



Dubbo City Regional Airport Partnership Program Prospectus 2021-2024 36 Month Program / 12 Month Digital Only



**LET'S KEEP WORKING TOGETHER TO PROMOTE THE
DUBBO REGION AS A PREMIER DESTINATION.**

You are invited to be part of Dubbo City Regional Airport's innovative partnership program. Businesses supporting the program, will receive high brand exposure, tailored messaging and the opportunity to speak directly to new and existing customers across signage and digital platforms within the Airport. Now more than ever, with domestic travel a premium product, the high volume of foot traffic combined with high dwell times creates business awareness and growth opportunities.

The Dubbo City Regional Airport is part of a national network bringing travellers from interstate destinations of Melbourne and Brisbane as well as drawing passengers from Sydney, Newcastle, Ballina, Bourke, Broken Hill, Walgett and Lightning Ridge.

Benefits of promoting your brand at the Dubbo City Regional Airport

Passengers at airports are in high spirits, off to their holiday destination or next big business meeting. This positive, powerful mind-set encourages spend and allows advertisers to connect with passengers during this heightened state of awareness – a unique opportunity to stimulate connections with products and brands. Passengers arrive at the terminal on average 45 minutes prior to their departure providing you the opportunity to promote your brand and deliver messages to new and existing customers. In short, if you're flying, you're waiting, and the airport is a unique environment in which there is a captive audience with guaranteed, substantial dwell time.

Benefits of the partnership program

The Dubbo City Regional Airport Partnership Program offers bundled benefits across signage, web and print platforms. Our Welcome and Departure partnerships include digital wall advertising, brand placement on our website. Thirty-six month partnerships offer brand and product exposure to people who utilise the airport and it's services annually. Whether you are welcoming or bidding farewell to friends, colleagues or family, the airport has a constant flow of people. As a partner of the program, you will amplify your brand to what is a largely deemed an engaged, high-income fly-market. For a cost ranging between \$40.77—\$163.07 per week, your business can shine as a proud advocate for our region's diversity, connectivity and growth.

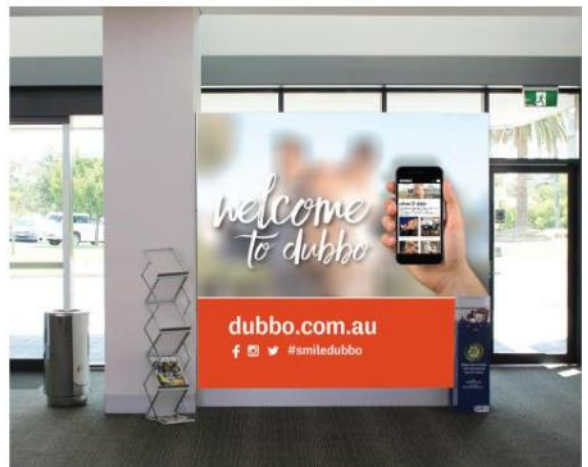
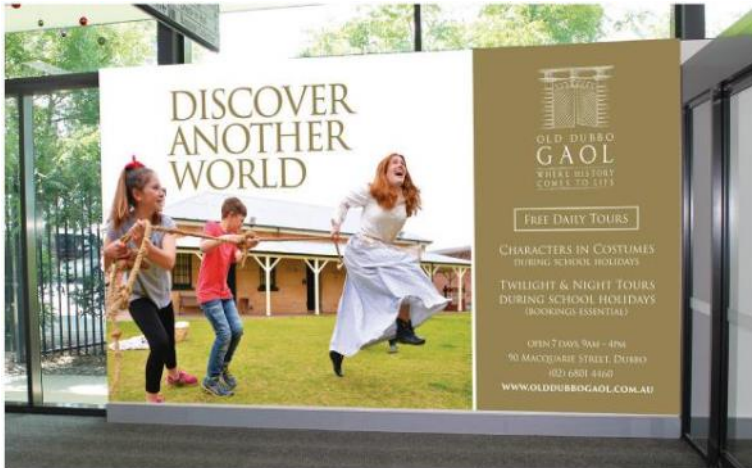
BOOKING OPTIONS (PRICE PER ANNUM FOR 36 MONTH CONTRACT)		
Partner Type	Terminal Location	Price (excl. GST)
Welcome Partner	Welcome Hall (Airside) Western Side and Digital Wall in Arrivals	\$6,360
Welcome Partner	Welcome Wall and Doors and Digital Wall in Arrivals	\$6,360
Welcome Partner	Welcome Wall and Digital Wall in Arrivals	\$6,360
Welcome Partner	Hallway Opposite Hire Car and Digital Wall in Arrivals	\$4,240
Welcome Partner	Arrivals Baggage Collection Area and Digital Wall in Arrivals	\$8,480
Departures Partner	Landside Café and Digital Wall in Arrivals	\$5,300
Departures Partner	Departures Lounge and Digital Wall in Arrivals	\$6,360
Departures Partner	Charging Station and Digital Wall in Arrivals	\$6,360
Departures Partner	Bench Seating and Digital Wall in Arrivals	\$5,300
Departures Partner	Café and Digital Wall in Arrivals	\$3,180
Digital Partner Only (36 Months)	Digital Wall in Arrivals	\$2,120
Digital Partner Only (12 Months)	Digital Wall in Arrivals	\$2,670

Wall applications: Selling our City, our Region and YOUR BUSINESS

Brand placement and tailored messages

We are looking for:

- Bold, strong and striking images.
- Warm and welcoming messages.
- Artwork that is aspirational.



**Let's avoid logo overload!
It's no way to sell your
business or our destination!**



Welcome Partner – Welcome Hall
Investment: \$6,360 per annum
(36 months)
Dimensions 7.33m wide x 2.75m high



Welcome Partner – Welcome Wall + Doors
Investment: \$6,360 per annum (36 months)
Dimensions 2.5m wide x 3.17m high



Welcome Partner – Welcome Wall
Investment: \$6,360 per annum (36 months)
Dimensions 4.345m wide x 2.64m high



Welcome Partner – Hallway (Opposite Hire Car Desks)
Investment: \$4,240 per annum (36 months)
Dimensions 4.975m wide x 2m high



Welcome Partner – Arrivals Baggage Collection Area
Investment: \$8,480 per annum (36 months)
Dimensions 18.24m wide x 2.66m high



Departures Partner – Landside Café
Investment: \$5,300 per annum (36 months)
Column dimensions 0.5m wide x 2.6m high
Top of door dimensions 4.215m wide x 0.22m high



Departures Partner – Departures Lounge
Investment: \$6,360 per annum (36 months)
Dimensions 4.385m wide x 2.87m high



Departures Partner – Charging Station
Investment: \$6,360 per annum (36 months)
Dimensions 4.385m wide x 2.87m high



Departures Partner – Bench Seating
Investment: \$5,300 per annum (36 months)
Dimensions 5.215m wide x 1.84m high



Departures Partner – Cafe

Investment: \$3,200 per annum (36 months)

Dimensions 2.055m wide x 1.32m high



Digital Partner only*

Investment: \$2,120 per annum (36 month contract)

or

Investment: \$2,670 (12 month contract only)

Dimensions 3.5m wide x 2m high

Included Partnership Benefits

- Businesses and organisations are invited to advertise on the new digital walls
- Digital Wall located above baggage collection carousel
- Minimum 6 x 30 second advertisements hourly
- Advertisement can be inter-changeable and seasonal, depending on messaging
- Design and production not included
- To be supplied to airport management on USB or via email



*Digital wall benefits included as additional benefits for all Welcome & Departures Partners.

TERMS AND CONDITIONS

Cost/Investment includes artwork, production and installation

- Logo must not be any larger than 10% of the advertising area
- All artwork is to be submitted for approval
- Repairs and maintenance expenses as a result of damage or vandalism or poor workmanship will be met by Dubbo City Regional Airport
- Partnerships are 36 months, pro rata to apply where applicable.
- At the cessation of the partnership, Dubbo Regional Council will arrange the removal of the wall wrap (cost included).
- Partners will be invoiced in each financial year for each 12 month period.

Partnerships that are not permitted:

- Organisations that are involved in the manufacture, distribution and wholesaling of tobacco and/or tobacco related products.
- Organisations involved in the manufacture, distribution and wholesaling of pornography related products.
- Organisations whose products or services are injurious to health, and/or are perceived to be in conflict with Council's Policies and responsibilities to the community.

Content that is not permitted:

- Promotes political or religious activities/beliefs.
- Implies that Council supports excessive alcohol use or gambling.
- Denigrates, excludes or may offend minority community groups.
- Does not reflect community standards.
- Requires or implies the City/region's or Council's endorsement of commercial products, services, companies or individuals. *Note: whilst all advertising represents a partnership that comes with a level of endorsement from both parties Logo placement with a 'proudly supported by' tag line does not classify as an endorsement of a business. An image of Councillors using the product saying "it is the best" would be seen as endorsement.*
- Personally benefits individual employees/Councillors or their family/friends.
- Implies City/Region/Council endorsement of contentious community issues.

Partnership Contact: *If you have an questions regarding the Dubbo City Regional Airport Partnership Program please don't hesitate to contact Sophie Irvin or Jacki Parish on (02) 6801 4560.*

Terms & Conditions: *Please see terms and conditions on booking form*

Key Timelines: *As spaces are limited Bookings will be made on a first in first served basis.*

