on event night.

On-site activation space at Civic Park Carols

Opportunity to distribute branded collateral (subject to approval)

VIP event experience

Enjoy the event as valued sponsors of the City of Tea Tree Gully.

VIP guest passes

Reserved parking

\$20 food truck vouchers

Access to professional event photography for your marketing use

Certificate of appreciation

Strategic business value

Extend your benefits beyond the event.

Additional business support sessions with Council's Small Business Advisory

Opportunity to leverage sponsorship in your own marketing (official sponsorship assets supplied)

YOUR INVESTMENT (ex. GST)

Approximate total value of included sponsorship benefits

Platinum



36m²



8

2

8



\$40k

\$56,000+

Gold



18m²



5

1

5



\$20k

\$26,000+

Silver



9m²



2

1

2



\$10k

\$14,000+

Custom sponsorship opportunities

These high-impact opportunities are only available in custom packages and are limited in availability.

Event naming rights • Category exclusivity • Pop-up space naming/branding rights

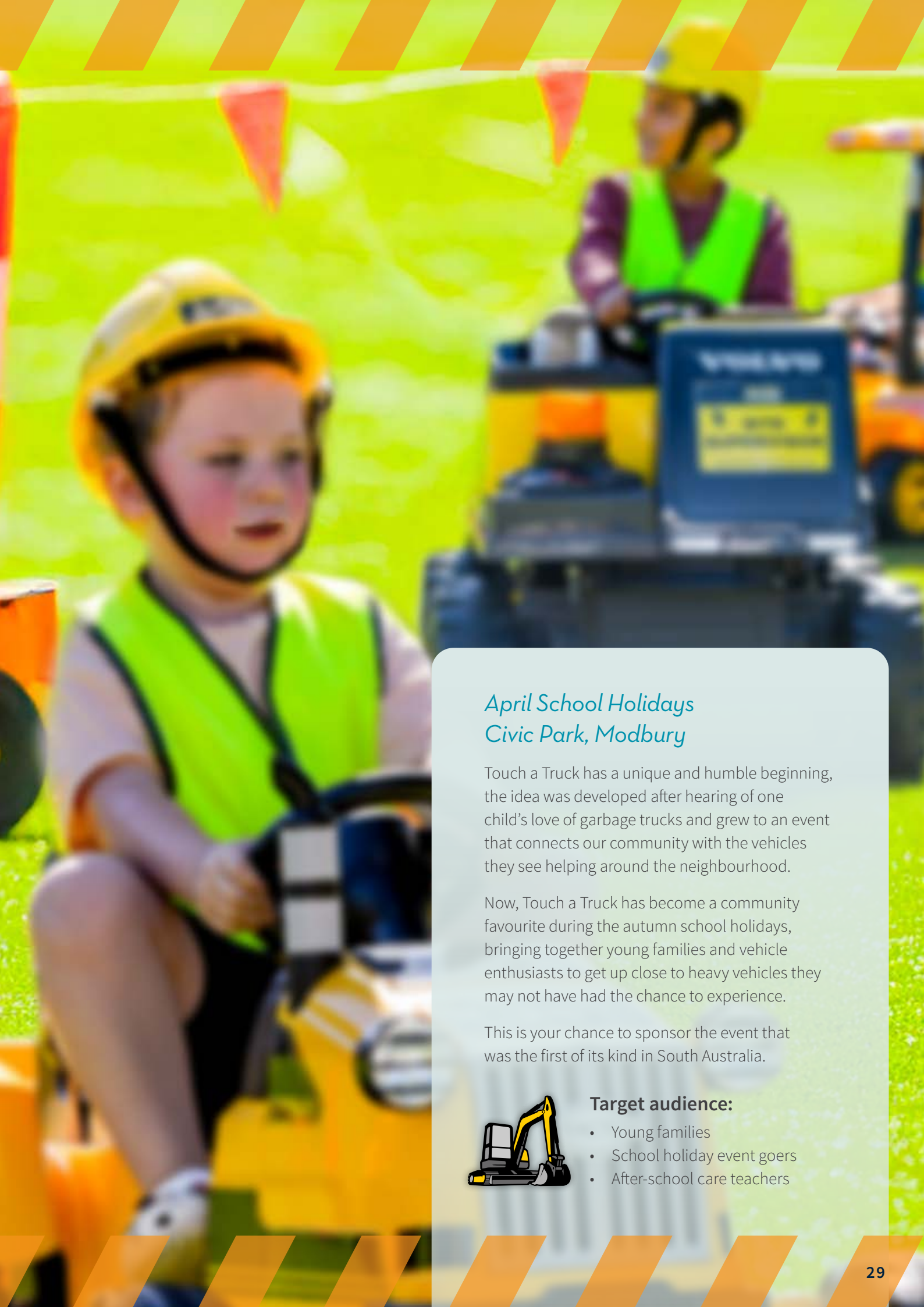
Sponsor-supplied promotional signage at event • Dedicated sponsor advertisement in 'Gully Grapevine' magazine (half to full page)

Dedicated sponsor advertisement in dedicated Civic Park Carols eNewsletter • Dedicated main stage big screen advertisement

Contact our team to discuss your custom package.



TOUCH A TRUCK



April School Holidays Civic Park, Modbury

Touch a Truck has a unique and humble beginning, the idea was developed after hearing of one child's love of garbage trucks and grew to an event that connects our community with the vehicles they see helping around the neighbourhood.

Now, Touch a Truck has become a community favourite during the autumn school holidays, bringing together young families and vehicle enthusiasts to get up close to heavy vehicles they may not have had the chance to experience.

This is your chance to sponsor the event that was the first of its kind in South Australia.



Target audience:

- Young families
- School holiday event goers
- After-school care teachers



TOUCH A TRUCK FAST FACTS



5,800
Attendees per year
(average)



85%
Attendee event
satisfaction result (average)

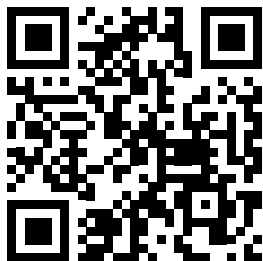


6,041
webpage views
(2025)





EXPERIENCE THE WIDE-EYED WONDER AND MIGHTY MOTORS



SCAN TO WATCH



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SPONSORSHIP INCLUSIONS

Brand visibility

Position your brand in front of thousands of attendees and our wider community across an integrated promotional campaign.

Pre-event campaign exposure

Your logo included across campaign advertising:

	Platinum	Gold	Silver
Roadside banners	✓	✓	
Bus shelter advertising	✓	✓	
Corflute signage across City of Tea Tree Gully	✓	✓	✓
Digital screen advertising across City of Tea Tree Gully	✓	✓	✓

Your brand mentioned in Touch a Truck promotional articles across:

'Gully Grapevine' magazine	✓	✓	✓
'Gully Life' eNewsletter	✓	✓	✓
'Gully Life' quarterly rates notice feature	✓	✓	✓
City of Tea Tree Gully website latest news article	✓	✓	✓
Event-related media release/s	✓	✓	

Digital & social amplification

Logo inclusion as a sponsor on Touch a Truck event webpage	✓	✓	✓
Logo featured in dedicated "thank you sponsors" social media post	✓	✓	✓
Business tagged in sponsorship-relevant social media posts	✓	✓	✓
Business mentioned as sponsor in Touch a Truck Facebook event description	✓	✓	✓

Event day visibility

Logo on official event signage suite – corflutes, maps, sponsorship-relevant signage	✓	✓	✓
Verbal acknowledgement of sponsorship by the Mayor during their opening speech	✓	✓	✓

Audience engagement opportunities

Connect directly with attendees on event day.

On-site activation space at Touch a Truck	36m ²	18m ²	9m ²
Opportunity to distribute branded collateral (subject to approval)	✓	✓	✓

Platinum



Gold



Silver



VIP event experience

Enjoy the event as valued sponsors of the City of Tea Tree Gully.

	Platinum	Gold	Silver
VIP guest passes	8	5	2
Reserved parking	2	1	1
\$20 food truck vouchers	8	5	2
Access to professional event photography for your marketing use	✓	✓	✓
Certificate of appreciation	✓	✓	✓

Strategic business value

Extend your benefits beyond the event.

Additional business support sessions with Council's Small Business Advisory	2	1	
Opportunity to leverage sponsorship in your own marketing (official sponsorship assets supplied)	✓	✓	✓

YOUR INVESTMENT (ex. GST)

Approximate total value of included sponsorship benefits

\$10k	\$5k	\$3k
\$26,000+	\$18,500+	\$7,000+

Custom sponsorship opportunities

These high-impact opportunities are only available in custom packages and are limited in availability.

- Event naming rights
- Category exclusivity
- Pop-up space naming/branding rights
- Sponsor-supplied promotional signage at event
- Dedicated sponsor advertisement in 'Gully Grapevine' magazine (half to full page)

Contact our team to discuss your custom package.







ANNUAL PACKAGE

SPONSORSHIP INCLUSIONS

Unlock year-round exposure for your brand by becoming a Major Event Program Sponsor.

Sponsor our full calendar of major events at a discounted package rate. With a collective reach of over 31,000 attendees, connect with diverse audiences and ensure your brand remains front-of-mind at our City's most-loved community celebrations, all year long.

Brand visibility

Position your brand in front of thousands of attendees and our wider community across an integrated promotional campaign.

Pre-event campaign exposure

Your logo included across campaign advertising:

Roadside banners	✓	✓	
Bus shelter advertising	✓	✓	
Corflute signage across City of Tea Tree Gully	✓	✓	✓
Digital screen advertising across City of Tea Tree Gully	✓	✓	✓

Your brand mentioned in promotional articles across:

'Gully Grapevine' magazine	✓	✓	✓
'Gully Life' eNewsletter	✓	✓	✓
'Gully Life' quarterly rates notice feature	✓	✓	✓
City of Tea Tree Gully website latest news article	✓	✓	✓
Event-related media release/s	✓	✓	

Digital & social amplification

Logo inclusion as a sponsor on event webpage	✓	✓	✓
Logo featured in dedicated "thank you sponsors" social media post	✓	✓	✓
Business tagged in sponsorship-relevant social media posts	✓	✓	✓
Business mentioned as sponsor in Facebook event description	✓	✓	✓

Event day visibility

Logo on official event signage suite – corflutes, maps, sponsorship-relevant signage	✓	✓	✓
Verbal acknowledgement of sponsorship	✓	✓	✓

Platinum



Gold



Silver





Audience engagement opportunities

Connect directly with attendees on event day.

On-site activation space

Opportunity to distribute branded collateral (subject to approval)

VIP event experience

Enjoy the event as valued sponsors of the City of Tea Tree Gully.

VIP guest passes

Reserved parking

\$20 food truck vouchers

Access to professional event photography for your marketing use

Certificate of appreciation

Strategic business value

Extend your benefits beyond the event.

Additional business support sessions with Council's Small Business Advisory

Opportunity to leverage sponsorship in your own marketing (official sponsorship assets supplied)

YOUR INVESTMENT (ex. GST)

Approximate total value of included sponsorship benefits

Platinum



36m²



8

2

8



\$50k

\$60,000+

Gold



18m²



5

1

5



\$25k

\$30,000+

Silver



9m²



2

1

2



\$12k

\$16,000+

Contact our team to discuss
your custom package.

YOUR SPONSORSHIP JOURNEY

Sponsoring City of Tea Tree Gully events means more than just visibility – it's about connecting your brand with vibrant community events that align with your business goals. Our streamlined sponsorship process ensures maximum impact and a seamless experience from start to finish.

EXPLORE OPPORTUNITIES

1

View our Sponsorship Prospectus and select an event that best aligns with your brand and objectives. Each major event offers unique engagement opportunities tailored to different audiences.

CONNECT WITH US

2

Reach out to discuss your ideas and secure your ideal sponsorship tier. Alysha will work with you to ensure your package meets your goals.

CUSTOMISE YOUR PACKAGE

3

Tailor your inclusions for maximum impact – whether it's branding, activations, data collection or VIP experiences, we'll help you create a package that works for you.

FORMALISE THE AGREEMENT

4

We'll provide a detailed sponsorship agreement outlining inclusions and expectations. Both parties sign to confirm the sponsorship.

CONFIRM WITH PAYMENT

5

An invoice will be issued for payment, ensuring your sponsorship supports incredible community events across the City of Tea Tree Gully.



SHARE YOUR BRAND ASSETS

6

Submit your logos and brand materials promptly, following our guidelines so we can deliver on all agreed marketing benefits aligned with your sponsorship package.

ANNOUNCE YOUR SPONSORSHIP

7

Our marketing team will announce your sponsorship across channels, highlighting your support and sponsorship.

ACTIVATE YOUR INCLUSIONS

8

We begin promoting your brand across our networks as we build excitement for the event while our community begins to see your business align with the City of Tea Tree Gully.

ENJOY VIP ACCESS

9

Where applicable, you'll receive invitations to exclusive experiences and VIP areas based on your sponsorship tier. We will contact you in advance about these opportunities.

EVENT DAY EXPOSURE

10

Your brand will be visible on signage, verbally acknowledged and can feature in marquee activations to engage directly with attendees.

POST-EVENT REPORTING

11

Receive a detailed report including attendance numbers, demographics and digital reach.

PLAN AHEAD

12

Review your results and discuss options for multi-year sponsorship to keep building momentum.

CONTACT US

Your organisation is not limited to the sponsor benefits outlined in this document.

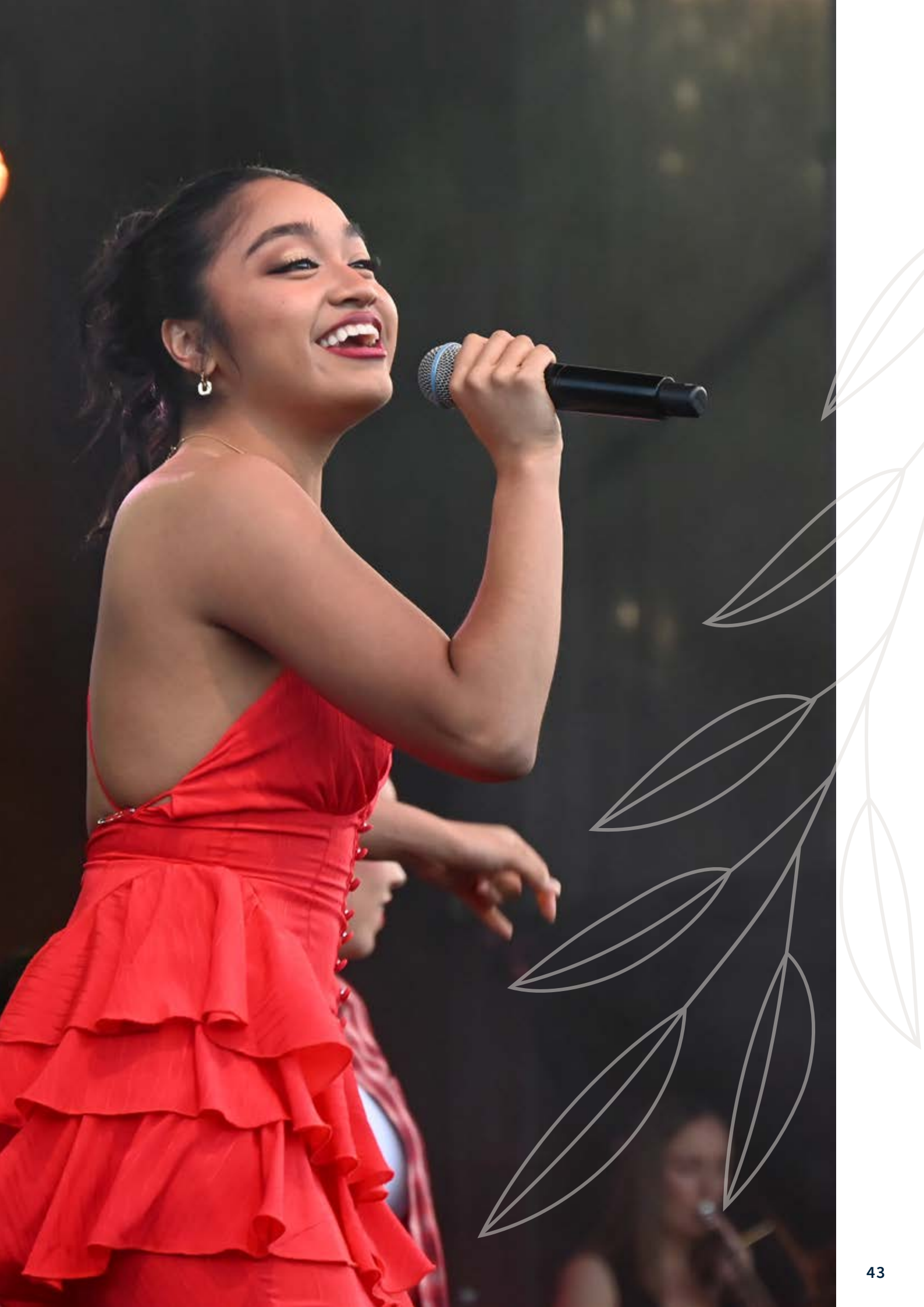
Get in touch with the Events Team to arrange a tailored sponsorship package by emailing sponsorship@cttg.sa.gov.au

VIEW THE LATEST VERSION

The information, inclusions and investment amounts in this document are subject to change.

View the digital version on our website for the most up-to-date information.







CITY OF
TEA TREE GULLY
Naturally Better

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