

## INVITATION TO SPONSOR



This is your chance to build your brand awareness  
and invest in your community

### PROMOTE YOUR ORGANISATION ON A LARGE SCALE

Council presents the opportunity to be a partner in one of the most rewarding and enjoyable programs for seniors.



The City of Canada Bay provides two bus outing programs all year round for seniors that live in the City of Canada Bay.

Active Adults full day bus outings travel to exciting locations around the Sydney metropolitan area and beyond for people young at heart, active, mobile, over 55 years of age and live in the City of Canada Bay. Trips operate on the fourth Thursday of every month.

Bay Connection bus outings provide an opportunity for local seniors who have limited mobility a chance to explore their community and meet new people. Trips operate on Tuesdays and Fridays every alternate week.

Currently the program has over 60 participants from around the City of Canada Bay area.



### THE TRAVEL BEYOND PACKAGE

#### \$3000 plus GST (Annual package)

- Logo recognition on a removable bus magnet on the side of Council's community bus on all seniors bus outings (10 Active Adults trips and 88 Bay Connection trips annually). Seniors bus trips travel throughout Sydney surrounding areas.
- Logo recognition on promotional material including flyers distributed at major Council events including Ferragosto and Concord Carnival, which attract up to 50,000 people per event each year.
- Logo recognition on promotional material including flyers distributed to Concord and Five Dock Libraries, Home Library Service, Meals on Wheels.
- Recognition in at least one Mayors Columns (Inner West Courier, circa 89,277) and Bayside Brief (Circa 32,500).
- Logo recognition on all regular program newsletters distributed to bus clients (Active Adult 70+ clients, Bay Connection 60+ clients).
- Logo recognition on Council's website promotions.
- Logo recognition on Council's plasma screens located at City of Canada Bay Civic Centre, Concord Library and Five Dock Library.
- Opportunity to provide prizes and advertising material to program participants.

## THE JOURNEY PACKAGE

### \$1000 plus GST (Annual Package)

- Logo recognition on promotional material including flyers distributed at major Council events including Ferragosto and Concord Carnival, which attract up to 50,000 people per event each year.
- Logo recognition on promotional material including flyers distributed to Concord and Five Dock Libraries, Home Library Service, Meals on Wheels.
- Recognition in at least one Mayors Columns (Inner West Courier, circa 89,277) and Bayside Brief (Circa 32,500).
- Logo recognition on all regular program newsletters distributed to bus clients (Active Adult 70+ clients, Bay Connection 60+ clients).
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- Opportunity to provide prizes and advertising material to program participants.



## THE DISCOVERY PACKAGE

**Boost your profile by providing a free lunch or service, or lunch or service at a discounted rate for the senior bus outing participants on the day/s of their trip/s.**

*Invitation to businesses, restaurants and clubs to offer either a free lunch or service, or a lunch or service at a discounted rate for the participants of the seniors bus trips. There are usually around 17 seniors attending each outing.*

- Logo recognition on all regular program newsletters distributed to bus clients (Active Adult 70+ clients, Bay Connection 60+ clients).
- Opportunity to provide prizes and advertising material to program participants.

## Contact

For further information, please contact  
Council's Seniors Bus Trips Coordinator on 9911  
6555 or email [lorna.jarvis@canadabay.nsw.gov.au](mailto:lorna.jarvis@canadabay.nsw.gov.au)