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Roz Ellis
Manager Stakeholder Relations
Communications and Engagement
Town of Victoria Park
Via email: REllis@vicpark.wa.gov.au

Dear Roz

Partnership opportunity for Burswood Park Board's Christmas Event, Santa's Symphony in the Park

On behalf of Burswood Park Board, I am writing to express our sincere interest in partnering with the Town of Victoria Park for Santa's Symphony in the Park, our flagship Christmas event. This partnership would closely align with the key principles that underpin the Town's Events Strategy.

Santa's Symphony in the Park embodies the following principles:

Connected Community: The event fosters a sense of connection and belonging within the Victoria Park community, uniting people to celebrate the holiday season and strengthen social ties.

Creative and Artistic: Through captivating performances by the Perth Symphony Orchestra and other artistic elements, Santa's Symphony in the Park celebrates and ignites the creativity of our community, showcasing local talent and inspiring artistic expression.

Diverse and Inclusive: We strive to create an accessible and welcoming environment where all members of the community can come together to enjoy the festivities, regardless of age, background, or interests.

Support and Grow Local: Santa's Symphony in the Park proudly supports and showcases local businesses and community organisations, providing them with a platform to contribute to the vibrancy of Victoria Park.

Sustainable and Green: Burswood Park Board is committed to environmental sustainability and aims to minimise our environmental footprint while ensuring the long-term success and evolution of events in our park.

Burswood Park Board is seeking sponsorship of \$50,000 per annum for a three-year period. This support will contribute significantly to the continued success and cultural

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enrichment of Santa's Symphony in the Park, reinforcing our commitment to delivering an exceptional experience for local, national, and international visitors.

Santa's Symphony in the Park is a community-focused event that brings people together from all walks of life to celebrate in a joyous and inclusive atmosphere. Last year's event, supported graciously by the Town of Victoria Park, showcased the area as a premier venue destination.


Our social media campaign garnered significant traction, with substantial increases in online engagement across platforms. These metrics not only reflect the event's popularity but also highlight the potential for further growth and reach in the coming years.

Through our partnership, we aim to deliver an inclusive, well-managed, and safe event that enhances the quality of life for our community and visitors alike. By working together, we can leverage our resources and expertise to create memorable experiences for everyone involved.

In conclusion, a three-year partnership between Burswood Park Board and the Town of Victoria Park for Santa's Symphony in the Park represents a mutually beneficial opportunity. It supports the sustainability and growth of our flagship event and aligns with the shared values and goals of our respective organisations.

Thank you for considering our proposal. I look forward to the possibility of collaborating with you on this exciting venture.

With warm regards



LEANNE DREWITT
Corporate Affairs Manager

9 April 2024