

Thank you for your interest in the Gold Coast Open House program. The contribution of our partners, sponsors, supporters and property owners is vital to delivering Gold Coast Open House. The 2017 event is to be held on Saturday, 4 November.

Gold Coast Open House is part of the Queensland Regional program licensed through Brisbane Open House. It is the result of a unique partnership between the Australian Institute of Architects, City of Gold Coast and National Trust of Australia (Queensland) along with local architecture firms. We are also strongly supported by the Queensland Government and local businesses.

Gold Coast Open House is a free public event for all ages, providing access to the city's significant and interesting buildings and places, in order to raise public awareness of the value of architecture, design and heritage.

The Open House day focuses on buildings and places that would not typically be open for public access, such as the "green room" at a favourite performance venue, or a research laboratory within a local hospital. Open House offers both self-guided and guided tours hosted by building staff and volunteers.

Further information about Gold Coast Open House 2017 is attached along with information about how you can get involved.

Open House is a not-for-profit event and is run by a volunteer committee of architects, designers and citizens passionate about design and our city. The program exists thanks to the support of local business, government, design professionals and the creative community.

We thank you for considering becoming a keen supporter of Gold Coast Open House in 2017.

Yours sincerely,



GREG EWART, RAIA

GOLD COAST OPEN HOUSE COMMITTEE CO-CHAIR AND
Gold Coast/Northern Rivers Region Co-Chair,
Australian Institute of Architects



PHILIP FOLLENT, LF, RAIA

GOLD COAST OPEN HOUSE COMMITTEE CO-CHAIR AND
Gold Coast/Northern Rivers Region Co-Chair,
Australian Institute of Architects

FOUNDING PARTNERS



**Australian
Institute of
Architects**

**CITY OF
GOLD COAST™**

WHAT IS OPEN HOUSE?

Open House is a free-of-charge event for residents and visitors alike to discover the hidden wealth of architecture, design and history in the buildings and places of the city. The event is held annually but the information about these places is available year-round through online / print media.

Key values integral to Open House include:

Increase engagement between the city and its residents and visitors through promoting both the contemporary and historical architectural and design attractions of the city.

Promote public awareness of responsive and sustainable design in our subtropical city.

Promote public awareness of the urban spaces that occur between our buildings and the role played by design in their creation.

Promote public awareness of the diverse range of professions who contribute and collaborate in creating and protecting the city's architectural and design attractions.

Provide free access to a range of significant public and privately owned buildings.

Foster civic engagement and civic pride.

WHY THE GOLD COAST?

The Gold Coast is a young city experiencing rapid change and in 2018 will host the Commonwealth Games. It is Australia's 6th largest city with a permanent population of over 500,000 residents, and a tourism hub with over 11 million visitors last year. Gold Coast Open House aims to activate community engagement and inclusion in the making of our city by:

Providing free access to discover and explore new places, businesses and people, and go "behind the scenes" of those places we think we already know.

Promoting the achievements, value and capabilities of local business and industry, including the diverse range of professions who contribute and collaborate in creating our architectural and design attractions and assets.

Celebrating and promoting the value of our existing city.

Fostering community inclusion in the making of new facilities and infrastructure during the lead up to hosting the Gold Coast 2018 Commonwealth Games.

Engaging students and graduates of Architecture and allied disciplines from Gold Coast universities.

Developing an accessible online database of information about our city, and its buildings and places both new and old, that is an engaging resource for visitors and locals alike.

OTHER AUSTRALIAN OPEN HOUSE CITIES INCLUDE:

BRISBANE

brisbaneopenhouse.com.au

MELBOURNE

openhousemelbourne.org

PERTH

openhouseperth.net

ADELAIDE

openhouseadelaide.com.au

TOOWOOMBA

toowoombaopenhouse.com.au

MARYBOROUGH

maryboroughopenhouse.com.au

BUNDABERG

www.bundaberg.qld.gov.au/op

CAIRNS

www.facebook.com/cairnsopenhouse

WE NEED YOUR SUPPORT

Open House is a not for profit organisation that requires financial and in-kind support to run the event. The organising committee is comprised entirely of volunteers. During the event all venues require significant volunteers on the day to welcome and guide visitors. In order to establish and deliver Open House on the Gold Coast we need your support. Both direct financial contribution and in-kind support is essential.

GET INVOLVED

Supporting Gold Coast Open House will provide you with a unique opportunity to promote your organisation and services to Gold Coast residents, visitors, industry and government. This is your opportunity to position your organisation as a leader within the local and business community, and show your commitment to the growing awareness of the values of good design in the built environment. Link your business and brand to a young, innovative, proactive event that is part of a high profile series with a proven track record. Enjoy opportunities to promote your organisation, services and people during the Open House event, fringe events, and through online and print media. Choose from the following Sponsorship categories, or contact us to tailor a custom package to suit your business.

SPONSORSHIP CATEGORY	SPONSORSHIP AMOUNT	TYPE
PLATINUM EVENT PARTNER	\$10,000+	FINANCIAL
GOLD EVENT SPONSOR	\$5,000+	FINANCIAL
SILVER EVENT SPONSOR	\$3,000+	FINANCIAL
BRONZE EVENT SPONSOR	\$1,500+	FINANCIAL /IN-KIND
PHOTOGRAPHY COMPETITION SPONSOR	\$2,000	FINANCIAL
MEDIA SUPPORTER		IN-KIND
FRIENDS OF GOLD COAST OPEN HOUSE		IN-KIND

WHAT NEXT?

Contact us to start your sponsorship and support of Gold Coast Open House. We'd love to hear from you.
 Email: info@goldcoastopenhouse.com.au

SPONSORSHIP CATEGORY



PLATINUM EVENT PARTNER

\$10,000 +

- Priority profile event presence
- Invitation to special events
- Host an event
- Speak at an event (launch and VIP event)
- Logo placement on selected event collateral
- Logo and hyperlink on website
- Social media presence
- Skip the queue with VIP access – up to 4 people
- Full page advertising in event program
- Promotional material in volunteer pack
- Use of Gold Coast Open House Logo



GOLD EVENT SPONSOR

\$5,000 +

- Significant profile event presence
- Invitation to special events (launch and VIP event)
- Logo placement on event collateral
- Logo and hyperlink on website
- Social media presence
- Skip the queue with VIP access – up to 2 people
- Half page advertising in event program
- Promotional material in volunteer pack
- Use of Gold Coast Open House Logo



SILVER EVENT SPONSOR

\$3,000 +

- Prominent profile event presence
- Invitation to special events
- Logo placement on selected event collateral
- Logo and hyperlink on website
- Social media presence
- Skip the queue with VIP access – single ticket
- Quarter page advertising in event program
- Promotional material in volunteer pack



BRONZE EVENT SPONSOR

\$1,500 +

- High profile event presence
- Invitation to special events
- Logo placement on selected event collateral
- Logo on website
- Social media presence
- Skip the queue with VIP access – single
- Promotional material in volunteer pack
- Use of Gold Coast Open House Logo



PHOTOGRAPHY COMPETITION SPONSOR

\$2,000

- High profile event presence
- Logo placement on event collateral
- Logo and hyperlink on website
- Social media presence
- Skip the queue with VIP access – up to 2 people
- Promotional material in volunteer pack
- Exclusive sponsor of Photography Competition
- Photography Competition Jury membership
- Use of Gold Coast Open House Logo



MEDIA SUPPORTER

IN-KIND (partial)

- High profile event presence
- Logo placement on event collateral
- Logo and hyperlink on website
- Social media presence



FRIENDS OF GOLD COAST OPEN HOUSE

IN-KIND

- Logo placement on event collateral
- Logo and hyperlink on website
- Social media presence
- Skip the queue with VIP access – single

SPONSORSHIP ACCEPTANCE

Conditions of Sponsorship

On confirmation of your sponsorship, you will be provided with a tax invoice from Gold Coast Open House

Sponsors have first right of refusal for these opportunities.

Payment is to be made by EFT.

Acceptance of Sponsorship

Company name

Sponsorship taken

Total sponsorship cost

Company contact for sponsorship name.....

Company contact for sponsorship email address

Company contact for sponsorship telephone number

Authorised by.....

Further sponsorship opportunities

GCOH invites anyone interested in alternative sponsorships to contact us. We would be delighted to tailor a sponsorship to your needs.

More information

Please contact us should you have any queries info@goldcoastopenhouse.com.au or telephone Kate Innes 07 5598 1100.

Privacy statement

GCOH is collecting your information for the purpose of the Gold Coast Open House event. This information will be accessed by the GCOH working committee only. Your information will not be given or used by any other person or agency unless you give us permission or we are required by law.

FOUNDING PARTNERS

