



Laidley CHRISTMAS CARNIVAL



Yule. Love it!

SPONSORSHIP PROSPECTUS



Friday 27 November 2026

Patrick Street, Laidley • 5:30pm – 8:30pm

Join us as we transform Patrick Street into a festive wonderland of Christmas lights, free family entertainment, local shopping, live music and community celebration.



Proudly delivered by the Lockyer Chamber of Commerce, Industry and Tourism



A Christmas tradition Worth Supporting



More than just an event, the Laidley Christmas Carnival is a celebration of everything that makes our region special.

Every year, the Laidley Christmas Carnival brings together families, visitors, businesses and community groups for one unforgettable evening in the heart of Laidley. Proudly delivered by the Lockyer Chamber of Commerce, Industry and Tourism, the event is designed to showcase local businesses while creating a magical Christmas experience for all.

For generations, locals have gathered to celebrate the festive season through Christmas displays, community activities, the iconic Ham Wheel, local shopping and family entertainment. Today, the Carnival continues that tradition by bringing thousands of visitors into Laidley's main street and creating a memorable experience for families across the Lockyer Valley.

Through sponsorship, local businesses have the opportunity to become part of a cherished community tradition while receiving valuable exposure and demonstrating their commitment to the region.

Connect Your Brand with Community

As a sponsor, your organisation will be associated with:

- ✓ A well-established annual community event
- ✓ Approximately 1,000 attendees from across the region
- ✓ Positive community engagement
- ✓ Family-friendly experiences
- ✓ Strong local business support
- ✓ Extensive social media and event promotion

Together, we'll make Laidley shine this Christmas.

Headline Opportunities

Please note: sponsors supply their own signage.

EXCLUSIVE

Major Sponsor

\$5,000

A Christmas celebration is only possible with a guiding star.

- ✓ Recognition as Presenting Partner
- ✓ Premium signage throughout the event
- ✓ Dedicated sponsor spotlight campaign
- ✓ Speaking opportunity available
- ✓ Prime activation site
- ✓ Media recognition

Exclusive category — one Major Sponsor only.

NEW FOR 2026 • EXCLUSIVE

Kids Ride Wristband Sponsor

\$500

The sponsor behind the smiles — your brand on every ride, every smile and every memorable moment.

As the exclusive Kids Ride Wristband Sponsor, your business will be prominently associated with one of the most popular aspects of the Carnival: the kids' rides. The wristband acts as a rider's pass and is worn throughout the event, providing continuous visibility for your business. Affordable \$5 rides are a key part of the Carnival's philosophy of supporting families and encouraging spending within local businesses.

- ✓ Exclusive naming rights as the Kids Ride Wristband Sponsor
- ✓ Business logo printed on official ride wristbands
- ✓ Recognition on Carnival social media before and after the event
- ✓ Opportunity to display promotional material at the wristband collection point
- ✓ Recognition in sponsor thank-you communications

Sponsorship Packages

Please note: sponsors supply their own signage.

Ride & Activity Sponsor

\$500 each

Align your business with one of the Carnival's most popular attractions.

SPONSOR AN ATTRACTION

- Giant Slide
- Mechanical Bull
- Jumping Castle
- Obstacle Course
- Rock Climbing Wall

BENEFITS INCLUDE

- ✓ Exclusive sponsor signage at your chosen attraction
- ✓ Logo placement on attraction signage
- ✓ Social media recognition
- ✓ Event-day announcements

Approximately six attraction sponsorships are available, allocated on a first-come, first-served basis.

Silver Star Sponsor

\$1,000

Ideal for businesses seeking strong community visibility.

- ✓ Featured logo on sponsor signage
- ✓ Social media recognition
- ✓ Event-day acknowledgements
- ✓ Opportunity to display promotional material
- ✓ Recognition on the Carnival sponsor board

Supporting Sponsor

\$250

A valuable option for businesses wanting to demonstrate community support.

- ✓ Logo included on sponsor recognition signage
- ✓ Social media acknowledgement
- ✓ Inclusion in sponsor thank-you communications

Every package includes our sincere thanks — and a very merry Christmas.

The Iconic Ham Wheel

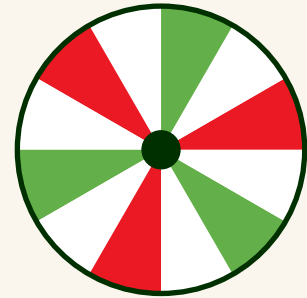
Ham Wheel Sponsor

\$100 per spin

• APPROX. 12-15 OPPORTUNITIES EACH YEAR

One of the Carnival's most popular traditions and a highlight of the evening. Sponsorship supports prize costs while giving businesses direct recognition on the night.

- ✓ Sponsor name announced during the sponsored Ham Wheel draw
- ✓ Recognition on Carnival social media
- ✓ Inclusion on sponsor thank-you graphics



Help us bring Christmas to life

When the lights come on, Santa arrives and Patrick Street fills with families, you're helping create something special.

Your sponsorship delivers affordable rides, festive entertainment, community activities and memorable experiences for local families while supporting the businesses that keep our main street vibrant all year round.

Be part of the magic. Be part of the tradition.

Become a 2026 sponsor

Lockyer Chamber of Commerce, Industry and Tourism

secretary@lockyerchamber.com.au



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Sponsorship Booking Form

Laidley Christmas Carnival · Friday 27 November 2026 · Patrick Street, Laidley

BUSINESS NAME

ABN

CONTACT PERSON

PHONE

EMAIL

WEBSITE / SOCIALS

SELECT YOUR SPONSORSHIP

- ☐ Major Sponsor — \$5,000 (exclusive)
- ☐ Ride & Activity Sponsor — \$500 each (approx. 6 available)
Preferred attraction: _____
- ☐ Silver Star Sponsor — \$1,000
- ☐ Supporting Sponsor — \$250
- ☐ Kids Ride Wristband Sponsor — \$500 (exclusive, new for 2026)
- ☐ Ham Wheel Sponsor — \$100 per spin
Number of spins: _____

TOTAL SPONSORSHIP AMOUNT (\$)

IN-KIND CONTRIBUTION (IF ANY)

SIGNATURE

DATE

Return this form to: the Lockyer Chamber of Commerce, Industry and Tourism — secretary@lockyerchamber.com.au. A tax invoice will be issued on confirmation of your sponsorship. Logo artwork (high-resolution PNG or PDF) can be emailed to the same address. Sponsors supply their own event signage.



Thank you for making Laidley shine this Christmas.