



City of Hobart

Promotional Opportunities for Events, Festivals and Awareness Campaigns 2022-23

August 2022



City of **HOBART**

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Acknowledgement

In recognition of the deep history and culture of our city, we acknowledge the Tasmanian Aboriginal people as the Traditional Custodians of this land. We acknowledge the determination and resilience of the Palawa people of Tasmania who have survived invasion and dispossession and continue to maintain their identity, culture, and rights.

We recognise that we have much to learn from Aboriginal people today, who represent the world's oldest continuing culture. We pay our sincere respects to Elders past and present and to all Aboriginal people living in and around Hobart.

IMAGE CREDITS

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Introduction

The City of Hobart owns infrastructure and runs programs that can help increase public awareness of your event, day of cultural significance, festival or awareness campaign.

Our assets are available for hire and need to be booked ahead of time.

Each program has its own guidelines and terms and conditions and we are happy to help if anything is unclear. Contact details for the right person to connect with are included with each program.

The City has the following promotional options available:

- Civic Banner Program
- Festive Lighting Program
- Gateway signage
- Advertising screens - Elizabeth Mall Information Hub.

The City of Hobart also offers grant funding to help with the costs of organising your activity:

- In-Kind Venue and Event Resource Quick Response Grant
- Community Quick Response Grant.

If you are planning an event or festival, you can talk to us about events equipment that we own and that you can hire.

This document provides overview information on each of these options.



Civic Banner Program

The City of Hobart has banner poles in locations across the city that can be hired, they add vibrancy to Hobart's streets and provide a fantastic opportunity to promote a message to a wide audience.

A typical three-week program can reach more than one million vehicles. Banners are located on poles in the city centre, along the main arterial roads and in the main shopping precinct areas of North Hobart and Sandy Bay.

To be eligible to book this program, events and activities must be sporting, cultural, recreational, community or tourism related. Events and activities that achieve one or more of the following objectives will be considered:

- held within Hobart municipal area
- increase visitation to Hobart
- provide direct economic benefits to the City
- national or international event of significant civic value.

Banner bookings for events and activities that promote a business will not be considered.

Information about the banner locations, banner specifications, installation costs and more can be found in the [Civic Banner Program Guidelines](#) on the City of Hobart website at hobartcity.com.au/bannersandsignage

To ask about availability, the application form and more information, call 03 6238 2890 or email cityactivation@hobartcity.com.au.



Festive Lighting Program

The City of Hobart has a range of lighting infrastructure that can be colour coordinated to raise public awareness for events and campaigns.

Locations include:

- Cardinal Lights (Mawson Place)
- Doone Kennedy Hobart Aquatic Centre (DKHAC)
- Elizabeth Mall
- Franklin Square fountain
- Kennedy Lane
- Rose Garden Bridge.

The **Festive Lighting Program Guidelines** provide further information and need to be read and agreed to before a booking application is submitted. Bookings must start and finish on a working day, and are for a minimum period of three days and a maximum period of one week.

To ask about availability, the application form and more information, call 03 6238 2890 or email cityactivation@hobartcity.com.au.



Gateway Signage

The City of Hobart has gateway signage boards on the Tasman Highway (just below the Cenotaph) and the Brooker Highway (near Rugby Park). Special events and community messages can be advertised for up to four weeks.

We prefer you to check availability for the dates you are seeking before you make a booking.

To ask about availability, the application form and more information, call 03 6238 2890 or email cityactivation@hobartcity.com.au.



Advertising Screens at Elizabeth Mall Information Hub

The Elizabeth Mall Information Hub is equipped with two large, retail-quality screens that provide 30-second advertising spots (no audio) on a permanent cycle, targeted at local pedestrian traffic through one of Hobart's largest pedestrian zones - Elizabeth Mall.

Videos (no audio) are to be supplied in high-definition resolution in mp4 format. A selection of rotating slides (up to 5 per 30 seconds) is also possible.

Advertising rates:

- \$1000 per half year
- \$400 per month
- \$200 per week (ideal for short-term promotions, such as festivals and events).

For further information or to book an advertising spot, please contact the Tasmanian Travel and Information Centre on 03 6238 4222 or email advertising@hobarttravelcentre.com.au



Equipment Hire

The City of Hobart has a variety of event equipment available for hire for events, both on a community and commercial scale.

Equipment available to hire includes:

- table and bench sets
- umbrellas
- beanbags
- stainless steel benches
- filtered water refill stations
- bin lids.

Please view the [Event Equipment Hire Catalogue](#) found on our website and read the important information on the first page.

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The pricing of equipment is updated each financial year. City of Hobart pricing takes into account factors such as maintenance, repairs and administration costs. More information can be found on the City of Hobart website at hobartcity.com.au/eventequimenthire

If you have any questions regarding equipment hire, please call 03 6238 2890 or email events@hobartcity.com.au



City of Hobart Grants Program

The City of Hobart Grants Program provides grants that can help with running your event or activity.

IN-KIND VENUE AND EVENT RESOURCE QUICK RESPONSE GRANT

The In-kind Venue and Event Resource Quick Response Grant provides funding of up to \$1000, and assists by waiving fees and charges for some City of Hobart-owned event equipment, venues, banners, signage or lighting.

For information about this grant and how to apply, go to the City of Hobart website at hobartcity.com.au/Event-Grants

COMMUNITY QUICK RESPONSE GRANT

The Community Quick Response Grant provides funding of up to \$1000 for activities that enhance community identity, encourage accessibility, celebrate the cultural life of Hobart and create opportunities that facilitate and encourage participation within the city.

For information about this grant and how to apply, go to the City of Hobart website at hobartcity.com.au/Community-Grants

Applications for both quick response grants must be submitted no later than one month before your event, activity or booking.

ANNUAL AND BIENNIAL GRANT ROUNDS

The City of Hobart offers additional grants suitable for event planners. Different grant streams are open at different times throughout the year. The [Grants Program Overview](#) provides a summary of our grants and should be read in conjunction with each grant guideline that specifies eligibility and assessment criteria.

If you have any questions about any of our grants, please contact our Grants Officer on 03 6238 2132 or email grants@hobartcity.com.au





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