



1-8  
September  
2020  
Sponsorship  
Prospectus



*HEALTHY LEARNING  
HEALTHY LIVES*



[www.wynlearnfestival.org.au](http://www.wynlearnfestival.org.au)



proudly supported by  
[wyndhamcity](http://wyndhamcity)



"We at AMES Australia were delighted to sponsor the festival, which has become a significant event for Victoria's learning community, because of the exposure and good will it generates and the opportunities it gives our staff to improve their connections into learning communities." 2019 WLF Sponsor

## Welcome

The Wyndham Learning Festival is Wyndham's largest annual learning event, focusing on promoting learning across the lifespan. The 2020 Wyndham Learning Festival is set to be our largest festival yet, where over 5000 people are expected to attend around 185 events across 8 days on the theme of "Healthy Learning, Healthy Lives". Join us to celebrate learning – it's good for your health.

The opportunity to be a Festival sponsor has enormous visibility and cost-effective benefits for your organisation, our community, the sustainability of our Festival and Wyndham's proud status as an official UNESCO Learning City. Our program provides your business with the opportunity to realise tangible marketing benefits through partnership with one of Wyndham's biggest events. Partnership opportunities begin at \$1000 with benefits accruing as your investment increases.

### Acknowledgement To Country

The Wyndham Learning Festival team recognises Aboriginal and Torres Strait Islander peoples as the First Custodians of the lands on which Australia was founded.

The team acknowledges the Wathaurung, Woiwurrung and Boonwurrung peoples of the Kulin Nation as the Traditional Owners of the lands on which the Wyndham Learning Festival is run.

The team pays respect to the wisdom and diversity of past and present Elders. We share commitment to nurturing future generations of Elders in Aboriginal and Torres Strait Islander communities, including in learning and education.



## What is the Wyndham Learning Festival?

Great Question! The annual Wyndham Learning Festival is a whole of community event that provides opportunities for FREE learning activities across the City of Wyndham from 1-8 September annually. The festival has activities for all ages and interests, promoting lifelong learning for all and welcoming new events, sponsors and participants to reflect this diverse and dynamic learning community.

Previous Learning Festival activities have included cooking, pyrography, craft, hip hop dance, bowling, gardening, painting, cooking, lego construction, African drumming, creative writing, knitting, Spanish, ceramics, drawing, gaming, music therapy and Science, Technology, Engineering and Mathematics (STEM).

Participants have also joined in the Wyndham Park Party in the Precinct and Pop Up School, talked to the animals at Rhyme Time at the Zoo, heard inspirational stories of refugee survival and learnt about local Aboriginal culture. Our stand-out signature event in 2019 was WynTalk #1 Craig Reucassell bringing his War on Waste to Wyndham – over 400 people were inspired and entertained with recycling, upcycling and sustainability ideas in this timely and enjoyable event. Another stand out event was Congress, a citizens' assembly that provided a platform for Wyndham community citizens to have their say and be heard for the first time.

The Festival encourages the community to get out and try new things in both formal and informal learning settings. This event is jointly run through a partnership between Wyndham Community & Education Centre and Wyndham City.

Sponsorship of the Learning Festival ensures we can promote, support and reach the whole community across the municipality from all age groups and backgrounds.

## Background

The City of Wyndham is one of the fastest growing cities in Australia. The current population forecast for 2020 is 288,212, and it is forecast to grow exponentially to a population of 512,591 by 2041, a change of 78% by 2041. Almost half of these people come from overseas and 56% are people 34 years or younger. With this rapid expansion come many opportunities and challenges for the city and its residents. To take full advantage of these opportunities and promote sustainable inclusion, the city is dedicated to focusing on lifelong learning for its community.



## Why have a Learning Festival in Wyndham?

A learning community addresses its own learning needs through partnerships. It uses the strengths of individual, social and institutional relationships across sectors to bring about cultural shifts in the perceptions of the value of learning. Learning communities explicitly use learning to enhance social, economic, cultural and environmental conditions on a sustainable, inclusive basis. (Adapted from Yarnit, 2000 in ALCN). The Wyndham 2040 Vision is to be a leading socially inclusive community with diverse and plentiful education and employment for everyone, and learning is key for realising this vision. The Festival is one important way to both celebrate the many learning opportunities that exist in our great city and to encourage people to venture out and try something new.

“The Wyndham Learning Festival is a crucial event in the annual calendar for industries, communities and individuals in the region. Victoria University Polytechnic has greatly benefited from being a major sponsor of the Festival because it connects us with many of the key influencers in Wyndham. Sponsoring and active participation provides multiple opportunities to introduce (or re-introduce) the diversity of VU Polytechnic’s learning programs and excite people about the transformational benefits of education for work, life and self.” 2019 Wyndham Learning Festival Sponsor



## 2020 Launch & Opening

The Festival will be launched in early August 2020, where our sponsors and partners are celebrated, and the intensive marketing opportunities will be rolled out from this time until after the festival.

## Media Coverage

As a sponsor, your brand will be showcased and celebrated as a part of the festival across promotional avenues, including the Star Weekly, Wyndham News, Wyndham Buzz newsletters, Wyndham City website What's On calendar, outdoor signage boards, on social media and at signature events that media may attend.

## OUR SPONSORS FROM 2019

wyndhamcity



**Wyndham**  
Community &  
Education Centre Inc.  
*Improving lives -*



**PPI** public  
pedagogies  
institute



"Running the photography workshops at the Wyndham Learning Festival for the last two years, provided me a lot of exposure as a photographer. Being able to work locally with my community gave me a sense of giving back to a place I love, as well as being able to meet people from a diverse range of backgrounds making Wyndham their home. Best way to share experience and create activities to help people to collaborate, build future skills."  
Imran Abul Kashem, Photographer

[www.wynlearnfestival.org.au](http://www.wynlearnfestival.org.au)

## 2019 WYNDHAM LEARNING FESTIVAL BY THE NUMBERS...

### 185 EVENTS

- 45 Early Years
- 55 School Years
- 28 Young Adults
- 22 Adults & Seniors
- 35 All Ages

**8 DAYS**  
Over 5000 participants



### EVENTS BY LOCATION



1-8 September



## Sponsorship Opportunities

Suggested packages are below. If you would like to offer a bespoke package, to suit your company or organisation's needs, do not hesitate to contact us.

**Platinum Sponsor: \$10,000 (plus GST)**

**Gold Sponsor: \$5000 (plus GST)**

**Silver Sponsor: \$2,500 (plus GST)**

**Bronze Sponsor: \$1000 (plus GST)**

| SPONSORSHIP PACKAGE  | PLATINUM SPONSOR | GOLD SPONSOR | SILVER SPONSOR | BRONZE SPONSOR |
|--|------------------|--------------|----------------|----------------|
| Logo on Facebook post prior to and post festival                     | ✓                | ✓            | ✓              | ✓              |
| Logo on real estate promotion boards                                 | ✓                | ✓            | ✓              | ✓              |
| Logo in printed newspaper advertisement (circ 52,000)                | ✓                | ✓            | ✓              | ✓              |
| Logo in program guide (online and 5,000 hard copies)                 | ✓                | ✓            | ✓              | ✓              |
| Promotional material in festival showbag                             | ✓                | ✓            | ✓              | ✓              |
| Banner on main stage at festival launch                              | ✓                |              |                |                |
| Banner in foyer at festival launch                                   | ✓                | ✓            | ✓              |                |
| Banner at all signature events                                       | ✓                | ✓            |                |                |
| Logo in invitation to festival launch                                | ✓                |              |                |                |
| Choice of 2 half pages or 1 full page advertisement in program guide | ✓                |              |                |                |
| 1 half page advertisement in program guide                           |                  | ✓            | ✓              |                |
| Editorial in program guide   | ✓                | ✓            |                |                |
| Priority Booking at WLF Keynote events                               | ✓                | ✓            |                |                |

### Sponsor the Wyndham Learning Festival

Packages can be arranged for specific events of the Festival or for the complete eight days. To discuss your sponsorship needs please contact the Wyndham Community & Education Centre on 9742 4013 or email [contact@wynlearnfestival.org.au](mailto:contact@wynlearnfestival.org.au)

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