

GECC Corporate Partnerships Program

Gladstone Entertainment Convention Centre (GECC) is a multi-purpose venue catering to a range of events and performances. We are highly regarded Queensland wide as a venue that represents and delivers excellence on all levels. Whilst recently focusing on growing our brand in the Corporate and Business Events landscape (conferences, conventions and meetings) we have never deviated from our role as the heart of the Gladstone Community represented by our theatre and community program.

Our core business extends across a number of roles - attracting major artists and international corporate functions, discovering, upskilling and fostering the talent within the Region and hosting some of Gladstone's largest community events forms the purpose of what we do. As such, we engage with every demographic within our community. We excel in what we do and continuously see growth in engagement from our Community Members. In the 2016/17 financial year, we have seen over 74,000 patrons, delegates and guests visit the centre and other external GECC managed venues. As a Corporate Partner of GECC, there are few other professional relationships that afford a business the opportunity to have their brand promoted in such a vast way and with a proven powerful impact.

Based on a shared passion for the Region in which we operate and dedication to service and excellence, GECC invite your business to work with us as part of our Corporate Partnership Program.

There are 3 levels of Corporate Partnership available, each with value well exceeding the investment price and tailored options to ensure maximum benefit for your business.

As a financial contributor to the GECC, your funds will assist to;

- * **Present** a cultural program for the Gladstone Region that is accessible, relevant, and enjoyed by the entire community
- * **Support** Economic Development in the Region by attracting visitors through large events
- * **Profile** the Gladstone Region as a thriving Queensland community
- * **Provide** extended skills development for children, youth and adult community members through workshops, programs and projects such as the Combined Schools and Community Musicals
- * **Build** a strong foundation for sustainable community cultural growth
- * **Showcase** the commitment of your organisation to community wellbeing in our region

In return for your investment, you are given access to exclusive entertainment, marketing, and engagement opportunities and high level exposure aligned with Central Queensland's Premier Events and Entertainment Venue.

I encourage you to review the enclosed packages and look forward to an opportunity to discuss further with you.

Partnership Levels and Benefits

GECC is offering three levels of partnership, ranging from Encore Partner with a contribution of \$3,500 per annum to Spotlight Partner with a contribution of \$10,000 per annum. Partnership benefits are current for a full 12 months from the date of invoice and longer-term arrangements can be negotiated.

Please refer to the Benefits Matrix Below for Details.

GECC is committed to delivering a high level of partnership benefits. Your organisation will be recognised for its support of the Gladstone Community through a number of GECC's marketing efforts within the Region and on a wider scale.

All opportunities and benefits listed are outlined in the spirit of negotiation and may be broadened in accordance with partner organisation needs.

Corporate Partnership Benefits Matrix	Spotlight Partner	Red Carpet Partner	Encore Partner
	\$10,000.00	\$5,000.00	\$3,500.00
Opportunities Available	Three	Multiple	Multiple
Standard Inclusions			
Annual use of the GECC LED Wall in the Lightbox Courtyard	X		
Tickets to your choice of shows across the year <i>*Selected shows</i>	50	50	20
Logo Recognition on GECC Marketing throughout the year	X	X	X
Promotion inside the GECC Venue	X	X	X
1 x standard VIP Event organised and paid by GECC with naming rights to the show	X		
Opportunity to entertain your clients at VIP events throughout the year	10 Tickets to each VIP Event	6 Tickets to each VIP Event	4 Tickets to each VIP Event
Advertising in line with Gladstone Arts Festival, Gladstone Children's Festival and one other GECC Community event of your choice	X	X	X
Discounted Ticket Prices for you and your staff <i>*Selected shows</i>	X	X	X
Display on the GECC Corporate Partners Wall	X	X	X

Opportunity to activate an engaging campaign at any one of our annual community events	X		
Opportunity to communicate agreed upon material through the GECC to a database of over 9000 people	X	X	X
Opportunity to promote selected content on the GECC Facebook Page to over 5000 active followers	X	X	X
Recognition on the GECC Website	X	X	X
Complimentary Conference Room or Foyer Venue Hires <i>*Conditions apply</i>	8 Per Year	6 Per Year	2 Per Year
GECC Gift Vouchers for you to use for giveaways throughout the year	\$500 Worth	\$150 Worth	
Discounted use of GECC Marketing Assets to help promote your business	X	X	X
Valued At:	Over \$18,000	Over \$7,500	Over \$4,800