

TWEED REGIONAL MUSEUM

STREET PARTY

SPONSORSHIP PROSPECTUS



2024 EVENT DETAILS

SAT 31 AUG, 12 - 7 PM

QUEENSLAND RD

MURWILLUMBAH NSW

FREE FUN FOR ALL



A SUCCESS STORY

Following the success of our 2023 Street Party, which attracted over 3,000 attendees from near and far, we are thrilled to announce our 2024 event.

Last year we attracted people from a wide cross section of the community, families to young people and seniors, coming from the Tweed shire, wider Northern Rivers area and Queensland.

The 2023 event directly supported 33 Tweed Shire businesses and another 8 from the Northern Rivers area, including artists, musicians, food and beverage providers, event, and production staff.

[Click here](#) to view a snapshot of the 2023 Street Party.

2024 STREET PARTY

This year, we're expanding even further out into surrounding streets with activities and entertainment for all ages. This year's theme is all things Tweed; our people, places, bio diversity and history as we celebrate the Museum's 20th birthday.

This open access, free, all-ages community event that aims to engage people in an array of activities that highlight the creative energy of the Tweed and show our region as a great place to live and visit.

With community support growing from the success of last year, we are expecting close to 4,500 attendees.

WHAT'S ON OFFER

Live Music | Food Trucks and Bars | Special Performances | Discovery Emporium Market | Museum on Wheels | Live Art and Murals | Adventure Game | Workshops and Talks | Prizes | Exhibitions | Chill Zone and more.

COMMUNITY ENGAGEMENT

Our event involves local businesses, not-for-profits, experts, and creatives, with the goal of enhancing community connections, offering business opportunities, and supporting the local economy.

It's a fantastic platform to showcase your support for the community and to engage with a diverse audience.

We invite you to be a part of our 2024 Street Party and help us make this event a spectacular success.

Your support will not only contribute to an unforgettable celebration but also reinforce your commitment to the community.

**2023
3K PATRONS**

**2024
4.5K PATRONS
EXPECTED**

SPONSORSHIP OPPORTUNITIES

THERE ARE SO MANY WAYS WE CAN WORK TOGETHER!

Have a great idea and want to collaborate? Whether you want to provide financial support or give in kind services and event infrastructure, we'd love to hear from you.

Tell us your idea and we can tailor a support package to suit. Every bit helps!

GOLD SPONSOR

\$5,000+ CASH OR IN-KIND

You have a heart of GOLD! We couldn't do it without you! You'll be featured as a major sponsor and be part of our entire event campaign and be seen as helping bring this incredible event to life.

SILVER SPONSOR

\$2,000 CASH OR IN-KIND

Thanks for bringing the sparkle! Your support will help us make this a party to remember. You'll feature in our event campaign and be seen by a large audience.

GROUPIES

\$500 CASH

Hey groupie, help us put together a stellar line-up of live music and art from awesome local acts! Your cash infusion will support local creatives.

YOUR BENEFITS

Depending on your level of generosity benefits may include:

- Tiered branding and recognition across print and digital promotions.
- Recognition in press releases, social media, and email campaigns.
- Exposure to thousands of audience members both local and interstate.
- Client entertainment and networking opportunities such as special tours and experiences.
- Brand visibility, enhanced image and meaningful experience through supporting a community focused event and innovative Museum.

MAKE AN EXPRESSION OF INTEREST

CONTACT

Molly Green

Museum Director

MGreen@tweed.nsw.gov.au

0415 779 396 | (02) 6670 2500

2 Queensland Rd, Murwillumbah, NSW

www.museum.tweed.nsw.gov.au



ABOUT THE MUSEUM

- The Tweed Regional Museum's mission is to collect, preserve and share the Tweed's unique natural and cultural heritage for current and future generations to experience.
- We aim to create connections, inspire wonder and support learning through a year-round program of innovative exhibitions, exciting events, engaging programs and educational experiences.
- We are a leading, award winning regional museum.



THE MUSEUM IN NUMBERS

- 3** Major exhibitions in 2023
- 42,834** Museum visitors in 2023
- 18,635** people attended events and programs in 2023
- 3,000** attended the 2023 Street Party
- 8,700+** Facebook followers (as of May 2024)
- 3,400+** Instagram followers (as of May 2024)
- 2,200+** eNewsletter subscribers (as of May 2024)