

Winter Ceilidh

Sponsorship Prospectus

11 July / Perth City Farm

A night of music, movement and shared culture

ABOUT THE WINTER CEILIDH

**Scotland makes the party.
And we're bringing it to Perth.**

This winter, Perth City Farm and the WA Pipe Band are creating a large-scale, high-energy ceilidh designed to bring people together through music, movement, and shared culture.

We have secured Gallus, an internationally recognised ceilidh band known for selling out venues and touring globally.

- **Packed Barn dance floor**
- **Courtyard under lights and marquee**
- **Live music, flowing drinks, and a crowd that doesn't stand still**



Not a sit-down event.

This is movement, music, and shared energy.



THE EXPERIENCE

From the moment guests arrive, they're in it.

- **People don't watch. They join**
- **Strangers become dance partners**
- **Energy builds fast and holds all night**

This creates:

- **High engagement**
- **Constant movement**
- **Real interaction**



**This is where brands aren't just seen.
They're experienced.**



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WHO'S COMING

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We're bringing together 300–500 highly social, experience-driven guests for one night.

- **The Scots (and honorary Scots)**
- **Groups, crews, and social networks**
- **Professionals, families and everything in between.**

This is not a passive crowd.

- They arrive in groups
- They move between spaces
- They engage with what's around them
- They return to key areas multiple times
- They share the experience socially
- They spend as a group
- They stay longer

What this means for your business:

- High dwell time
- Repeated exposure
- Natural interaction
- A socially confident audience



This isn't just who's coming.

It's the room your brand gets to be part of.



NAMING RIGHTS PARTNER — \$25,000

The [**Your Brand**] Winter Ceilidh at Perth City Farm Featuring Gallus.

This is not a logo placement.

It's about being part of the moments people remember.

WHAT YOU GET

- Naming rights across the event
- Entry gate + Barn stage branding
- Instagrammable installation
- Full marketing integration
- 10 tickets

WHY THIS MATTERS

Your brand is seen:

- at time of booking, at arrival and long after the night is over.
- at peak energy
- in photos and social content



**Yours is the name people will say
when they talk about the night.**



MAIN BAR PARTNER — \$10,000

Beer. Cider. Wine. Soft drinks.

WHAT YOU GET

Exclusive category rights

- Sole rights to sell all non-spirit beverages
- No competing beer, cider, wine or soft drink providers

Commercial upside

- Full ownership of bar takings
- High-margin product in a high-volume environment
- Strong demand expected across 300–500 attendees

Your bar, your brand

- Fully branded bar setup
(designed, activated and staffed by your team)
- Positioned within the courtyard – the main social hub

Built-in visibility

- Positioned within a high-traffic event zone
- Repeat footfall throughout the evening

Marketing integration

- Inclusion in event marketing
- Pre-event teaser content
- (drink reveals, behind-the-scenes, menu drops)
- Post-event social coverage



WHY THIS MATTERS

This is the bar most people will hit first, return to between dances, and rely on all night.

You benefit from:

- High transaction frequency
- Group ordering behaviour
- Consistent demand from arrival through to close

**This is where the volume is.
And where the night keeps moving.**



COCKTAIL BAR PARTNER — \$10,000

Cocktails. Mocktails. Spirits

WHAT YOU GET

Exclusive category rights

- Sole rights to sell all cocktails, mocktail and spirit-based drinks
- No competing spirit brands across the event

Commercial upside

- Full ownership of bar takings
- High-margin product in a high-volume environment
- Strong demand expected across 300–500 attendees

Your bar, your brand

- Fully branded cocktail bar
- (designed, activated and staffed by your team)
- Opportunity to create Scottish-inspired signature cocktails/mocktails for the night

Built-in visibility

- Positioned within a high-traffic event zone
- Repeat footfall throughout the evening

Marketing integration

- Inclusion in event marketing
- Pre-event teaser content
- (cocktail reveals, behind-the-scenes, menu drops)
- Post-event social coverage



WHY THIS MATTERS

This is a moving, high-energy crowd.
Guests don't order once.
They come back repeatedly, often in groups.

You benefit from:

- High transaction frequency
- Group ordering behaviour
- Consistent demand from arrival through to close

A background image of a bar at an event, featuring a wooden structure with a corrugated metal roof, string lights, and people socializing. The bar is well-stocked with bottles and glasses.

**Your brand doesn't just serve the drinks.
It sets the tone and keeps people coming back.**

EXPERIENCE SPONSORS



CLOAKROOM — \$2,750

Hang your coat with [Brand]

- Used by every guest
- Arrival + departure touchpoint
- 2 tickets

**A small moment,
used by everyone.**



PHOTO BOOTH — \$3,500

- Branded photo moments
- Shared, reposted, remembered
- Ongoing visibility

**This is how the
night lives on.**



WRISTBAND — \$4,000

- Worn by every guest
- Entry + bar access
- All-night visibility
- 4 tickets

**The one thing everyone
takes with them.**

EVENT SUPPORTER — \$750

WHAT YOU GET

For those who want to support this great night out and bring more people together.

- 10 event tickets for your team, clients, or mates
- Inclusion as an Event Supporter across event communications
- Bragging rights for getting behind one of Perth's best night outs!

This isn't a branding package.

It's a way to:

- support the event
- bring your people along
- and be part of a night worth talking about

You still get:

- access to a high-energy, highly social night
- a great experience to share with your network
- and a seat (well... spot on the dance floor) in the room



**Be part of it.
Bring your people.**



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LET'S DO THIS

We're partnering with a small number of aligned businesses to bring this night to life.

If you want to be part of Perth's most energetic winter event, let's chat.

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