



# **Battle of the Bands**

## Professional Development Program Partner

## Inward Sponsorship

## Expression of Interest

**Due 10 May 2018**

### **About The Hub Erina Youth Entertainment Venue**

The Hub Erina Youth Entertainment Venue is run by Youth Services at Central Coast Council.

The Hub Erina is a versatile and creative event space for cultural energy, celebrating the Central Coast's vibrant and diverse region.

The Hub Erina aims to provide a variety of structured programs, entertainment, activities and referral services for local young people.

The activities promote positive development for young people within the safe and supportive environment of the Hub Erina venue.

The Hub Erina, Youth Services are looking to work on events that bring significant benefits, events enable positive social change. By engaging communities and enhancing local image and identity, events bring valuable experiences to both those participating and those attending.

### **Key Details of the Opportunity**

Central Coast Council Youth Services is seeking music industry sponsorship to partner with the Battle of the Bands 2018 series, to ensure that the professional development program and contest maintains a high standard of opportunity and professional experience for young people to showcase their unique talent. Battle of the Bands not only engages the young people in this setting, but also provides a space for their family, peers and fans to have fun in a controlled, safe setting that is an alcohol and drug free environment.

The Battle of the Bands professional development program series consists of a professional development program and a contest. The professional development program has the professional development partners assist in delivering 2 x industry talks leading into the qualifier heat events. The contest offers the opportunity for bands members aged 12 – 24yrs (of all skill levels) to participate and have a chance to perform in the Grand Final in October with a winning pool of prizes for 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place recipients.

In 2018 we are looking to expand the prizes being awarded to include an original and cover version challenge.

Constructive feedback is provided by fellow musicians to encourage and grow the dynamics as a band. Judging of the heats is judged by band members on stage presence, originality and creativity of the band, the bands ability to play together and crowd interaction. Judging at the final is judged by professional development partners & or sponsors and a Council youth development worker. Beyond the contest series, the program is a pathway for young participants to increase their exposure, broaden their audience base and provide opportunities within the industry, networking and opportunities for performances, both paid and unpaid.

We are looking for sponsorship by way of professional development partners who can add value to the development of young bands of the Central Coast; and build on the local live music community.

### Professional Development Partnership Objectives

- Encourage and support emerging talent on the Central Coast
- Enable opportunities for young people to communicate their own experiences and interests
- Assist in professional development for emerging performers
- Enrich the Central Coast live music community
- Develop networks.

### Timeline and Important Dates

Program registrations open | 11 June 2018

Program registrations close | 31 August 2018

### Event dates

<b>Springboard –</b>	School Holidays
<b>Professional Development Workshops</b>	09 – 13 July   10am – 1pm
<b>Professional Development Industry Talks</b>	13 July
	19 July
<b>2018 Qualifier Heats</b>	17 August   7pm – 9pm

	21 September   7pm – 9pm
<b>Grand Final and Presentation</b>	19 October   7pm – 10pm
<b>Showcase Event</b>	Date to be confirmed for 2019

## Marketing and Promotion

Central Coast Council marketing and promotion strategy will include:

- Medial releases
- Social media/Facebook
- Central Coast Council website
- The Hub Erina website
- Flyers and Posters
- Direct promotion to Central Coast schools
- Promotion through linked organisations, media partner and business sponsors

## Profile of Target Market

- Participants | Central Coast bands (12yrs – 24 yrs.)
- Audience participants | Intergenerational demographic (12yrs – 65+yrs.)
- Central Coast residents and visitors to the area

## Number of Attendees Expected

- 100 - 150 audience members per heat event
- 150 - 250 audience members at Grand Final

## Who can be a sponsor?

Sponsorship is available to businesses and organisations from across the Central Coast. Sponsorship can be provided as cash or in-kind support. Sponsors can be from the music and entertainment industry, other industries and community groups.

## Sponsor Benefits

Central Coast Council's official partners for the Battle of the Bands program series in the Hub Erina will have a number of benefits available, including:

- Marketing Branding and Logo recognition:
- Inclusion in advertising campaigns across radio and print
- Program support collateral including posters and flyers
- Event branding and signage
- CCC website and Hub Erina website

Event Activation – reach your target market in a relevant and engaging way

- Clear brand and logo placement at the event
- Dedicated activation space in the Hub Erina while the events are on
- Promotional giveaway opportunities

Publicity and Acknowledgement – working together to create a profile

The Battle of the Bands program 2018 series will have a strong community focus in the Hub Erina and in various community events across the region in 2018/19, and this will provide opportunities for partners to:

- Promote your brand and position in the community
- Move towards sustainable long term benefits
- Maintain an open dialogue between partners to provide opportunities for the Central Coast entertainment industry
- Develop public relations opportunities within the local community; and
- Broaden your audience base

### **Sponsorship Packages:**

#### Music Store Money Prize Pool | \$1,500

Monetary value is matched by Central Coast Council's to total \$3,000 value in store spending on equipment. The prize money pool is distributed amongst the prize recipients placing 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> and encouragement in the grand final.

#### Sponsorship Benefits

- Exclusive naming rights to the Battle of the Bands finalists in-store monetary prizes
- High traffic promotion/display site leading into each event
- Branding on and around stage
- Logo included on all printed media and social media posts
- Logo included on The Hub Erina website and link to your own website
- Banner/sign placement at the festival

#### Marketing and Promotion Partner | \$500+

We are open to discuss differing levels of partnerships to provide quality professional development for emerging bands.

*Some examples in Professional Development include*

- Digital Marketing workshop/consultation

- Professional Photo Shoot
- Professional Film Clip

#### Sponsorship Benefits

- Logo included on all printed media
- Logo included on the grand final program
- Branding on and around stage at each event
- Business name listed on related pages on The Hub Erina website with link to your website
- Business name listed on social media posts

#### Recording and Production Partner | \$500+

We are open to discuss differing levels of partnerships to provide quality professional development for emerging bands.

*Some examples include*

- Rehearsal Time
- Studio Time
- Recording and Production

#### Sponsorship Benefits

- Logo included on all printed media
- Logo included on the grand final program
- Branding on and around stage at each event
- Business name listed on related pages on The Hub Erina website with link to your website
- Business name listed on social media posts

#### Professional Development Partner of the Battle of the Bands | \$500+

We are open to discuss differing levels of partnerships to provide quality professional development for emerging bands.

*Some examples in Professional Development include*

- Music career coaching
- PD Workshops | i.e. Song writing | Stage Performance | Vocal coaching
- Pathways to live performances in music festivals/events

#### Sponsorship Benefits

- Logo included on all printed media

- Logo included on the grand final program
- Branding on and around stage at each event
- Business name listed on related pages on The Hub Erina website with link to your website
- Business name listed on social media posts

In becoming a professional development partner we encourage your involvement with

- Professional industry talks
- Participation on the judging panel and/ or
- Presentation of a sponsored prize at the Grand Final
- Performance opportunities.

Local Business Partner

***Benefits to your business?***

- Want to do something at the event?
- Would you like your business involved?

*Contact us to discuss a tailored package of benefits to suit your business needs*

**Assessment Criteria**

In your written Expression of Interest, please demonstrate how as a professional development partner/sponsor your organisation meets the below criteria;

- 1 Proposed level of partnership | i.e. prizes; professional development; industry talks/workshops; pathways and further opportunities
- 2 Judging panel participation | i.e. level of commitment/availability
- 3 Promotion | i.e. business displays; electronic distribution
- 4 Social media cross promotions | i.e. indication to participate in marketing strategy by negotiation; number of shares etc.
- 5 Additional information inclusive of your skills and experience relevant to the program

Outcomes of sponsorship are determined on the merits of your proposal as put forward against the assessment criteria listed above and any additional benefits you are able to offer as a sponsor and in competition with other applications, to ensure they align with the Battle of the Bands Professional Development Partnerships Objectives.

**For more information or to submit your interest**

**Please forward application to:**

Contact: Jennifer Dias

Phone: 02 4304 7071

Email: [jennifer.dias@centralcoast.nsw.gov.au](mailto:jennifer.dias@centralcoast.nsw.gov.au)

**Partner With Us – Expression of Interest**

Trading Name			
Company Name			
ABN			
Street Address			
Postcode			
Phone		Mobile	
Website		Email Address	
Contact Name(s)		Position	
WWCC No. If applicable			

I wish to apply for the Partnership category indicated;  
*please select which package suits you; including dollar value of sponsorship proposed*

Grand Final Prize Money Package   \$3,000 <i>plus GST</i>	<input type="checkbox"/>
Marketing & Promotion Partner   \$500+ <i>plus GST</i>	<input type="checkbox"/>



Recording & Production Partner   \$500+ <i>plus GST</i>	<input type="checkbox"/>
Professional Development Partner   \$500+ <i>plus GST</i>	<input type="checkbox"/>
Local Business Partner   <i>Contact us now</i>	<input type="checkbox"/>
Deliver Music Industry Talk / Discussion Panellist Time & Details Negotiable	<input type="checkbox"/> 13 July <input type="checkbox"/> 19 July
Judging Panel	<input type="checkbox"/> <b>Grand Final</b>   19 October
Promotional plan	<input type="checkbox"/>
Social Media plan	<input type="checkbox"/>
Additional information – Inclusive of skills and expertise	<input type="checkbox"/>
Please indicate your interest for a one-off or a multi-year sponsorship	<input type="checkbox"/> <b>2018 only</b> <input type="checkbox"/> <b>2018 &amp; 2019</b> <input type="checkbox"/> <b>2018 – 2020</b>

## Application Process Details

The application process includes the EOI form returned with an outline on how you meet the assessment criteria.

Central Coast Council will assess the application submitted based on the assessment criteria to ensure they align with the Battle of the Bands Professional Development partner objectives. A sponsorship agreement will be sent to successful applicants, which must be signed and returned.

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A copy of the following will need to be provided if a young person will be provided with professional development services:

- Current Public Liability Insurance
- Working with Children Check (WWCC) number and date of birth, or application number

Signature		Date	
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