



ROTARY

Carols
ON THE
Common

SPONSORSHIP
PACK

2026

PREPARED BY



Clubs of
Macquarie Park &
North Ryde



JOIN US TO BRING THE CHRISTMAS JOY TO OUR COMMUNITY!

We invite you to be a part of the 34th Annual Rotary Carols on **Sunday, 13th December 2026, at North Ryde Common.**

As one of Sydney's largest carols events, this cherished community celebration brings together families and friends to share in the Christmas spirit. With live entertainment, carol singing, food stalls, children's rides, and a spectacular fireworks display, the event creates a festival-style atmosphere for all to enjoy!

This annual event is proudly organised by the Rotary Clubs of Macquarie Park & North Ryde, with support from the City of Ryde.

Why Sponsor the Rotary Carols?

By sponsoring this event, you will:

- ✦ Support Rotary & Community Projects – your sponsorship helps us continue our vital work in the community.
- ✦ Gain valuable brand exposure – through extensive pre-event publicity and on-the-night recognition, your business will reach a large and engaged audience.
- ✦ Be recognised as a community leader – show your commitment to social responsibility and enhance your reputation as a Good Corporate Citizen.
- ✦ Enjoy exclusive hospitality – sponsors at the Bronze level and above will have access to a catered VIP Sponsor Area for their invited guests and employees.

Support us to make Rotary Carols 2026 a magical and memorable event for our community!

ROSEANNA GALLO OAM
CHAIRPERSON & MUSIC DIRECTOR
ROTARY CAROLS ON THE COMMON





WHO WE ARE

The Rotary Carols is proudly organised by the Rotary Clubs of Macquarie Park and North Ryde, with support from the City of Ryde and other valued community sponsors. Both clubs have a strong presence in the Ryde community, upholding Rotary's global motto: "Service Above Self."

Funds raised from this event directly support local community groups, schools, and international humanitarian projects, ensuring a lasting impact. Both clubs are registered under NSW Charitable Collections legislation and are committed to ethical and transparent fundraising.

Rotary is a worldwide network of 1.2 million business, professional, and community leaders dedicated to humanitarian service, ethical leadership, and fostering goodwill and peace.

Locally, our club members – residents and professionals from diverse industries – volunteer their time, skills, and passion to make a difference. Through Rotary, they contribute to life-changing projects while enjoying the fellowship and camaraderie that comes with being part of a global service organisation.

If you're looking for a way to give back to your community, expand your network, and be part of meaningful change, we'd love to hear from you!

Learn more & join us

Rotary



[North Ryde Rotary](#)

[Macquarie Park Rotary](#)



North Ryde



Macquarie Park



SOME FACTS AT A GLANCE

- ✦ Without the generous support of our sponsors – this beloved community event would not be possible.
- ✦ Celebrating 34 years of Christmas joy at North Ryde Common!
- ✦ Over 10,000 attendees from North Ryde, East Ryde, Eastwood, Macquarie Park, Putney, and Lane Cove.
- ✦ 3.5 hours of entertainment, including 2.5 hours of live performances and an hour of cherished Christmas Carols.
- ✦ A spectacular 15-minute fireworks display to close the night.
- ✦ \$23,000 raised last year – funding vital Rotary and community projects that make a real difference.

Your sponsorship helps bring this magical event to life while supporting local initiatives and global humanitarian efforts.



NORTH RYDE COMMON

CORNER WICKS AND TWIN ROADS

ROTARY *Carols* ON THE *Common*

MEDIA CO-SPONSOR: THE WEEKLY TIMES (TWT)

We are proud to have the multi-award-winning The Weekly Times (TWT) as a media co-sponsor of the Rotary Carols. TWT has been a long-standing supporter of this cherished event, providing extensive press coverage, including front-page features, that have significantly contributed to its success. We are incredibly grateful for their ongoing support.

Established in 1921, TWT is one of Sydney's longest-running suburban newspapers, serving the North Western Districts of Sydney. As an independently owned and operated publication, TWT remains deeply connected to local issues, fostering a loyal and engaged readership.

Areas covered by TWT:

- | | |
|--------------------|------------------|
| ★ Carlingford East | ★ Lane Cove West |
| ★ Chatswood West | ★ Macquarie Park |
| ★ Concord | ★ Marsfield |
| ★ Denistone | ★ North Epping |
| ★ Drummoyne | ★ North Ryde |
| ★ East Ryde | ★ Ryde |
| ★ Eastwood | ★ West Epping |
| ★ Epping | ★ West Ryde |
| ★ Gladesville | ★ Woolwich |
| ★ Hunters Hill | |

With a strong commitment to promoting local issues and causes, The Weekly Times continues to be a trusted voice for the community and a vital partner in making the Rotary Carols a success.





ROTARY *Carols* ON THE *Common*

DIAMOND PARTNER - \$20,000

EXCLUSIVE | LIMIT TO ONE BUSINESS ONLY

As the Diamond Partner, your organisation becomes the Principal Community Partner of one of Sydney's largest and most cherished Christmas events.

Benefits:



Event naming rights

Rotary Carols on the Common - Supported by [Diamond Partner Name]



Top-tier recognition

Recognised as the Principal Community Partner across all event branding and promotion.



Official welcome

Opportunity to deliver the official welcome and be acknowledged throughout the evening.



Prime time AV exposure

Up to 5-minute promotional video screened on the main stage during the 7.30pm bucket collection – the evening's peak audience moment.



VIP Hospitality Access

Invitation for up to 20 guests to the VIP Hospitality Area with priority parking. (Catering proudly supported by existing sponsors.)



Comprehensive

Marketing Exposure

Top-tier logo placement across print, broadcast, digital, social media, and local press promotions.



Premium Onsite Branding

Solo AV screen placement (minimum 20 appearances), prime entry signage and premium activation space.



ROTARY *Carols* ON THE *Common*

PLATINUM SPONSOR - \$10,000
MAXIMUM OF TWO BUSINESSES

Benefits:



Prominent recognition

Recognised as a Platinum Sponsor across all event branding and promotion.



Stage presence

3-minute on-stage address and MC acknowledgements throughout the evening.



Onsite Activation

Fete stall or promotional marquee in a prime event location.



VIP Hospitality Access

Invitation for up to 10 guests to the catered VIP Hospitality Area with reserved parking.



Marketing Exposure

Inclusion in print, broadcast, digital, social media, and local press promotions.



Onsite branding

High-visibility placement across AV screens. Banners onsite.



ROTARY *Carols* ON THE *Common*

GOLD SPONSOR - \$5,000
MAXIMUM OF THREE BUSINESSES

Benefits:



Recognition

MC acknowledgement of Gold Sponsorship status throughout the event.



Onsite Activation

Your business Marque or stall to promote your product or business.



VIP Hospitality Access

Invitation to catered VIP hospitality tent for up to 5 guests, including reserved parking close by.



Marketing Exposure

Inclusion in print, broadcast, digital, social media, and local press promotions.



Onsite branding

Logo and "Gold Sponsor" prominently displayed on AV screens at least 10 times throughout the night.

Banners placed in proximity of VIP area.





ROTARY
Carols
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Common

SILVER SPONSOR - \$2,500
MAXIMUM OF FOUR BUSINESSES

Benefits:



Recognition

MC acknowledgement of Silver Sponsorship status throughout the event.



VIP Hospitality Access

Invitation to catered VIP hospitality tent for up to 3 guests.



Marketing Exposure

Inclusion in print, broadcast, digital, social media, and local press promotions.



Onsite branding

Logo and "Silver Sponsor" prominently displayed on AV screens 3 times throughout the night.



ROTARY
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BRONZE SPONSOR - \$1,500
MAXIMUM OF FIVE BUSINESSES

Benefits:



Recognition

MC acknowledgement of
Bronze Sponsorship
status throughout the
event.



VIP Hospitality Access

Invitation to catered VIP
hospitality tent for you
and one guest.



Marketing Exposure

Inclusion in print,
broadcast, digital, social
media, and local press
promotions.



Onsite branding

Logo and "Bronze
Sponsor" prominently
displayed on AV screens
twice during the night,
along with other Bronze
sponsors.





ROTARY *Carols* ON THE *Common*

LOST ELVES TENT - \$3,500

EXCLUSIVE | LIMIT TO ONE BUSINESS ONLY

The 'Lost Elves' tent is a marquee for lost children during the Carols event. Situated in a prominent location next to the stage, the Master of Ceremonies refers to the 'Lost Elves' tent multiple times during the night.

Benefits:



Recognition

MC mention every half an hour.



Onsite Activation

Prime position next to the stage.



VIP Hospitality Access

Invitation to catered VIP hospitality tent for up to 3 guests.



Marketing Exposure

Inclusion in print, broadcast, digital, social media, and local press promotions.



Onsite branding

Banner placed at the tent, which we provide/or you can provide your own.





ROTARY *Carols* ON THE *Common*

BAND & ENTERTAINMENT SPONSOR - \$2,000 **MAXIMUM OF TWO BUSINESSES**

The band & entertainment sponsorship enables the carols to be accompanied by a brass band as well as other costs for hiring other choirs that we invite to perform.

Benefits:



Recognition

MC mention before the performance group is introduced.



VIP Hospitality Access

Invitation to catered VIP hospitality tent for you and one guest.



Marketing Exposure

Inclusion in print, broadcast, digital, social media, and local press promotions.



Onsite branding

AV slide prior to the entertainment group being introduced -
[entertainment] sponsored by
[sponsor name]





COMMUNITY TENTS - \$800

MAXIMUM OF TWO BUSINESSES PER COMMUNITY TENT

Benefits:



Recognition

MC mention -
community
announcement.



Marketing Exposure

Inclusion in print,
broadcast, digital, social
media, and local press
promotions.



Onsite branding

Banner placed within the
allocated tent.

Royal Rehab Lifestyle Choir

RASAI D



The Social Hub

We will also accommodate other organisations with special needs to be part of these tents.

ROTARY *Carols* ON THE *Common*

COMMUNITY DONATION SPONSOR - \$650

Benefits:



Marketing Exposure

Inclusion in print, broadcast, digital, social media, and local press promotions.



Onsite branding

"Community Sponsor" displayed on AV screen with other Community Donation Sponsors.





SPONSORSHIP PACKAGES SUMMARY

SUMMARY

	Diamond	Platinum	Gold	Silver	Bronze
Naming Rights	Event	None	None	None	None
Recognition	Principal	Platinum	Gold	Silver	Bronze
Stage access	Official Welcome	3-min address	None	None	None
Onsite Exposure	5-min video Solo AV screen Banners onsite	Logo on screens 15 times Stall Banners onsite	Logo on screen 10 times Stall Banners onsite	Logo on screen 3 times Banners onsite	Logo on screen 2 times Banners onsite
VIP Hospitality Access	20	10	5	3	2
Marketing	Top-tier Print Broadcast Digital Social	Print Broadcast Digital Social	Print Broadcast Digital Social	Print Broadcast Digital Social	Print Broadcast Digital Social
	Lost Elves	Band & Entertainment	Community Tent	Community Donation	
Naming Rights	One Tent	One Group	One Tent	None	
Recognition	Every half hour	Prior to allocated performance	Community announcement	Community announcement	
Stage access	None	None	None	None	
Onsite Exposure	Tent in prime position Banners onsite	Banners onsite	Banners onsite	Logo with other Community sponsors	
VIP Hospitality Access	3	2	None	None	
Marketing	Print Broadcast Digital Social	Print Broadcast Digital Social	Print Broadcast Digital Social	Print Broadcast Digital Social	



JOIN US AS A SPONSOR
SECURE YOUR SPOT TODAY!

Thank you for considering our sponsorship proposal. We would love to have you on board. Don't miss this opportunity to showcase your business at one of Sydney's largest community carols events.

Contact us to secure your sponsorship

Roseanna Gallo OAM
Chairperson



0418 692 410



sponsorship@carolsonthecommon.org.au



Rotary Carols on the Common



RotaryCarolsOnTheCommon

Payment details

Cheques payable to: Rotary Club of North Ryde

Direct deposit to:

Account Name: Rotary Club of North Ryde (Carols)

BSB: 633 000

Account Number: 194 257 374

Bank: Bendigo Bank North Ryde

Charity No: CFN 13536



EVENT CANCELLATION POLICY

Rotary Carols on the Common is an outdoor community event. While every effort will be made to deliver the event as planned, the organisers reserve the right to cancel, postpone, or modify the event due to circumstances beyond our control.

Such circumstances may include, but are not limited to:

- ✦ Severe weather conditions
- ✦ Government directives or public health restrictions
- ✦ Safety or security concerns
- ✦ Force majeure events

In the event of cancellation, sponsorship funds will be applied toward event expenses already incurred and committed costs.

The organisers will work in good faith with sponsors to provide alternative promotional opportunities where reasonably possible.

No refunds will be provided in the event of cancellation due to circumstances beyond the organisers' control.

