



**goa**  
2024/2025  
Community  
Partnerships  
Program



## About the Partnerships

Each year, we offer two tiers of community partnerships:

### TIER 1: Full Support

This campaign is for a period of up to 6 weeks within the financial year of 2024/2025 on a fully supported basis. We will be looking for community organisations to pitch to us their key "campaign creative concept" that will drive significant audience engagement through an integrated marketing strategy.

**We are looking to you to propose a creative execution for your campaign and how the goa outdoor component fits with your overall marketing strategy to support your event, fundraiser or general awareness of your brand.**

On offer is access to our digital networks THE goa GRID™ and THE ICONIC SERIES™, which reach an audience of over 2 million eyeballs in the Brisbane metro and greater region each day.

It doesn't matter if you're a large organisation or a small group of passionate individuals - what matters to us is your creative idea and how it will come to life in our medium and ultimately, how we can

work together to drive measurable outcomes for your business.

### TIER 2: Dollar-for-Dollar

This is suited to community organisations that have an allocated budget for their marketing in 2024/2025. In recent years, we have created this partnership to amplify community organisations' bang for buck with goa so they can double their exposure for their event, fundraiser or key marketing period.

### Length of Partnerships

The goa community partnerships are available for a period of up to 6 weeks within the financial year (however time periods outside of this can be negotiated). We would like you to consider when you would like to run your campaign and how this coincides with your marketing plan.

### Inclusions

Our community partners will have access to the digital inventory of THE goa GRID™ and THE ICONIC SERIES™. These networks consist of over 60 digital billboards in key locations



throughout Brisbane Metro, the Greater Brisbane Region and on the Gold Coast. Our networks operate from 5am to 10pm on a 10 second rotation and have an audience of over 1 million people every day.

Our Tier 1 partners will also have access to goaConnect, our online platform that allows clients to remotely manage the artwork on their billboards from their computer. It allows them to upload, create, change and schedule their artwork with ease. Within this platform there is the capability for:

- RSS feed integration
- Multiple messaging
- Countdown creative
- Day part messaging
- Dynamic text and imagery
- Geo-targeted messaging
- Weather feed integration!



## Submission Criteria

Fill out the application on the next page to include as the cover page in your submission.

- Tell us who you are, what you do and any other background info
- Who is your target market?
- What are you trying to achieve for your business with this campaign?
- What is your creative campaign concept, and how will you utilise our billboards in your campaign?
- What are the proposed timings of your overall campaign, and your billboard campaign?
- How will you drive audience engagement with your campaign and amplify reach?
- Do you have any advertising budget for this campaign and if so, what is it?
- How will you measure results?

### Planning your campaign concept

We are looking for campaigns that are multi-faceted, as billboards work best in operation with other media and online. We would like you to consider the following:

- What will your billboards look like, and how are you going to tell your story? It doesn't need to be finalised artwork but having a clear visual strategy will help gain cut-through and impact. Remember to keep it short, simple and uncomplicated – billboards are a glance medium and the best creative employs an emotional connection with the audience (humour, intrigue, aesthetics or shock factor). For more tips and information on our billboards, download our artwork guidelines [here](#)
- How can you utilise your existing resources to amplify your goa campaign and increase your engagement and reach? For example, how and when can you activate existing databases, affiliates and social media followings



through targeted PR, ambassadors or online strategies?

- How are you going to measure the success of your campaign? For example it could be donations, website statistics, social media impact, event attendance, database growth or a combination of all.

## 2024 Key Dates

Mon 27 May 2024  
Fri 31 May 2024  
Fri 28 June 2024  
8-12 July 2024

Community Partnerships Applications Open  
Q+A Information Session  
Submissions Close  
Potential Partner Shortlist Interviews

**All submissions are to be emailed to [marketing@goa.com.au](mailto:marketing@goa.com.au)**

## About us

goa was established in 1983 with industry experience extending back to 1959. We are a small family owned and operated company that achieves big things in the outdoor advertising industry. We're Brisbane born and bred and we have executed a series of industry firsts, shaping the way our industry operates in Australia.

We have a strong commitment to our community and using our available resources for the benefit of others where we can. We have formalised that commitment by way of our annual Community Partnerships Program in which we donate over \$1 million worth of advertising to community organisations and charities. This is our opportunity to create meaningful partnerships that give those organisations access to our technology and audience to create campaigns that truly drive community awareness and engagement in a big way.

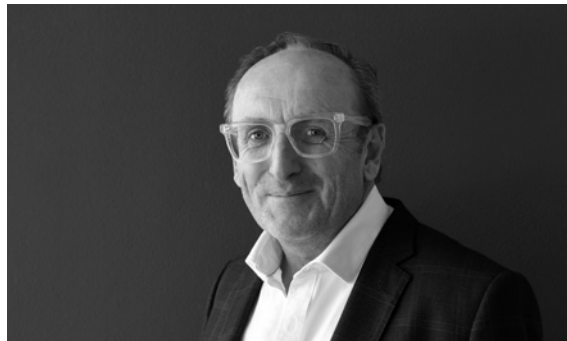


## Directors' Message

Being a family owned organisation, it has been our long held belief that we each have an obligation to make the world a better place. As such, we use the flexibility afforded to us by our technology to support several community groups, arts organisations and charities. It helps us to build relationships within the community that we truly treasure.

We open our doors each year and invite community organisations to answer this creative brief. We invite you to take part in this process in 2024 as an opportunity for us to become partners and bring a truly engaging campaign to life.

We wish you all the best and look forward to hearing from you.



A handwritten signature in black ink, appearing to read "Chris Tyquin".

**Chris Tyquin**  
Joint Managing Director



A handwritten signature in black ink, appearing to read "John Tyquin".

**John Tyquin**  
Joint Managing Director



**goa**

# Community Partnerships Application Form

Company Name \_\_\_\_\_

Applying for (Tier 1 or 2) \_\_\_\_\_

Contact Name \_\_\_\_\_

Phone Number \_\_\_\_\_

Email Address \_\_\_\_\_

Preferred timing for campaign \_\_\_\_\_

Additional advertising budget (if available) \_\_\_\_\_