



*Take time to discover  
something different!*

# **SPONSORSHIP OPPORTUNITIES SEMAPHORE STREET FAIR**



*A proud annual event of the Semaphore Mainstreet Association*

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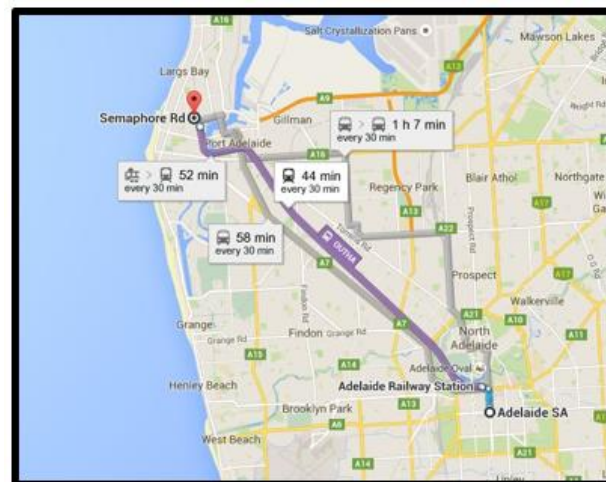
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**Photo:** Roving Street Performer at the 2022 Semaphore Street Fair

## What is the Semaphore Street Fair?

The Semaphore Street Fair began in 1994 when the beachside suburb of Semaphore was the end of a bike road race on the last Sunday in November. Many traders got involved bringing their shops onto the street to provide fun and entertainment for those who came to watch the end of the bike race. As a result, the *Semaphore Mainstreet Association* was formed as a body of traders and residents to promote Semaphore Road and the beautiful sandy white beach as a tourist destination by holding events to bring people to the area.



Google Map showing the location of Semaphore in Adelaide's Western suburbs with various travel options from Adelaide to Semaphore Road, via bus, train and car.

The Street Fair brought so many new people to the area that when the bike race ceased, the *Semaphore Mainstreet Association* still held the event to celebrate the beginning of the Christmas trade period. It was also a thank you to Semaphore Road's loyal customers and a significant tourism boost for the area.

Semaphore Road is closed from the Esplanade to Swan Terrace to traffic on the day to cater for the crowds.

In 2022, Localis Geofencing data said the event attracted between 52,275 - 58,425 to Semaphore on Sunday 27 November.

It is the largest one-day annual community event held within the City of Port Adelaide Enfield. The event is almost one kilometre long. It starts on the grassy Semaphore Foreshore Park with amusements, entertainment rides, and various displays which change annually. The event fills Semaphore Road from the Esplanade Military Road in the west and Military Road to Swan Terrace in the east.

## What is the Semaphore Mainstreet Association?

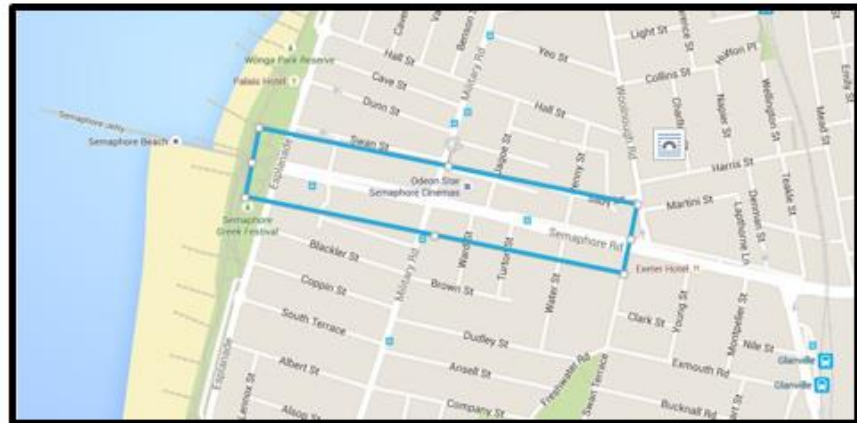
The Semaphore Mainstreet Association (SMA) was created in 1994 and is an incorporated non-profit organisation. The SMA Committee consists of trader and resident volunteer members.

The SMA aims to build on Semaphore's unique heritage by promoting and developing local community events that are true to the distinct Semaphore identity and to make Semaphore Road the heart of community celebrations.

The SMA aims to raise the profile and awareness of Semaphore as one of Adelaide's major tourist destinations. The Semaphore Street Fair has a dedicated marketing campaign focused on and committed to increasing visitor numbers to Semaphore, and not just on the event day.

## Where is the Semaphore Street Fair held?

Semaphore Street Fair is held along Semaphore Road, Semaphore – one of Adelaide's widest retail boulevards, which has found a new sense of style. The colourful and eclectic beachside retail strip of around 180 shops boasts funky boutiques that have opened their doors alongside famous 'old salt' pubs. Contemporary cafes serve food beneath the tin ceilings of century-old buildings - great pubs mix with quirky cafes and good old-fashioned fish and chip shops. Semaphore's sandy white beaches, historical landmarks and jetty heading out into the blue ocean are the crowning glory of this long east-west retail space.



The area along Semaphore Road where the Semaphore Street Fair is held – from along the foreshore on the Esplanade to Swan Terrace.

## What's there to see and do at Street Fair?

The Semaphore Street Fair runs along Semaphore Road and is almost one kilometre long! It starts on the grassy Semaphore foreshore with a mix of amusements, entertainment rides and displays. Then you can meander along the road through around 280 market stalls, street food vendors and our funky retail shops as you pass DJs and a stage with loads of free entertainment:

- *Tribal Belly Dancing*
- *Bollywood Dancing*
- *Live Music*
- *Charity Auction*
- *School bands and choirs*
- *Callisthenics displays*
- *Dance School displays*

There is something for everyone to see, do, and try and buy at the Semaphore Street Fair.



## It is free!!

Today, the Semaphore Street Fair is the largest one-day event in the Western suburbs and is still a free entry fun-filled family event for everyone to enjoy! Keeping the day free would not be possible without the support and sponsorship from local businesses. From humble beginnings, the Semaphore Street Fair now attracts over 55,000 people from all over Adelaide and South Australia to the little seaside town of Semaphore on the last Sunday in November each year.

The overarching focus for every Street Fair is to keep the event entry and many activities free for everyone to enjoy! Every year we aim to increase the free activities to keep families coming back and to make it a great family day out without a hefty price tag.

Being held along nearly one kilometre of Semaphore Road, the Street Fair constantly changes as you walk along the road. There are amusement rides for the kids and a Man Cave with a pop-up bar and vintage cars or motorbikes on display. There are DJs and live music along the road to maintain the party atmosphere. There are around 280 market stalls with loads of handmade goodies not available in stores, which makes Christmas shopping a breeze four weeks before the big day. Every year there is something new to look at or try, which keeps things interesting.

All along the road, we have roving entertainers:

- Jugglers
- Hula Hoop entertainers
- Stilt walkers
- Mono-cycle riders
- Disney Princesses
- Superheros
- Ukulele band



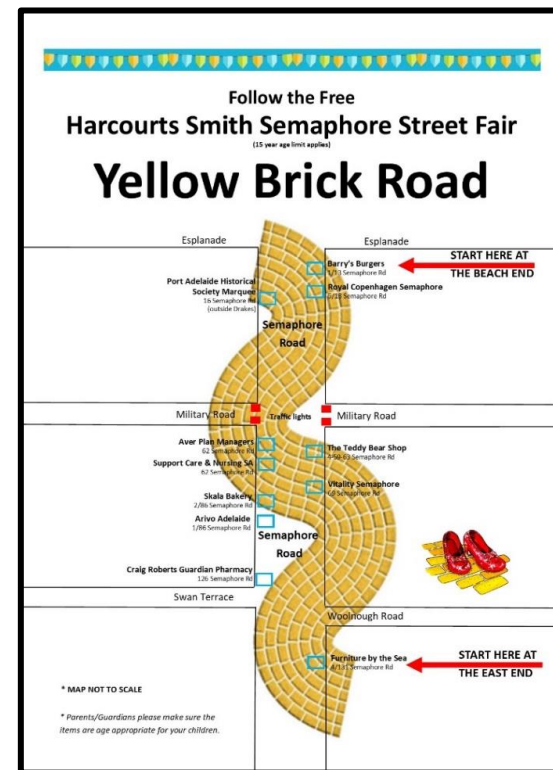
**Photo:** 'Elsa' from Frozen – one of the roving entertainers  
at the 2022 Semaphore Street Fair

## Follow the Semaphore Yellow Brick Road – it's free!

Kids (15 and under) can follow the Semaphore Yellow Brick Road where the first 400 collect something free from around 11 different sites along Semaphore Road. Traders along Semaphore Road get involved and provide great give-aways for the kids.

## How much does the event cost?

In 2022 the Semaphore Street Fair cost just over \$95,000 to produce. The SMA pay for the event with sponsorship from local businesses and the sale of Stallholder sites. Without sponsorship, the free entry event simply could not be held. There are too many areas of access and egress to ticket the event, and providing a free community event that everyone can enjoy has always been the goal.



Every year the cost of holding the event continues to grow. In 2022 after the Covid pandemic, most contractor prices rose by 30%. The Public Liability for the event increased astronomically from around \$2.5k to \$13.5k. The insurance industry says it is a 'post-covid world', and they are not keen to insure 'events'.

***Every business wants to create an image of success and authority. Through event sponsorship, you can leverage the power of credibility. Investment in event sponsorship is always a smart choice over billboards and radio ads.***



Photo: The Central Market

## Semaphore Road Traders

The additional trade the Semaphore Street Fair brings traders along Semaphore Road is greatly beneficial after the long cold winters by the beach. The event also reminds people that Semaphore is a beautiful beach and retail shopping strip at the beginning of summer which boosts summer trade.

The Semaphore & Port Adelaide RSL on Semaphore Road has a huge sausage sizzle at the Semaphore Street Fair. It is their biggest and most successful fundraiser each year.

Most stallholders who attend the Semaphore Street Fair make the items they sell. Accepting stallholders selling handmade items supports the growing cottage industry of self-employed artisans in South Australia.



**Photo:** The crowd watching entertainment on the Main Stage in the Odeon Star Market

## Why Sponsor a Community Event?

Sponsoring community events sets you apart from other companies. People have more incentive to support your business if you're invested in the local community.

Many companies will tell you that one of the main reasons they sponsor community events is that they want the world to know they care about their community.

Event sponsorships allow you to show your support for the community and demonstrate your commitment to making a positive impact.

Strengthening your business image is one of the most valuable benefits of event sponsorship. Customers love brands that care about spreading positive messages and helping the community. Linking your business to a much-loved community event can draw lasting support.

People often spend with their hearts. Seeing your company connected to a community event drives this connection for consumers. It shows your brand cares enough to get involved at the community level.

While brand credibility is rising, it really comes down to marketing for the sponsoring business. Community events have an extensive reach into the community and are very proactive in other areas of marketing, such as social media.

***Sponsoring an event is a great way to increase business awareness, target a new market and enhance your company's reputation.***

***It's a great way to boost your business and give back to the community at the same time.***



## Platinum – Naming Rights Sponsor - SOLD

\$10,000

### Sponsor Benefits:

- Recognition of “Naming Rights Sponsors” on all marketing material (e.g. ‘Your Company Name Semaphore Street Fair’).
- Prominent company logo on all printed marketing material (A3 posters x 500, A5 posters x 5,000, Corflutes x 10). Marketing material distributed throughout Central Business District and all major metropolitan shopping strips.
- Sponsor may provide quotes for inclusion in the initial Press Release to the media regarding their involvement with Street Fair.
- Recognition as Naming Rights Partner on all Press Releases throughout the year.
- Recognition of Naming Rights Partner with an editorial on the Semaphore Street Fair and Semaphore South Australia websites, with a link to the sponsor’s website.
- Sponsor promotion on the Semaphore Street Fair and Semaphore Road Facebook pages.
- Sponsor banners displayed at the event and on the Main Stage (provided by sponsor).
- Market stall space available for your use at the event.
- Additional promotional activities on the day can be negotiated.



**Photo:** The West End Market

## Gold – Major Event Sponsor

\$7,000

### Sponsor Benefits:

- Recognition of “Major Event Sponsor” on all marketing material.
- Naming Rights for a Hub Area at the Street Fair – five areas to choose from (West End Market, Central Market, Kids Corner, Man Cave, East End Market).
- Logo on all printed marketing material (A3 posters x 500, A5 posters x 5,000, A1 corflutes x 10). Marketing material distributed throughout Central Business District and all major metropolitan shopping strips.
- Recognition as Major Event Sponsor on Semaphore Street Fair and Semaphore SA websites with link to the sponsor’s website.
- Sponsor promotion on the Semaphore Street Fair and Semaphore Road Facebook pages.
- Sponsor banners displayed at the event and on the Main Stage (provided by sponsor).
- Market stall space available for your use at the event.
- Additional promotional activities on the day can be negotiated.



**Photo:** St Joseph’s Primary School, Peace & Harmony School Choir and Band

## **Silver – Hub Area Sponsor**

\$5,000

### **Sponsor Benefits:**

- Recognition of “Silver Event Sponsor” on all marketing material.
- Hub Area Naming Rights Sponsor at the Street Fair – five areas to choose from (West End Market, Central Market, Kids Corner, Man Cave, East End Market).
- Logo on all printed marketing material (A3 posters x 500, A5 posters x 5,000, A1 corflutes x 10). Marketing material distributed throughout Central Business District and all major metropolitan shopping strips.
- Recognition as Hub Area Sponsor on Semaphore Street Fair and Semaphore SA websites with link to the sponsor’s website.
- Sponsor promotion on the Semaphore Street Fair and Semaphore Road Facebook pages.
- Sponsor banners displayed by the Main Stage (provided by sponsor).
- Market stall space available for your use at the event.

## **Bronze – Event Partner**

\$2,500

### **Sponsor Benefits:**

- Recognition of “Bronze Event Sponsor” on all marketing material.
- Logo inclusion on all marketing material (A3 posters x 500, A5 posters x 5,000, A1 corflutes x 10). Marketing material distributed throughout Central Business District and all major metropolitan shopping strips.
- Recognition as Bronze Event Sponsor on Semaphore Street Fair and Semaphore SA websites with link to the sponsor’s website.
- Sponsor promotion on the Semaphore Street Fair and Semaphore Road Facebook pages.
- Sponsor banners displayed by the Main Stage (provided by sponsor).
- Market stall space available for your use at the event.

## Community Event Partner

\$700

### Sponsor Benefits:

- Small logo inclusion on printed marketing material (A3 posters x 500, A5 posters x 5,000, A1 corflutes x 10). Marketing material distributed throughout Central Business District and all major metropolitan shopping strips.
- Logo included on Semaphore Street Fair and Semaphore SA websites with a link back to Company website.
- Logo included on the acknowledgement of sponsors on the Semaphore Street Fair and Semaphore Road Facebook pages.
- Sponsor banners displayed by the Main Stage (provided by sponsor).
- Market stall space available for your use at the event.



**Picture:** 2022 Harcourts Smith Semaphore Street Fair Poster



## Application Form

Semaphore Street Fair Partnership Opportunity Agreement:

Platinum @ \$10,000 - SOLD

Gold @ \$7,000 ☐

Silver @ \$5,000 ☐

Bronze @ \$2,500 ☐

Community @ \$700 ☐

**Preferred Hub (Please circle):**

Central Market - Kids Corner - Man Cave - East End Market  
West End Market

Organisation Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Suburb: \_\_\_\_\_ Post Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

### TERMS AND CONDITIONS

1. Participation is by arrangement with the SMA.
2. The SMA reserves the right to reject any application at its sole discretion.
3. Partnership bookings are only confirmed once signed agreement is returned and paid in full.
4. An email confirming your Partnership Opportunity with an invoice attached will be sent.
5. All cancellations must be made in writing to the SMA and any monies refunded at the discretion of SMA.
6. All monies must be paid within 30 days of signing the agreement.
7. All marketing material using Semaphore Street Fair name requires prior approval of the SMA before distribution.

**By signing and forwarding this Application Form to the SMA, you agree to the above-mentioned Partnership Opportunity and Terms and Conditions as set out in this document.**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

For more information or to discuss partnership agreements please contact:

**Ashley Tippins**

Semaphore Street Fair

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Phone: 0411 460 139