

Join with MCC SYDNEY



December 2019

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“As with any journey,
who you travel with can
be more important than
your destination”

- Cecily von Ziegesar



Overview

On 24 December 2019, MCC Sydney will open the doors of The Sydney Town Hall and welcome up to 1800 people to our 24th Christmas Eve event at this iconic venue.

They will be welcomed by our volunteers, shown to their seats and treated to a carefully planned event that captures the true meaning of Christmas. They will be encouraged to welcome the strangers sitting beside them. They will lift their voice in carol singing. For one night over this festive season, they will feel connected to their community.

Sadly, even in 2019, there are people who will spend Christmas alone.

Gladly, MCC Sydney is here to provide an alternative. Gladly MCC Sydney welcomes everyone – from the homeless person who sleeps in the quiet shadows of Sydney Town Hall to the international visitor on their first trip to our wonderful city.

Our first Christmas Eve event was held in 1994. Over twenty years on, MCC Sydney's passion to stage this event is unrelenting. Twenty years on, our volunteers are determined to provide a welcoming place for everyone this Christmas.

This is your opportunity to be known as a good corporate citizen. This is your opportunity to send your brand to international audiences. This is your opportunity to join with MCC Sydney.



Fast Facts

Date and Time	Tuesday, 24 December 2019 8:00pm to 10:00pm
Location	The Sydney Town Hall
Guest Speaker	To be confirmed
Attendees	We will be accommodating up to 1800 people. This event has attracted a consistent following throughout the years.
Cost	The event is free to those attending.
History	This will be the 24 th year we have hosted our Christmas Eve event.
Parking and transportation	The Sydney Town Hall is centrally located with trains at the doorstep and buses at the adjacent QVB. The venue provides full accessibility.



Target Markets

LGBTQI

The LGBTQI community is one group that is more likely to be isolated at Christmas time. Yes even in 2019, they are still being rejected by their families. Typically they live within a 12 kilometre radius of the venue.

These people make up 90% of attendees.

Sydneysiders

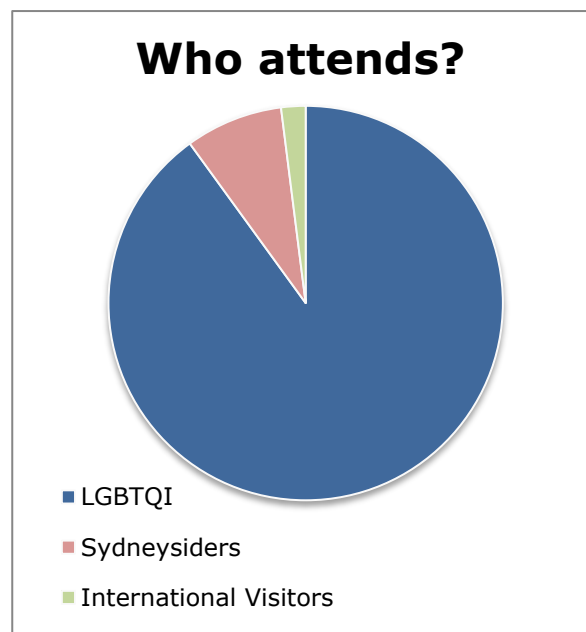
There are approximately 240,000 people living in the City of Sydney and 198,000 in the Inner West Local Government Area.

These people make up 8% of attendees.

International visitors

According to Destination NSW, the top five markets visiting Sydney are China, USA, New Zealand, United Kingdom and Korea.

These people make up 2% of attendees.



Marketing Plan

Based on target market research, we have created a marketing plan that will generate interest in and drive attendance to this event, specifically targeting our key markets.

Print Media

The event will be advertised in LOTL and Sydney Star Observer (monthly).

Website

We have a webpage – www.mccsydney.org/ces2019 – for Christmas Eve. This page will include information about the event, our sponsors and is featured on all appropriate media promotion and publicity. Our website attracts nearly 600 per month and almost doubles in the lead up to Christmas.

Database

Our email database has more than 115 people who have opted in to hear about the work we do. They will receive regular email updates on this event in the coming weeks.

Social Media

We engage daily with our 2600 Facebook “likers” and 328 Twitter followers throughout the year. We will intensify our efforts as Christmas Eve draws closer to include a designated Facebook Event where sponsors will be recognised.

Publicity

This is still being developed. As a guide, in previous years it has included:

- Our speakers profiled in the publications mentioned above
- Christmas Eve Coordinators interviewed on Joy FM radio station based in Melbourne. Joy FM broadcast online as well.
- Postcards delivered to letterboxes
- Posters displayed in shop fronts in locations frequented by our key markets

Sponsor Christmas Eve as a Partner

Benefits of Partnering

Joining with MCC Sydney will include:

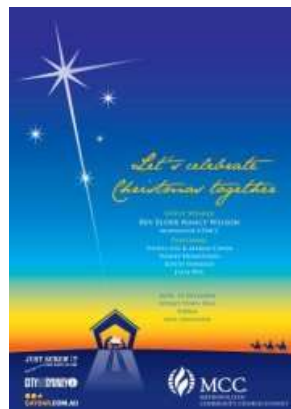
- A4 advertisement in the program (produced using environmentally friendly paper);
- Recognition during the service
- Your Company banner or Pull Up Banner (must be free standing) to be displayed in the entrance to Town Hall indicating your support/product or service.
- Logo or company acknowledgement included in all promotional material for the event (this would include print media, flyers, posters and electronic media);
- Your logo on MCC website Christmas Eve Service Page until at least 28 February 2020
- Preferred seating provided at the service
- If your company desires it, a table of promotional items in the foyer of Sydney Town Hall.

Investment

Your investment for this Partner sponsorship relationship will be:

\$1,200 including GST

The financial component will be due on 1 December 2019.



2012 Program cover

Sponsor as a Supporter

Benefits of Supporting

Joining with MCC Sydney will include:

- ¼ page grey-scale advertisement in the program (produced using environmentally friendly paper);
- Recognition during the service
- Logo or company acknowledgement included in all social media promotional material for the event;
- Your logo on MCC website Christmas Eve Service Page until at least 31 January 2020
- Preferred seating provided at the service

Investment

Your investment for this Supporter sponsorship relationship will be:

\$330 including GST

The financial component will be due on 1 December 2019.



2011 Program cover

To secure your sponsorship of
MCC Sydney's Christmas Eve
at Sydney Town Hall 2019

contact:

Pj Dwyer

 treasurer@mccsydney.org

 0402 121 814



Where will you sit?