

GOLD
COAST **OPEN**
HOUSE

**2024 PARTNERSHIP
PROPOSAL**



ACKNOWLEDGEMENT OF COUNTRY

Gold Coast Open House acknowledges the Traditional Custodians of Country throughout Australia and their connections to land, sea and community. We pay our respect to their Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today.

COMMERCIAL IN CONFIDENCE

This proposal is commercial in confidence and should not be distributed beyond its intended recipients.



Gold Coast Open House (GCOH) is part of Open House Worldwide, the largest celebration of the urban landscape in the world.

Our free festival program highlights the extraordinary local buildings, places and spaces that shape our city and lifestyle. We do this through a program of architect-led building tours, self-guided tours, panel discussions, topical documentaries, industry events and more.

Gold Coast Open House is a not-for-profit incorporated association run by a volunteer committee of dedicated architects, built environment professionals and Gold Coast citizens.

OUR DIFFERENCE

Just like the buildings in our program, Gold Coast Open House is pretty special. Our festival is:

- Free and open to the public, reaching a wide audience with a diverse range of interests across design, social impact, business and community.
- Part of a leading, worldwide initiative with a global brand.
- Uniquely the only architecture and urban design festival on the Gold Coast.
- Led by your peers in the design sector with an understanding of how to drive simultaneous business outcomes and community impact.



2023 HIGHLIGHTS

**28
BUILDINGS**

9 EVENTS

**3 SELF
GUIDED
TOURS**

8 FILMS

- **7000+ Attendance**
- **New audiences - 42.5% had never attended GCOH before**
- **2 million+ reach across social and digital channels**



OUR AUDIENCE ARE:

- Design-lovers, curious citizens, urban explorers, architects and other leaders in the building and design sectors.
- They like to learn something new, see something inspiring and make new connections.
- Mostly local - 75% of our attendees are from Gold Coast, 12% from SEQ and the remainder from further afield.

IN 2023 WE REACHED:

- 85,700 people across Instagram and Facebook
- 900,000 people across Google and YouTube ad campaign
- 3,400 highly-engaged email subscribers



YOUR OPPORTUNITY:

- Position your business as an industry leader with community-minded values.
- Place your brand in front of design-minded consumers and urban explorers who are passionate about their city.
- Generate business leads by building and strengthening connections with future clients.
- Demonstrate your commitment to the Gold Coast community alongside our Major Partner, City of Gold Coast.
- Contribute to the the Gold Coast's growing reputation as a desirable and vibrant coastal city.

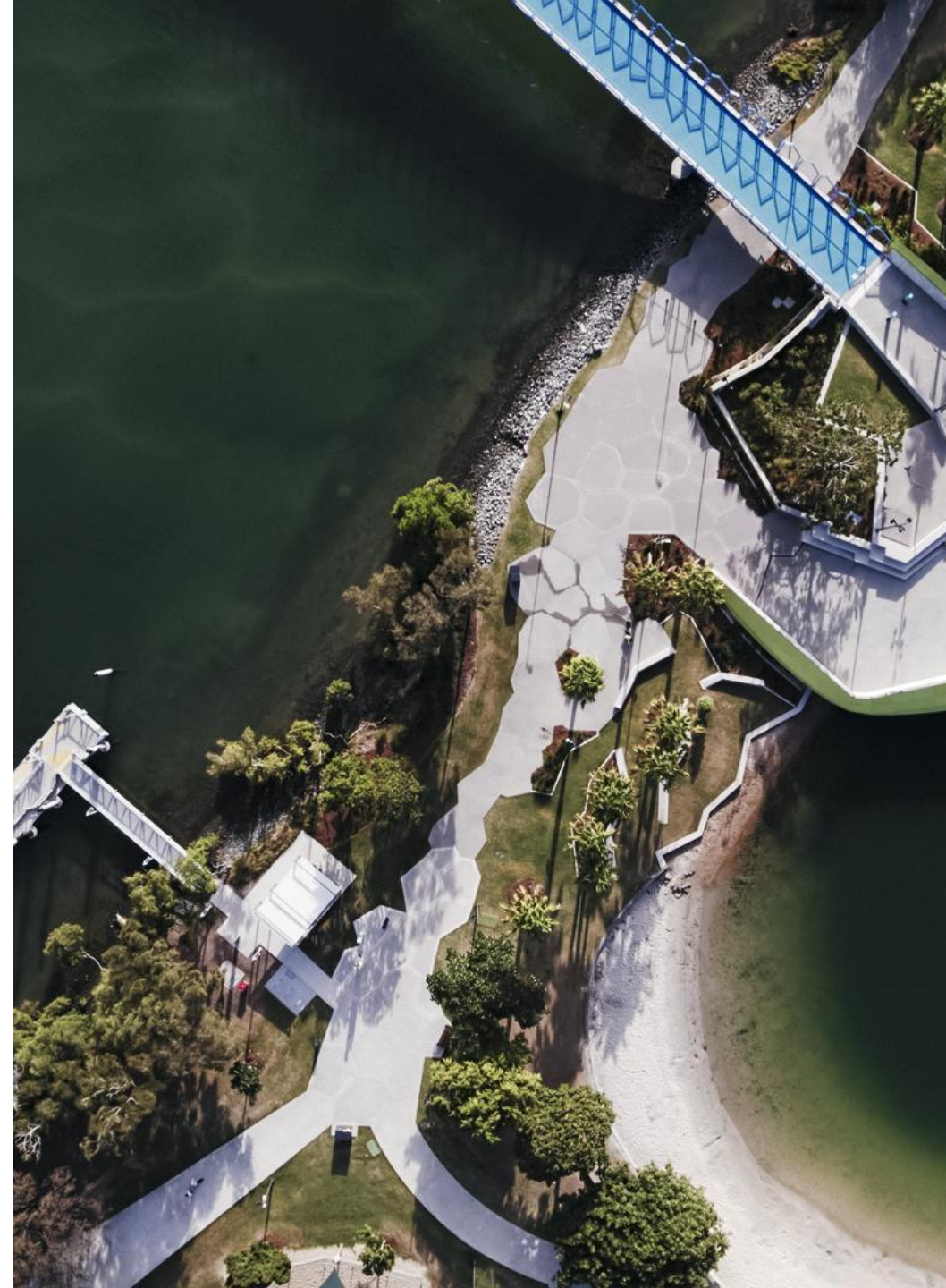
	FESTIVAL PARTNER \$15,000 ex GST OR \$10,000/year for a 2 or more year commitment	COMMUNITY PARTNER \$10,000 ex GST OR \$7,500/year for a 2 or more year commitment	SUPPORT PARTNER \$5,000 ex GST	FRIEND \$1,500 ex GST
Logo Recognition	Festival Partner position on event website, digital program and EDMs	Community Partners position on event website, digital program and EDMs	Support Partners position on event website, digital program and EDMs	Friends position on event website, digital program and EDMs
GCOH Events	Opportunity to co-deliver a GCOH festival event or nominate a panelist for GCOH panel discussion event	Opportunity to nominate a panelist for GCOH panel discussion event	-	-
GCOH official launch	8 Tickets	6 Tickets	4 Tickets	2 Tickets
GCOH official opening	Speaking opportunity and verbal acknowledgement at GCOH official opening	Verbal acknowledgement at GCOH official opening	Verbal acknowledgement at GCOH official opening	-
Panel discussions and limited-access buildings	6 Reserved tickets	4 Reserved tickets	2 Reserved tickets	2 Reserved tickets
Content piece and ad placement	1 x Website Content Piece 2 x Ad placements in GCOH EDM	1 x Ad placements in GCOH EDM		-
GCOH social media channels	Three dedicated posts plus additional acknowledgement commensurate with investment	Two dedicated posts plus additional acknowledgement commensurate with investment	One dedicated posts plus additional acknowledgement commensurate with investment	One group post, with other 'Friends' of GCOH.
Name mention across all GCOH media releases	Yes	Yes	Yes	-

FESTIVAL PARTNER

Investment: \$15,000 (ex GST)

OR \$10,000/year for a 2 or more year commitment

- Prominent logo recognition across key marketing materials including event website, digital program and EDMs.
- Opportunity to co-deliver bespoke festival event or nominate panelist for GCOH panel discussion event
- Eight tickets to GCOH official launch event.
- Speaking opportunity and verbal acknowledgement at GCOH official opening event.
- Six reserved tickets to GCOH ticketed events including panel discussions and limited-access buildings.
- Bespoke content piece and two ad placements in GCOH EDM.
- Three dedicated posts plus additional acknowledgement commensurate with investment on GCOH social media channels.
- Mention Festival Partner name across all GCOH media releases.



COMMUNITY PARTNER

Investment: \$10,000 (ex GST)

OR \$7,500/year for a 2 or more year commitment

- Prominent logo recognition across key marketing materials including event website, digital program and EDMs.
- Opportunity to co-deliver bespoke festival event or nominate panelist for GCOH panel discussion event.
- Six tickets to GCOH official launch event.
- Verbal acknowledgement at GCOH official opening.
- Four reserved tickets to GCOH ticketed events including panel discussions and limited-access buildings.
- One ad placements in GCOH EDM.
- Two dedicated posts plus additional acknowledgement commensurate with investment on GCOH social media channels.
- Mention Festival Partner name across all GCOH media releases.



SUPPORT PARTNER

Investment: \$5000 (ex GST)

- Logo recognition across key marketing materials including event website, digital program and EDMs.
- Verbal acknowledgement at GCOH official opening.
- Four reserved tickets to GCOH ticketed events including panel discussions and limited-access buildings.
- One ad placements in GCOH EDM.
- One dedicated posts plus additional acknowledgement commensurate with investment.
- Mention Festival Partner name across all GCOH media releases.



FRIEND OF GCOH

Investment: \$1500 (ex GST)

- Name recognition across key marketing materials including event website, digital program and EDMs.
- Four reserved tickets to GCOH ticketed events including panel discussions and limited-access buildings.
- Acknowledgement on GCOH social media channels commensurate with investment.
- One group post, with other 'Friends' of GCOH.



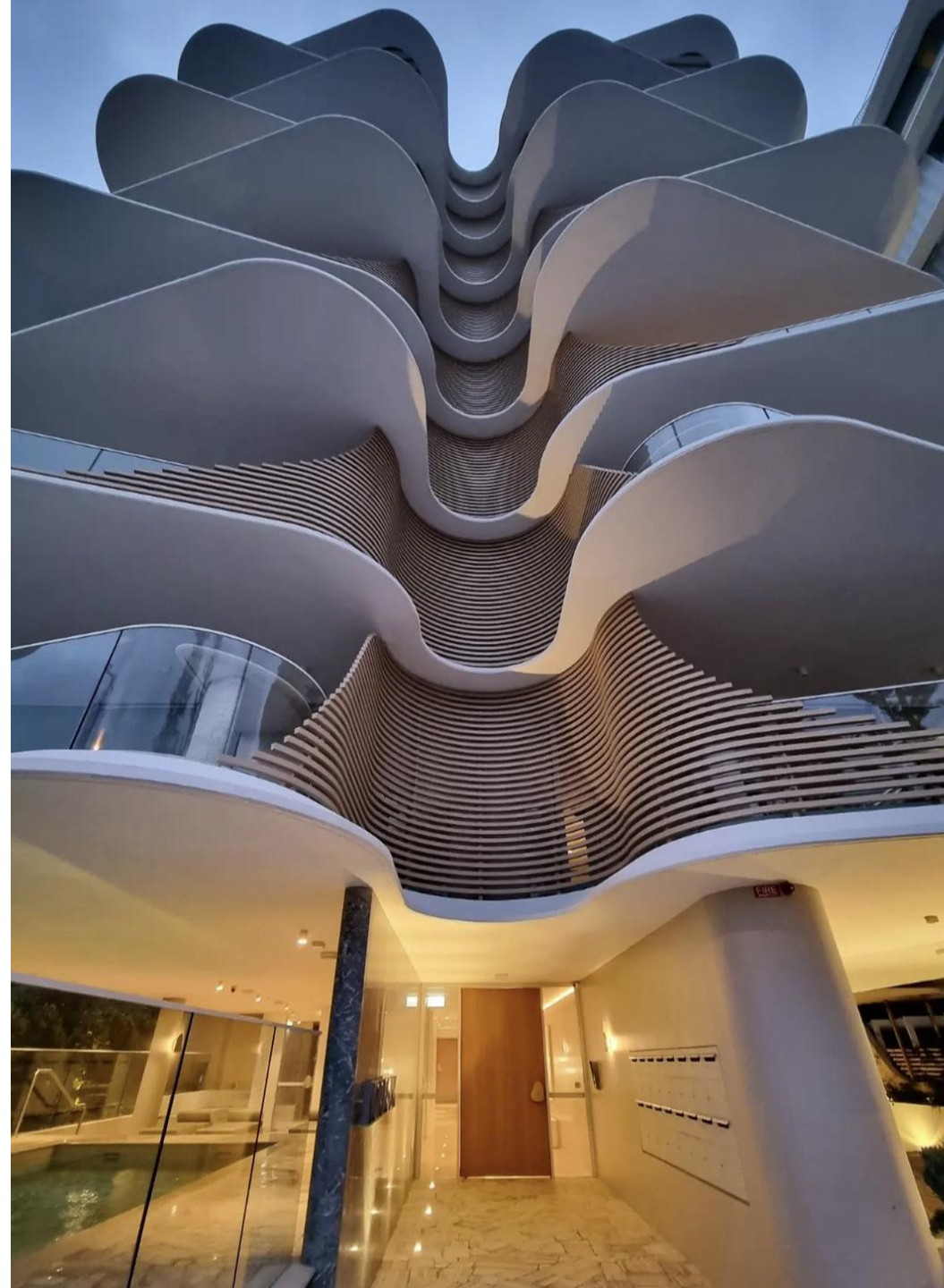
BESPOKE SPONSORSHIP

Investment: let's discuss!

- Do you see our brands and audiences aligned?
- Do you have a unique project or development that you want our audience to discover?

We would love to find a bespoke solution to achieve your objectives in aligning your brand with ours and our engaged audience.

With our exciting 2024 program opportunities, there is sure to be a unique and immersive brand experience or activation for your organisation / company.



STEP INSIDE

Join us in 2024 as a Gold Coast Open House partner to unlock a host of business benefits and stand alongside other industry leaders championing excellence in design and social outcomes for our city.

12-13 October 2024

goldcoastopenhouse.com.au

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