



CARNARVON

catch a *taste* of the great life

Share Our Horizons

Partnership Program



The goal of the Share Our Horizons Partnership Program is to establish long-term relationships with community groups, not-for-profit organisations, government agencies, business and industry through sponsorship of Council and community-led initiatives that provide long-term benefits to our community.

We want to develop community wide partnerships that deliver social outcomes and help build community cohesion. Our partnerships go beyond traditional sponsorship. They are about creating synergies, brand awareness and recognition.

Share Our Horizons

Partnerships are focused on:

- Entering partnerships with groups or organisations that support our vision for the Shire of Carnarvon.
- Having a transparent and coordinated approach in the partnership management.
- Providing benefits and recognition to partners that are relevant to the level of contribution.
- Offering and supporting community initiatives at minimal or no cost.
- Strengthening relationships with all levels of the community.
- Engaging stakeholders at relevant stages of the program.
- Conducting the program in the spirit of goodwill.

Partnership Categories

Bronze

1 year of funding
\$500-\$1,999

Silver

1 year of funding
\$2000-\$9,999

Gold

1 year of funding
>\$10,000



Partnership Benefits

Each partnership arrangement has its own distinct qualities that can benefit your group, organisation, and the broader community. The Economic Development and Communications teams tailor marketing and communications strategies to fit the level of investment and maximise recognition opportunities.

Share Our Horizons

Partnerships are configured to ensure long term success, with a mix of profile raising, brand building, publicity, participation and engagement.

Please refer to the table below for standard partnership programs.

PARTNERSHIP CATEGORIES	BRONZE	SILVER	GOLD
Social media post announcing partnership	●	●	●
Media release announcing partnership		●	●
Inclusion in the Shire's monthly newsletter	●	●	●
Listing on Share Our Horizons Partnership page on Shire's website	●	●	●
Logo inclusion on project/event print promotional materials included in communications strategy (i.e. newspaper ads, flyers/posters, banners, etc)	●	●	●
Logo inclusion on project/event digital promotional materials included in communications strategy (i.e. social media ads, website page, website rotating banner, website events page, etc)	●	●	●
Inclusion of partner logo and/or mention of partner in radio or television advertising included in the communications strategy	●	●	●
Logo inclusion on outdoor signage specific to project/event			●
Displaying of partner banners at activity/event			●
Verbal recognition of partner at activity/event	●	●	●
Opportunity to officially open the activity/event			●
Before screening promotion of sponsor partner at Carnarvon Camel Lane Cinema			●
Premium spot at activity/event for partner to promote products/services			●
Listing on Share Our Horizon Partnership page, and on specific event/ program website (if applicable)	●	●	●
Social media post announcing partnership on event/ program specific social media platform (if applicable)	●	●	●
Media release announcing partnership listed on event/ program specific website (if applicable)		●	●
Naming rights to a specific activity/project/program/event			●
Naming rights to high profile community assets and venues			●
Invitations to VIP/Civic/Council events		●	●
Opportunities to be involved in Shire events and activities as a volunteer	●	●	●



Partnership Initiatives

We have a full range of program initiatives available to suit every partnership budget and objective. For a tailored partnership option please refer to the open partnership opportunities guide.

These include initiatives across various areas; events, programs, community infrastructure, the built environment, arts and culture, community development, and environmental projects and services.

We invite you to Share Our Horizons.



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Contact Us

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