

# THE FACTS

- **6.6 million** people visited Elizabeth Quay in its first year
- **70,000 +** visit The Perth Mint every year
- Gold Industry Group reached **1 million + online views** in its first year
- **9,000 + WA schools** will be exposed to the trail and gold content every year

SPONSORED BY THE PERTH MINT AUSTRALIA



## Golden Eagle Sponsor

This is an exclusive opportunity to sponsor a Gold Eagle nugget replica at the start of the Heart of Gold Discovery Trail. As one of the most significant natural discoveries during Western Australia's gold rushes of the 1890s, it will be a popular attraction for people to admire, touch and take photos with.

The sponsor will receive all benefits of a Trail Point sponsor as well as:

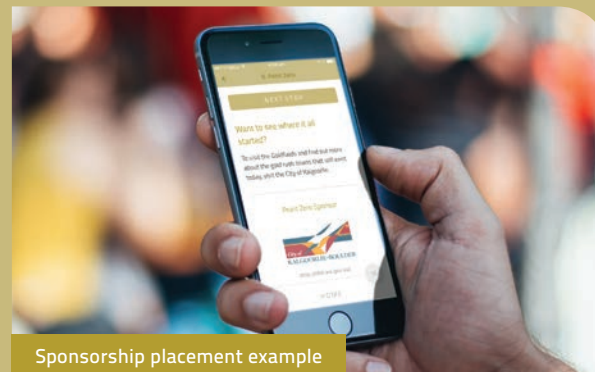
- **Exclusive Replica Sponsor** - branding on replica and sign.
- **First Point Trail Sponsor** - named as a sponsor on the first point of the trail with an explanation of your connection to the place and a link to your website. There is also the opportunity to include a relevant video, image or audio.
- **Trail Sign Branding** - named as a sponsor on a sign about the trail by the Golden Eagle nugget.
- **Pop-Up Events** - gold panning activities will take place near the location of the replica.

## Heart of Gold Discovery Trail Point Sponsors **8 available**

Trail Point sponsorship is available to Gold Industry Group (GIG) members, affiliates and partners who have a connection to a point on the trail. Be quick to secure the point you would like to sponsor.

Sponsors will receive significant exposure over a 12 month period. Benefits include:

- **Trail Point Branding** - named as a sponsor on your chosen point of the trail with an explanation of your connection to the place and a link to your website. There is also the opportunity to include a relevant video, image or audio.
- **Collaborate** - opportunity to collaborate on the project and actively participate on the committee and in project activities.
- **App Branding** - named in the sponsor section of the Heart of Gold app with a link to your website.
- **Trail Sign Branding** - named as a sponsor on a sign about the trail by the Golden Eagle nugget.
- **Community Launch Event** - promoted as a trail sponsor at the public launch event with pop-up gold panning. The event is expected to attract hundreds of people and receive extensive exposure.



- **Advertising** - named as a trail sponsor in advertising on the trail.
- **Collateral** - named as a trail sponsor in all collateral produced on the trail.
- **Media** - named as a trail sponsor in all media releases issued throughout the year.
- **Promotion** - extensive exposure through the GIG and our project supporters including Tourism WA, Metropolitan Redevelopment Authority, Trails WA, Heritage WA and more.
- **Social** - promoted throughout the year on the GIG social channels.
- **Website** - named as a sponsor in the trail section of the GIG website and featured in regular articles.

**\$9,000 annual contribution**

## Gold Panning Event Sponsors

There is the opportunity to host regular or ad-hoc events for the general community and schools. Schools will be encouraged to attend the pop-up gold panning events and complete the Heart of Gold Discovery Trail as an excursion, which will be complemented by lesson plans that are being created for the Australian School Curriculum. How often these events are run will be dependent on interest and sponsorship.

**Estimated \$5,000 per event**

## Prize Sponsors

We will be running competitions with visitors and students who complete the trail and give out prizes at our launch event and at events throughout the year.

Companies who provide prizes will be acknowledged throughout a competition.

## Gold Nugget Sponsor

**Sponsored by Ramelius Resources**



*# heart of gold*

# Community Engagement Project Sponsorship Prospectus

Support us to educate thousands of students, families, tourists and visitors about the history and importance of Australia's gold industry.

## Join us to champion Australia's gold industry and educate future generations

To become a Gold Industry Group member and sponsor our long-term Heart of Gold Community Engagement Project, contact Executive Officer Rebecca Johnston on +61 8 6314 6333 or at [info@goldindustrygroup.com.au](mailto:info@goldindustrygroup.com.au).

[goldindustrygroup.com.au](http://goldindustrygroup.com.au)



# #heartofgold Discovery Trail

The Heart of Gold Discovery Trail will take you on an adventurous gold treasure hunt from Elizabeth Quay to the historic Perth Mint as you discover the rich history and importance of Western Australia's gold industry.

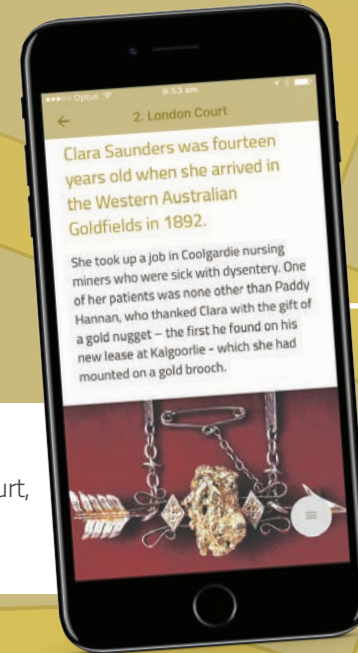
The interactive trail includes educational audio, vivid videos and photographs, as well as interactive games created on the history of a city which was built on gold.

A Gold Industry Group Initiative  
[goldindustrygroup.com.au](http://goldindustrygroup.com.au)



## POINT 2 LONDON COURT

Understand the significance of London Court, gold jewellery and a goldfields pioneer



## POINT 1 ELIZABETH QUAY

Learn about WA's biggest gold rush, Paddy Hannan and the Golden Eagle nugget

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## POINT 6 STIRLING GARDENS

Discover the importance of the goldfields pipeline and infrastructure



## POINT 3 MCNESS ROYAL ARCADE

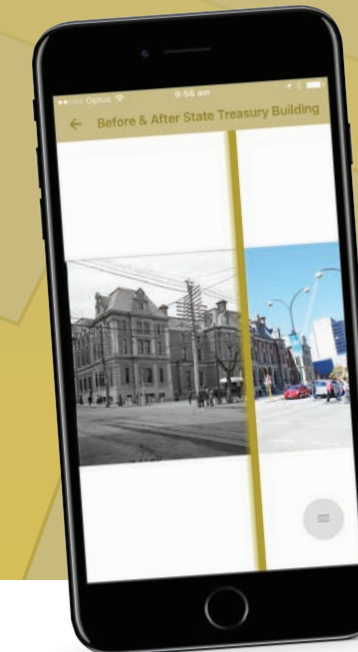
Learn about Perth's first shopping mall and gold prospecting



## POINT 4 OLD TREASURY BUILDING

Discover the Old Treasury Building and the significant value of gold to the economy

SPONSORED BY



## POINT 5 POINT ZERO

Hear about the harsh conditions of the 1890s and how people travelled from Perth to Kalgoorlie

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## POINT 9 GOVERNMENT HOUSE

Learn about the Governor, Premier John Forrest and new technologies



## POINT 12 THE PERTH MINT

Discover The Perth Mint's significant role in Australia and the world

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# TELLING THE STORY OF A CITY AND NATION BUILT ON GOLD



## POINT 7 SUPREME COURT

Hear about the Supreme Court's role in dealing with disputed ownership of gold mines, gold stealing and compensation

## POINT 8 KANGAROO SCULPTURES

Explore the importance of Aboriginals in gold prospecting and teaching vital skills such as finding water, mineralisation and tracks



## POINT 10 ANZAC HOUSE

Discover the impact of the Great Depression and the first World War



## POINT 11 MERCEDES COLLEGE

Learn about the oldest school in Australia, education and women in mining