



Discovered

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

The Central Coast Council Youth Services is seeking music industry sponsorship to partner with the Discovered 2018 series, to ensure that the professional development vocal program maintains a high standard of opportunity and professional experience for young people to showcase their unique talent.

We are looking for sponsorship by way of professional development partners who can add value to the professional development of young singers and singer/songwriters of the Central Coast.

The program consists of a contest that offers the opportunity for emerging vocalists and singer/songwriters (7 – 24yrs.), to make their way through a series of heats; contending for the chance to perform in the Grand Final in December and become the 2018 discovery. There are two categories of entries for singers 7yrs – 12yrs (with 1 x major prize offered) and 13yrs – 24yrs (with 1 x major prize and 2 x runner up prizes offered).

Discovered is a platform that provides feedback and professional development masterclasses for young people, who aspire to follow their dreams in an intimate performance space to a live audience. The Discovered program also provides a pathway for young participants beyond the event series; to increase their exposure, broaden their audience base and provide opportunities within the industry.

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 | 03 September 2018

Event dates

2018 Heats	06 July 7pm – 9pm
	03 August 7pm – 9pm
	07 September 7pm – 9pm
Professional Development Workshops	09 – 13 July 10am – 1pm
Professional Development Masterclass	01 October 10am – 1pm
2018 Semi Finals	05 October 7pm – 9pm
	02 November 7pm – 9pm
Grand Final and Presentation	02 December 7pm – 10pm

Marketing and Promotion

Central Coast Council marketing and promotion strategy will include:

- Media releases
- Social media/Facebook
- Central Coast Council website
- The Hub Erina website
- Flyers and Posters
- Promotion through linked organisations, e.g. Musicians Making a Difference, local businesses and community organisations

Profile of Target Market

- Participants | Central Coast singer/songwriters & vocalists (7yrs – 24 yrs.)
- Audience participants | Intergenerational demographic (7yrs – 65+yrs.)
- Central Coast residents and visitors to the area

Number of Attendees Expected

- 30 - 50 audience members per heat event
- 50 - 150 audience members at each Semi Final
- 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 Discovered program series in the Hub Erina will have a number of benefits available, including:

Marketing Branding and Logo Benefits include branding and logo recognition on:

- Inclusion in advertising campaigns across radio and print
- Program support collateral including posters and flyers
- Event branding and signage
- CCC website and e-newsletters

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 Discovered 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 | \$2,500

Monetary value is matched by Central Coast Council's to total \$5,000 value in store spending. The prize money pool is distributed amongst the 4 x recipients placing 1st x 2 categories, 2nd and 3rd.

Sponsorship Benefits

- Exclusive naming rights to the Discovered finalists instore 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 events

Professional Development Partner of Discovered | \$250+

With support from professional development partners we would like to continue to award Professional Development Packages to support the monetary prize pool, providing

Development Packages (13 - 24 yrs.) | 1st | 2nd | 3rd

Development Package for the Kids Discovery (7 -12 yrs.) | 1st

Inspiration/Outstanding Awards

We are open to discuss differing levels of partnerships to provide quality professional development for young singers.

Some examples in Professional Development include

- Music career coaching
- Scholarships | Song writing | Stage Performance | Vocal coaching
- 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

In becoming a partner we encourage your involvement with

- 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 Discovered 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

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 and provide details.

Grand Finalist Prize Money Package \$2,500 <i>plus GST</i>	
Professional Development Partner Sponsor \$250+ <i>plus GST</i>	
Local Business Partner <i>Contact us now</i>	
Judging Panel Availability	<p>Heats</p> <p><input type="checkbox"/> 06 July</p> <p><input type="checkbox"/> 03 August</p> <p><input type="checkbox"/> 07 September</p> <p>Semi Finals</p> <p><input type="checkbox"/> 05 October</p> <p><input type="checkbox"/> 02 November</p> <p>Grand Final</p> <p><input type="checkbox"/> 02 December</p>

Promotion	
Social Media	
Additional information inclusive Skills and Experience	
Please indicate your interest for a one-off or multi-year sponsorship	<input type="checkbox"/> 2018 only <input type="checkbox"/> 2018 & 2019 <input type="checkbox"/> 2018 – 2020

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 Discovered Professional Development partner objectives. A sponsorship agreement will be sent to successful applicants, which must be signed and returned.

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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