

Merredin, Njaki Njaki Noongar country, is home to people from many cultures and backgrounds.

Discover the stories that shaped the architecture of our town and its integral involvement in expanding the Western Australia that we know today, at our inaugural Gateway Merredin Festival.

With a skyline that has changed little since the early 1920s, unearth the layers between the trees, paddocks, bricks and mortar, the blood sweat and tears, and the multicultural influences that formed this unique part of our State.

In 2021, our Troops, Trains and Treasures will whisk you away into the rich tapestry of WA's history and Merredin's unique involvement in this; with fun and delights to be discovered by all the family!









About

Welcome to GATEWAY MERREDIN - WA's newest regional festival!

Born from a community's passion to showcase its unique history and hidden treasures, the inaugural Gateway Merredin festival will be one to remember this 24–26 September.

With a program, jam packed with illumination projections, live entertainment, unique historic tours and the State's newest public art trail, our 2021 "Troops, Trains and Treasures" program offers something for everyone!

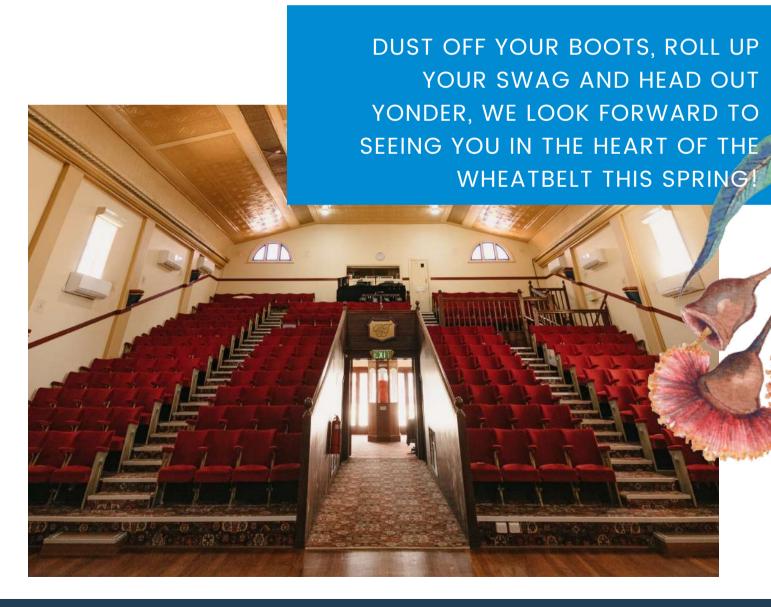
A SIGNATURE ANNUAL EVENT PLACING MERREDIN ON THE STATE'S REGIONAL FESTIVAL CALENDAR

- Through its ongoing community engagement, the Shire of Merredin recognises the community's vision to create an annual festival that highlights the best of Merredin, celebrating the rich culture and history of the town and region. Gateway Merredin is an opportunity for the community of Merredin to extend its generous hospitality to our neighbours from across the State as they immerse themselves in a variety of events and offerings over the course of a weekend.
- To show our commitment to this community vision, the Shire of Merredin put forward \$25,000 of seed funding in the 2020-21 financial year, in order to develop and progress the annual Gateway Merredin Festival concept.
- The Shire has since successfully pursued funding from the Department of Local Government, Sports and Communities and continues to seek funding from other funding bodies including Lotterywest.

Festival Snapshot - Troops, Trains and Treasures

The inaugural **Gateway Merredin** Festival will be themed around the town's distinct military and railway history, connecting these stories through **illumination**, uniquely curated **tours** (walk, drive or fly), themed **outdoor movies** and a **military parade**.

The festival will be brought further to life by the showcasing of a range of treasures that are undeniably Merredin. This will include the launch of WA's newest **public art trail** (developed by Meridien Regional Arts Inc.), **food workshops** that highlight wheatbelt produce, a **GAME DAY** fair to ensure the **AFL Grand Final** is covered and, as a nod to a historic visit from Australia's rock royalty ACDC, a ticketed concert event by **The ACDC Experience**, will be held at the jewel of our crown, the **Cummins Theatre**.

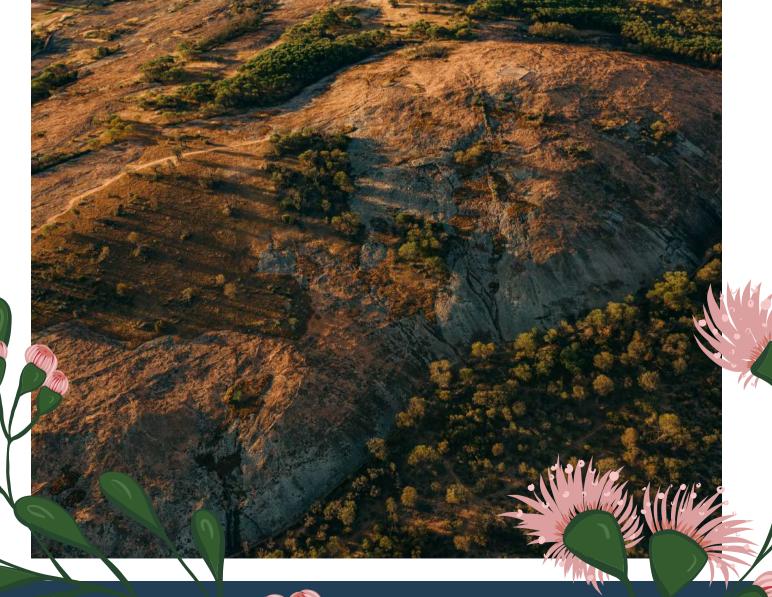




Corporate Sponsorship

The Shire of Merredin is committed to creating long lasting partnerships with its business community. Becoming a sponsor of Gateway Merredin will allow your business to stand out amongst the crowd, in the lead up to and during the event, as you display your support to the Merredin community and the surrounding region. This is a not-for-profit event. All proceeds raised through sponsorship, funding and ticket sales, will directly benefit the local community groups delivering the event with any surplus to be reinvested into next years festival.

The generous funding sourced to date provides certainty for the delivery of features including the major illumination project, the ACDC Experience and some free entertainment. To deliver this event to a caliber which attracts and retains tourism to Merredin and the wider region annually, corporate sponsorship is now invited. With many opportunities, accommodating all budgets, we look forward to working with you in 2021 and the years to come.





Game Day Show-Down

Saturday, 25 September 2021 10.30am-2.00pm **Bates Street**

Grand Final Day festivities will kick off from 10.30am outside the doors of the Cummins Theatre. A big screen live simulcast, Game Lounge, live entertainment, family fun, food and beverages will allow those who wish to stay awhile even long enough to stroll straight into the venue for The ACDC Experience that evening.



Buy from the **Bush - Market**

Saturday, 25 September 2021 10.30am-2.00pm **Bates Street**

Bates Street will be closed to vehicles for the duration of the weekend. The space will be brought to life on Saturday morning as the spotlight is placed on the local small business community, who will be given the opportunity to show their wares at the Buy from the Bush Market Day.



Street Eats

Saturday, 25 September 2021 4.00pm-7.00pm **Bates Street**

The Game Day fun continues from 4.00pm, with crowd pleasing street food at the doorstep of the Cummins Theatre. Live entertainment, food stalls and trucks unite in this fun, family friendly event. A nod to our towns unique military history, musical act Swinging at the Savoy will have festival goers riding down memory lane before the evening culminates inside the Theatre with The ACDC Experience.



Food Workshop

Saturday, 25 September 2021 11.00am-1.00pm Tivoli Room

Hosted by Pizza Guru, Damiana Demarte, we share how our local produce attracted new cultures to the area, over the years. Where staples like wheat could be easily grown, our region became a mecca for Italian immigrants and many other cultures. Learn to make your own pizza dough and sauce from scratch in this hands on activity. Salute over a glass of red wine and take home a bag of goodies to remember your experience.





Artist's Workshop

Saturday, 25 September 2021
10.00am-2.00pm
Old North Merredin Primary School Precinct

Western Australian Watercolour Artist, Jessie Spring, who also happens to call Merredin home, will take you on a whimsical journey, immersing you into the Merredin landscape in this half day art workshop. This watercolour painting workshop, for beginners, will take you step by step through the painting of our iconic 'Kalgoorlie Bitter' water tower.



Bush and Billy Morning Tea

Sunday, 26 September 2021 10.30am-11.30am Roy Little Park

Let us entertain our visitors with a bush style morning tea. Boil the billy over the campfire and relax with a cuppa, scone, damper and other locally made delights in this free community event following the military vehicle parade along Barrack Street (which will culminate at the Roy Little Park).

Overflow Accommodation Provision

24-27 September 2021 2.00pm-10.00am Merredin Regional Community Leisure Centre

Our best efforts will be made to connect all visitors with our existing accommodation providers. However, it is recognised that accommodation is limited in the current environment, with many contractors occupying rooms at our towns premium accommodation providers.

To ensure that our visitors are met with ample accommodation opportunities for the festival duration, an overflow campground with facilities, will be set up at the grounds of the Merredin Regional Community Leisure Centre. In 2021, the festival organisers aim to offer temporary ablution blocks for campers at this site.





Event Sponsorship Opportunities

Principal Sponsors

- Event Naming Rights (for Sponsorships \$3,000 +)
- Pre-Event Branding in all marketing materials
- Advertisement in Full Events Program
- Banner (pull up or tear drop) display at event NOTE: partner supplied
- Branding on Game Day big screen and Major Illumination reel
- 6 x Complimentary tickets to VIP launch
- Certificate of Appreciation

Major Sponsors

- Pre-Event Branding in print/online marketing materials (for \$1,500 +)
- Branding in Full Events Program
- Banner (pull up or tear drop) display at event NOTE: partner supplied
- Branding on Game Day big screen and Major Illumination reel
- 4 x Complimentary tickets to VIP launch
- Certificate of Appreciation

Event Sponsors

- Branding in Full Events Program (\$500 +)
- Branding on Game Day big screen and Major Illumination reel (\$500 +)
- Branding in Event marketing materials
- 2 x Complimentary tickets to VIP launch

Buy from the Bush - Market **Illumination Lounge** Principal Sponsor - \$3,000 • Principal Sponsor - \$2,500 Major Sponsor - \$1,000 • Major Sponsors (x2) - \$1,000 Event Sponsors - \$500 + • Event Sponsors - \$300 + Game Day **Street Eats** • Principal Sponsor - \$5,000 • Principal Sponsor - \$3,000 • Major Sponsors (x2) - \$1,500 • Major Sponsors (x2) - \$2,000 • Event Sponsors - \$300 + • Event Sponsors - \$500 + **Operation Base Camp Community Shuttle Bus** • Principal Sponsor - \$5,000 • Principal Sponsor - \$3,000 • Major Sponsors (x3) - \$1,000 • Event Sponsors - \$500 +



Hospitality Partners

The Gateway Merredin Festival, was born out of your community's aspirations to support the local business community by attracting visitors, in their thousands, to the region each year.

The festival will offer many catering opportunities amongst the general meal needs of tourists visiting the region this September long weekend.

We hope that your business will be able to support the success of this event by providing extended hours of operation over the course of the weekend.

Further, If you wish to participate in one of the formal catering opportunities the event will present, please be in touch with Darcie or Andrina at the Shire on 9041 1611. Some information about the events requiring formal catering packages are outlined within the following pages.

AN OPPORTUNITY FOR MERREDIN TO SHINE



Canapes with the Conductor

Friday, 24 September 2021 6.00pm-7.00pm Merredin Railway Museum

To launch the festival, a sundowner on the platform of the historical Railway Museum will be held. This VIP event will include canapes and bubbles before an official launch, ending with the premiere viewing of the Illumination project at the Australia Post building. Canape dishes to be catered by all participating venues.





Walk.Bus.Fly Tour Picnic Packs

Saturday, 25 September 2021 10.00am-12.00pm Miscellaneous Sites

Guided tours that highlight the key historic sites, stories and influences that shaped and formed this unique part of our State will be offered in the form of walking, coach and bus tours. Picnic Packs will be offered as part of the tour package.



Game Day Show Down

Saturday, 25 September 2021 12.00pm-2.00pm 31 Bates Street

What's your best game day lunch pack? Let us know your package and we will publish your deal as an opportunity for for pre-order or 'on the day' purchasing, to be collected by patrons at your venue (pre-game or half time).



Street Eats

Saturday, 25 September 2021 4.00pm-7.00pm 31 Bates Street

Street Eats returns to Bates Street this Spring with the opportunity to please the crowds with your best street food at the doorstep of the Cummins Theatre. Set up your own stall at this food truck friendly event. Free live entertainment will be offered in the grand final wind-down as crowds ramp up for The ACDC Experience commencing at 7.00pm at the Cummins Theatre.



Accommodation

We strive to direct all tourists to our fabulous accommodation providers around town including our popular farm stays. If you wish to participate in providing special festival accommodation packages, it would be our pleasure to promote your venue as a hospitality partner.

NOTE: We understand that the availability of accommodation is limited at present due to the many contract-based projects occurring across the region. As a result, overflow accommodation will be provided at the Merredin Regional Community Leisure Centre.

Movie Snack Bar:

Sunday, 26 September 2021 7.30pm-9.30pm Merredin Military Museum

A community outdoor movie night will be offered again on the Sunday night, this time at the Military Museum. This outdoor movie will, have a nod to the classic Vietnam war movie night culture. A snack bar, again to be offered to movie patrons. Preordered meal packs will also be an option for catering operators who wish to participate in providing such offers.





Community Partners

The inaugural Gateway Merredin Festival can only be successful with the assistance of community groups and volunteers.

There are community members actively participating in the planning of this event, having offered to sit on the 2021 working party. If you wish to be a part of the 2022 working party or to volunteer, in any capacity, this September, please do get in touch with Darcie or Andrina at the Shire on 9041 1611.

To ensure this event is run smoothly and to a standard which will be spoken of for months to come, volunteer teams will be required. Opportunities are available to fundraise for your local club or community group. Volunteer teams are required for assistance with set-up, pack down, event styling, cleaning, visitor servicing, bus driving and many other tasks over the course of the weekend. If your club/group would like to offer a team of volunteers to help with a specific event, please get in contact.

AN OPPORTUNITY FOR MERREDIN TO SHINE



Street Eats	Buy from the Bush - Market
 Set Up (including chairs, trestles, lighting towers) Pack Down General Rubbish pick up \$750 	 Set Up (including marquees, weights, trestle tables) Pack Down General Rubbish pick up \$1,000
Game Day	Bush & Billy Morning Tea
 Set Up (including chairs, trestles, some staging equipment) Pack Down General Rubbish pick up \$1,000 	 Set Up (including event styling, chairs, trestles, possible fire pit) Pack Down General Rubbish pick up \$1,500
Artist Workshop	Food Workshop
 Set Up (including trestles, styling) Pack Down / clean General Rubbish pick up 	 Set Up (including trestles, styling) Pack Down / clean General Rubbish pick up

\$500

Major Fundraising Opportunities - call to discuss

- Base camp cleaning
- Visitor Servicing

\$500

• Community shuttle bus





