



# The Westsider Community Enterprise Proposal

**The Westsider is a monthly newspaper, a social enterprise run by volunteers and delivered to hundreds of pick-up points across the inner west - nurturing a cycle of awareness, engagement, interaction and participation within the community.**

Since its launch in late 2014, 16 editions of the Westsider have landed in café's, restaurants, bars, libraries, community centres, council offices, university campuses, take-away food outlets, supermarkets, laundromats, and the waiting rooms of doctors, dentists and wellness centres. It's also been a prominent feature and official media partner of local festivals and events.

## Opportunities for the future

We want to provide an accessible publication, a resource that everyone in the west knows they can rely on to be there for them to contribute their stories & thoughts, promote events, activities & initiatives, partner with, or advertise in. We also want to continue to offer upskill opportunities to the community.

## What's the deal with this community enterprise?

We are seeking partners; organisations, businesses or individuals who are prepared to buy-in to our vision for this Community Enterprise, and want to be a part of it, to help continue what's been started, and ensure the communities' "Voice of the West" remains.

## Our audience

1. 5000-10,000 copies, with an average of 2.3 readers per copy, distributed across the inner west.
2. 5000+ Social media followers with a weekly reach of 20,000+ (Facebook, Instagram, Twitter)
3. Hundreds of unique website visits per month

## How much is a Partnership?

<b>GOLD PARTNER</b>	@\$500+gst pm	(11 months = \$5500 +gst)
<b>SILVER PARTNER</b>	@\$250+gst pm	(11 months = \$2750 +gst)

## Do we get anything back?

### Direct opportunities for partners

- Monthly Westsider Community Enterprise partner on a "recognition page"
- Flexible opportunities for regular advertising and content (newspaper and online)
- Co-promotion of initiatives, events, services
- Free entries into the event calendar
- Hand delivered copies of the paper
- Optional New York style newspaper stand
- Social media mentions each month
- Invite to events
- Graphics for your internal publication & promotional purposes

### Also, being a partner:

- Ensures community recognition as a leader
- Shows the region that you are re-investing in the community
- Provides clarity around which organisations are local and community focussed
- Opens potential for increased custom
- Provides effective communication pathways to the local community
- New and/or increased media mentions
- Supports your patrons/customers by funding the platform they speak on
- Helping a social enterprise

**"IT'S A GREAT TIME TO BE A BIG PART OF THE WESTSIDER"**



**“IT’S A GREAT TIME TO BE A BIG PART OF THE WESTSIDER”**