



BUNJIL
— PLACE —

PARTNERSHIPS &
SPONSORSHIPS 2022



Bad Art Night, 2019. Photo: Kristian Pirotta.



MEET BUNJIL PLACE

Bunjil Place presents and promotes the best Australian and international art that engages, challenges and inspires our diverse audiences.

At Bunjil Place we believe in opening you up to new worlds. Creating a place that allows you to explore things you didn't know existed. Connecting you to experiences that will change your perceptions. More than a day out, or a way to pass the time.

We are a place where you can lose yourself...or find yourself.

Where you can stretch your imagination...or find comfort and connection.

Bunjil Place unites world-class facilities in one unique space. It houses venues for the performing and visual arts, meeting and function rooms, an award-winning public library, a beautiful outdoor plaza and big screen, all brought together under one spectacular roof.

Since opening in 2017 we have welcomed more than 4 million unique visitors to Bunjil Place.

Bunjil Place brings opportunities for residents to participate in arts, culture and community life close to home.

ACKNOWLEDGMENT

The City of Casey proudly acknowledges the Wurundjeri, Boon Wurrung and Bunurong traditional owners, Casey's Aboriginal communities and their rich culture and pay respect to their Elders past, present and future. We acknowledge Aboriginal people was Australia's first peoples, and as the Traditional Owners and custodians of the land on which we work and live.

PARTNERSHIP OPPORTUNITIES

If you would like to.....	You might want to become our..	Value
Grow Casey's creative capability, develop future facing ideas and enable and strengthen the wider community through positive collaborative arts experiences.	Major Artistic Precinct Partner	\$80,000 - \$100,000
Support arts-based programming and activations that promote local tourism through food and drinks by bringing friends and family together in a relaxed and fun environment.	Major Hospitality Partner	\$60,000 - \$80,000 including in-kind
Support the creation of learning experiences which foster students' ability to connect academic content to a real-world context.	Principal Education Partner	\$50,000
Be a community organisation that fosters the importance of the arts in Casey. Promote the role the arts play in our lives and assist in strengthening our community's health and wellbeing through encouraging community connectedness.	Community Partners	\$30,000
Build on a shared commitment to engage children and families in Arts and Culture.	Family Partners	\$30,000
Provide quality and accessible accommodation for visitors and performers to Bunjil Place.	Accommodation Partners	\$30,000 including in-kind
Be active in fostering a sense of community connectedness and awareness of the important services within the entire Bunjil Place precinct.	Precinct Supporters	In-kind
Sponsor a singular arts-based program that falls in line with your organisations values set and target audience.	2022 Events Sponsors	Individually tailored packages
Support a series of premium networking events providing a great opportunity to connect with the wider Casey business community.	Backstage Club Insider	\$4,500
	Backstage Club Enthusiast	\$2,800

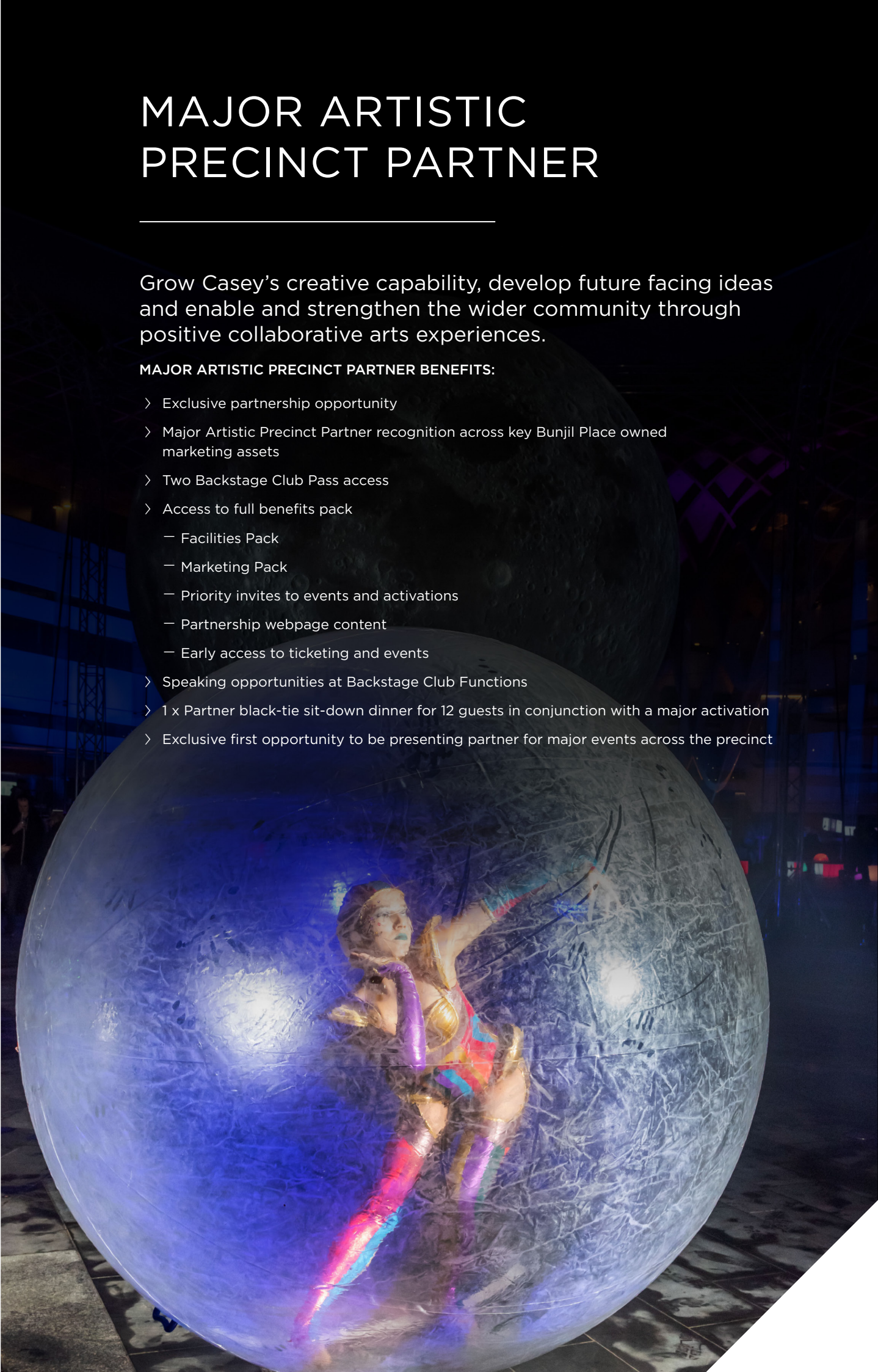


MAJOR ARTISTIC PRECINCT PARTNER

Grow Casey's creative capability, develop future facing ideas and enable and strengthen the wider community through positive collaborative arts experiences.

MAJOR ARTISTIC PRECINCT PARTNER BENEFITS:

- > Exclusive partnership opportunity
- > Major Artistic Precinct Partner recognition across key Bunjil Place owned marketing assets
- > Two Backstage Club Pass access
- > Access to full benefits pack
 - Facilities Pack
 - Marketing Pack
 - Priority invites to events and activations
 - Partnership webpage content
 - Early access to ticketing and events
- > Speaking opportunities at Backstage Club Functions
- > 1 x Partner black-tie sit-down dinner for 12 guests in conjunction with a major activation
- > Exclusive first opportunity to be presenting partner for major events across the precinct





MAJOR HOSPITALITY PARTNER

Support arts-based programs and activations that promote local tourism through food and drinks experiences with friends and family.

MAJOR HOSPITALITY PARTNER BENEFITS:

- › Exclusive Bunjil Place major hospitality partner opportunity - commencing October 2022
- › Bunjil Place Balcony Bar naming rights
- › Your logo displayed on bar staff uniforms
- › Your logo displayed on glassware
- › Exclusive stocking of products in your category
- › Activation of your brand at special events (such as a beer garden at Summer Sounds)
- › Access to full benefits pack
 - Facilities Pack
 - Marketing Pack
 - Priority invites to events and activations
 - Partnership webpage content
 - Early access to ticketing and events
- › Cash or In-kind

PRINCIPAL EDUCATION PARTNER

Support the creation of learning experiences which foster students' ability to connect academic content to a real-world context.

PRINCIPAL EDUCATION PARTNER BENEFITS:

- › Exclusive Bunjil Place Principal Education Partner status
- › Sponsor of:
 - Annual Education Program
 - Bunjil Place Quarterly Education EDM
 - Bunjil Place Education Webpage
 - Emergent VCE Showcase
- › Arts professional to attend up to 4 lectures per year
- › Up to 4 work placement project opportunities per year
- › Access to full benefits pack
 - Facilities Pack
 - Marketing Pack
 - Priority invites to events and activations
 - Partnership webpage content
 - Early access to ticketing and events

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Image: Installation view, *Emergent 2020: VCE Graduate Showcase*, Bunjil Place Studio, 2021, Maham Umar, *phosphorescence*, 2020. Photograph: Anna Pastukhova



COMMUNITY PARTNERS

Be a community organisation that fosters the importance of the arts in Casey. Promote the role the arts play in our lives and assist in strengthening our community's health and wellbeing through encouraging community connectedness.

Your organisation will connect with a range of programming across the year including community workshops and outreach, development of First Nations programming, and development of new works by City of Casey creatives.

COMMUNITY PARTNER BENEFITS:

- › Acknowledgement across all Bunjil Place Presents programs aligned with our community programming
- › Access to full benefits pack including:
 - Facilities Pack
 - Marketing Pack
 - Priority invites to events and activations
 - Partnership webpage content
 - Early access to ticketing and events

FAMILY PARTNERS

Your partnership will build strong linkages to the arts because you believe that arts contribute to positive and lasting connections for families and children.

Your organisation will be connected to a range of programming across the year including School Holiday Program, Christmas in the Plaza, Friday Night Flicks, and our children's program Baileys Art Club.

FAMILY PARTNERS BENEFITS:

- › Acknowledgement across all Bunjil Place Presents programs aligned with our families programming
- › Advertorial on Plaza Screen as part of Friday Night Flicks
- › Access to full benefits pack
 - Facilities Pack
 - Marketing Pack
 - Priority invites to events and activations
 - Partnership webpage content
 - Early access to ticketing and events

ACCOMMODATION PARTNERS

From international comedians to interstate theatre productions, Bunjil Place is inviting the most exciting artists to present in Narre Warren.

By partnering with Bunjil Place, our accommodation providers will be working with our arts team to ensure our artists are getting the best possible experiences during their stay.

As we grow our cultural tourism footprint our audiences continue to expand across Melbourne and Victoria, and we want to recommend the best places for them to stay!

ACCOMMODATION PARTNERS BENEFITS:

- › Preferred supplier
- › Special event activations
- › Referral link via Bunjil Place website - Discount for Bunjil Place referrals
- › Partnership webpage content
- › Access to full benefits pack
 - Facilities Pack
 - Marketing Pack
 - Priority invites to events and activations
 - Partnership webpage content
 - Early access to ticketing and events



PRECINCT SUPPORTERS

Located in the heart of Narre Warren, Bunjil Place neighbours Casey's key community hubs, this is a place that our community comes together for connection, health and wellbeing, leisure and community services.

Your organisation will be connected to a range of programming that will elevate the visitor experiences across the precinct and bring together opportunities to add value to the visitor through our shared opportunities.

PRECINCT SUPPORTERS BENEFITS:

- › 4 internal screen activations per year for 2 weeks
- › Logo on partners webpage Bunjil Place website
- › Access to participating in Plaza activations to be negotiated





BACKSTAGE CLUB INSIDER

An opportunity to engage your clients and staff with the best of contemporary arts practice, providing them with a range of unique experiences at Bunjil Place.

YOUR BACKSTAGE CLUB INSIDER PASS PROVIDES:

- › Four Exhibition Opening invitations per year including curators talk and networking opportunities for you and 5 guests.
- › Four Premium Theatre experiences for Bunjil Place presents events per year including Meet and Greet opportunities and networking opportunity for you and 5 guests.
- › Logo on Partnerships webpage
- › VIP Access
 - VIP Seating in the theatre
 - Early access to tickets across the annual theatre program
- › One annual Backstage guided tour and talk introducing Bunjil Place for up to 10 guests, includes light catering.

BACKSTAGE CLUB ENTHUSIAST

An opportunity to engage your clients and staff with the best of contemporary arts practice, providing them with a range of unique experiences at Bunjil Place.

YOUR BACKSTAGE CLUB ENTHUSIAST PASS PROVIDES:

- › Two Exhibition Opening invitations per year including curators talk and networking opportunities for you and 3 guests.
- › Two Premium Theatre experiences for Bunjil Place presents events per year including Meet and Greet opportunities and networking opportunity for you and 3 guests.
- › Logo on Partnerships webpage
- › VIP Access
 - VIP Seating in the theatre
 - Early seating access in theatre
 - Early access to tickets
- › One annual Backstage guided tour and talk introducing Bunjil Place for up to 6 guests, including light catering.

2022 MAJOR EVENT SPONSORSHIP OPPORTUNITIES



SUMMER SOUNDS

Summer Sounds supports local and national Australian emerging and mid-career artists, showcasing live and original music.

Saturday 26 February 2022

Anticipated Audience 600

Key Demographics People aged 16-45 who want to get the most out of life, try everything and express their individuality.

Summer Sounds prides itself on featuring quality, Australian artists from a variety of musical genres.

Visitors are encouraged to invite their friends and family for an evening of tunes, dancing, great food and drinks.

Over the next 5 years, Bunjil Place will expand Summer Sounds to a 2 day event, featuring multiple stages across the precinct. Giving the community the opportunity to explore Bunjil Place, our foods, meet new people, and of course, new vibes. They'll be able to wander between their favorite sets and check out other stages. They can listen to new artists and become familiar with styles they never thought they'd enjoy.

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DAYTIME MUSIC THEATRE



Daytime Music Theatre returns to Bunjil Place in 2022.

Monthly, February - November (Annually 10 performances)

Anticipated Audience 600 per show

Key Demographics Active retirees who enjoy getting out and about with friends and family and experiencing a good time.

Daytime Music runs each month for 10 months and features amazing performances by some of Australia's favourite onstage entertainers.

The Daytime Music audiences are loyal and committed attendees, with performances regularly selling more than 600 tickets. The popular show and dine, offering lunch in our Function Centre, provides additional opportunities to engage with this audience.

Series One of the 2022 program features monthly musical acts featuring different themes, ranging from stage classics such as Wizard of Oz and Casablanca, Walt Disney memorable tunes, a salute to the ANZACS and Vietnam Veterans and much more.

Series Two will continue the fun and includes another 5 fabulous performances (to be announced).



CASEY CORNUCOPIA

Bunjil Place has partnered with world-famous, international multi-sensory design leaders, Bompas & Parr, to create Casey Cornucopia - A 24-day immersive experience featuring local produce as you've never seen before.

Friday 24 June - Sunday 17 July 2022

Anticipated Audience 30,000+
Key Demographics Young families, foodies, local entertainment seekers of all ages. This fun, interactive event reflects their interest in diverse, contemporary culture that they can experience close to home.

Casey Cornucopia is a celebration of locally grown produce from the Casey-Cardinia region, reimagined and presented in an exciting, unique way. Casey Cornucopia features giant sculptures, surrounded by the world's first edible mist and complemented with a mini-festival of exciting palatable programming.

In addition to the exhibition at Bunjil Place, several City of Casey venues and external organisations will host their own Casey Cornucopia activities.

ARCHIBALD PRIZE 2022

Australia's favourite and most significant art award.

3 September - 16 October 2022

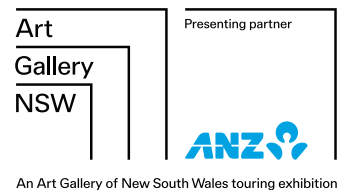
Anticipated Audience 100,000+

Key Demographics As Australia's most loved art prize, this blockbuster exhibition has broad appeal. Based on visitation data for the exhibition, the primary audience will be aged 55+ and tertiary educated, supported by targeted family programming.

The annual Archibald Prize is eagerly anticipated by artists and audiences alike.

Judged by the trustees of the Art Gallery of NSW, the prize is awarded to the best portrait painting. Since 1921 it has highlighted figures from all walks of life, from famous faces to local heroes, reflecting back to us the stories of our times.

This touring exhibition is an opportunity to see the finalists in the Archibald Prize 2022.



Guy Warren with Peter Wegner's Portrait of Guy Warren at 100, winner of the Archibald Prize 2021, at the announcement.

Photo © AGNSW, Mim Stirling





GET IN TOUCH

If you want to know more about Bunjil Place partnerships or sponsorships, we'd love to hear from you.

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