



Shop-A-Local

Sponsorship
Prospectus 2025



SHOP-A-LOCAL OVERVIEW

Shop-a-Local is Albury's biggest shop local campaign for 2025, spanning 12 weeks to celebrate and support businesses across the Albury LGA. Designed to invigorate the local economy, the initiative encourages residents to shop locally instead of online or in other cities. With a fun and engaging format, Shop-a-Local features weekly prizes provided by local businesses, leading up to a \$5,000 Jackpot and a \$2,000 Business Prize. Each week, participating businesses will be showcased alongside targeted prizes, ensuring broad community engagement and fostering a stronger local spirit.

Why become a Shop-a-Local Business Champion?

- **Promote Your Business** as a proud local and supporter of the community.
- **Support the Local Economy** by encouraging residents to shop locally.
- **Attract New Customers** and enhance your business viability.
- **Increase Brand Visibility** and reach your target audience.
- **Demonstrate Community Commitment** by actively supporting local economic growth.
- **Boost Customer Engagement** and showcase your products/services.
- **Gain Brand Exposure** through onsite signage, promotional materials, and digital marketing.
- **Build Brand Association** with a trusted campaign that champions local businesses.
- **Expand Your Marketing Reach** through social media, radio, press releases, and local advertising.

Whether you're looking to increase your brand awareness, engage with customers, or showcase your products and services Shop-a-Local will shine a light on your business.

SHOP-A-LOCAL OVERVIEW

Campaign Overview

- **Objective:** To stimulate local economic activity, encourage community support for local businesses, and enhance the visibility of participating businesses.
- **Mechanism:** Participants engage by shopping at businesses within the Albury LGA and scanning a QR code to enter the weekly and grand prize draws.
- **Target Audience:** The campaign will focus on 12 broad archetypes over the campaign from across Albury and neighbouring towns.
- **Duration:** 12-week campaign.
- **Organisers:** Albury City Council, Albury CBD, and Albury Business Connect.

Weekly Brand Characters:

- **Kids Play** - fun, toys, family entertainment
- **Workaholic** - professional services, wellness or self-care items.
- **Greenie** - environmental, upcycling, op shops
- **Master Chef** - cooking at home, utensils, cooking books
- **Trend setter** - fashion outfits, accessories
- **Renovator** - tools, homeware
- **Adventurer** - cycling, fitness, camping
- **Idol wannabe** - music, performance, creative arts
- **Zen seeker** - health, books, candles
- **Gardenesque** - flowers, pets
- **Foodie** - restaurants, coffee, cakes, food experiences
- **Gamer** - entertainment, tech, games, puzzles

SHOP-A-LOCAL SPONSORSHIP

Sponsorship Opportunities

We are seeking Local Business Champions to sponsor the campaign's weekly prizes, offering significant branding and promotional opportunities. This involves a **\$250 Weekly Prize**: A weekly prize to drive campaign participation and generate significant community excitement.

Sponsorship Options:

- **Option 1: Product/s** to the value of \$250
- **Option 2: Product or service Voucher** to the value of \$250
- **Option 3: \$250 Cash** to be utilised to purchase local products or vouchers

Key Deliverables:

- **Brand Alignment** – Associate your brand with one of the weekly prizes, connecting with the excitement of the campaign.
- **Logo Placement** – Featured on all campaign materials, website, and social media for your allocated week.
- **Social Media Recognition** – Shout-outs on AlburyCBD and Albury Business Connect's Instagram and Facebook pages.
- **Verbal Mentions** – Acknowledgment in media appearances, including radio, TV, and online interviews.
- **On-Site Promotion** – Opportunity to engage directly with potential customers at campaign events.

SHOP-A-LOCAL SPONSORSHIP

Key Benefits:

- **Extensive Brand Exposure** – Gain visibility through campaign collateral, media coverage, and promotional materials.
- **Community Recognition** – Boost your reputation as a business that supports local economic growth.
- **Marketing & Media Reach** – Get featured in local news, radio, and online promotions.
- **Customer Engagement** – Interact with a broad audience through on-site promotions and campaign events.
- **Reputational Enhancement** – Strengthen your brand image and demonstrate a commitment to corporate social responsibility.

Additional Promotional Support:

Regardless of which option you choose, we welcome and encourage additional promotional support through your organisation's marketing channels.

This could include:

- Feature the campaign on your website's homepage. This will ensure that anyone who visits your site will see the promotion.
- Send out an email to your customer list. Let your customers know about the campaign and how they can participate.
- Hang posters or flyers (provided) in your business. This will help to raise awareness of the campaign among your customers and employees.
- Include information about the campaign in your newsletter or other marketing materials. This is a great way to reach a wider audience.
- Get creative! There are many other ways you can promote the campaign. For example, you could host a special event or offer a discount to customers who participate.

SHOP-A-LOCAL TERMS AND CONDITIONS

Shop-a-Local Sponsorship Terms and Conditions (NSW Law Compliant)

This document outlines the terms and conditions governing sponsorship of the "Shop-a-Local" campaign, hosted jointly by Albury City Council, Albury CBD, and Albury Business Connect ("the Organisers"). By becoming a sponsor ("the Sponsor"), you agree to the following terms and conditions, which are intended to comply with relevant New South Wales (NSW) legislation, including the Australian Consumer Law (ACL) and relevant fair-trading legislation.

1. Sponsorship Agreement:

This sponsorship agreement ("Agreement") is made between the Organisers (comprising Albury City Council, Albury CBD, and Albury Business Connect) and the Sponsor. Upon signing, the Sponsor agrees to these terms and conditions.

2. Sponsorship Packages and Deliverables:

The Sponsor selects one of the following packages:

Option 1: Product/s to the value of \$250

Option 2: Product or service Voucher to the value of \$250

Option 3: \$250 Cash to be utilised to purchase local products or vouchers by the organisers

Key Considerations: Product/s and Voucher

Product/s and Voucher Validity:

- The product/s or voucher must be new and in good condition.
- Vouchers must have a minimum validity period of six (6) months from the date of issue, ensuring sufficient time for the prize winner to redeem them.
- Any restrictions or limitations on voucher use (e.g., specific days, times, or product exclusions) must be clearly stated and provided to the Organisers in writing.

Product/s and Voucher Suitability:

- The product/s or voucher must be suitable for a general audience and must not contain any offensive, illegal, or inappropriate content.
- The Organisers reserve the right to refuse any product/s or voucher that they deem unsuitable or inconsistent with the campaign's image and objectives.
- Products must comply with all relevant Australian safety standards.

Product/s and Voucher Delivery:

- The Sponsor is responsible for delivering the product/s or voucher to a designated location as specified by the Organisers within an agreed timeframe.
- If the product is to be shipped, the Sponsor will cover all shipping costs.

Warranty and Liability:

- The Sponsor warrants that any product/s provided are free from defects and comply with all applicable Australian Consumer Law (ACL) guarantees.
- The Sponsor is responsible for any warranty claims or product liability issues arising from the provided product/s.
- The sponsor is responsible for any liability arising from the redemption of their voucher.

SHOP-A-LOCAL TERMS AND CONDITIONS

Promotion and Branding:

- The Sponsor agrees that the Organisers can use the Sponsor's business name and logo for the purpose of promoting the Shop-a-Local campaign.
- The Organisers will use reasonable efforts to promote the Sponsor's contribution in campaign materials, but cannot guarantee specific levels of exposure.

Option 3: \$250 cash giveaway

- **Investment:**
 - Provision of the \$250 cash Shop-a-Local weekly prize.

Key Considerations: \$250 Cash Giveaway

Source of Funds:

- The Sponsor must provide the \$250 cash funds directly to the Organisers prior to the commencement of the relevant weekly prize draw, or via a method agreed upon by the organisers.
- The funds must be from a legitimate source.

Prize Distribution:

- The Organisers will handle the distribution of the \$250 cash prize to the weekly winner.
- The organisers will determine the method of payment to the winner, either via electronic transfer, or collection of cash.

Promotion and Branding:

- The Sponsor agrees that the Organisers can use the Sponsor's business name and logo for the purpose of promoting the Shop-a-Local campaign and acknowledging the cash prize contribution.
- The Organisers will use reasonable efforts to promote the Sponsor's contribution in campaign materials but cannot guarantee specific levels of exposure.

SHOP-A-LOCAL TERMS AND CONDITIONS

Liability:

- The Sponsor is not liable for any issues arising after the organisers have passed the cash prize onto the competition winner.
- The organisers are responsible for the distribution of the cash prize to the winner.

Compliance:

- The Sponsor acknowledges that the Shop-a-Local campaign and the cash giveaway will be conducted in compliance with all relevant NSW and Australian legislation, including fair trading and consumer protection laws.
- The sponsors funds must not be the proceeds of crime.

3. Payment Terms:

\$250 cash giveaway are payable within 14 days of signing this Agreement.

- Payment can be made via:
 - Bank Transfer*
 - Stripe Payment*
- * All fees are exclusive of GST.

\$250 product or service voucher:

- Product and service vouchers are to be submitted within 14 days of signing this Agreement to the value of \$250.00.

4. Term and Termination:

- This Agreement commences upon signing and concludes after the "Shop-A-Local Campaign"
- The Organiser may terminate this Agreement if the Sponsor breaches these terms and conditions and fails to rectify the breach within 7 days of written notice.
- The Sponsor may terminate this Agreement if the Organiser materially breaches these terms and conditions and fails to rectify the breach within 21 days of written notice.
- Termination for convenience requires 21 days written notice prior to the event and may be subject to a reasonable cancellation fee reflecting costs incurred by the Organiser.