

Add a Theme to Your Next Event and Attract Sponsors

Event producers in Perth reveal how adding a unique theme to an event can attract sponsors and impress clients.

Perth, WA, 2 April 2014 – Phenomenon Creative Event Services is no stranger to conjuring elaborate themes and unique styling for their clients' events and celebrations. In fact, the 25 year-old company welcomes the challenge!

"Event theming is at the heart of the event management process and a powerful driver of all other components of an event. Anyone can toss tables and chairs into a room, organise table centrepieces, a band, food and beverage - but that is simply not enough these days." says Phenomenon's Business Development Manager, Jeni Donald.

What Donald is suggesting, is that in order to create a lasting impression you need to take your guests on an amazing journey, to connect with their emotions and create a much talked about event experience. By theming, she suggests that anything from a 1920s Gatsby 'party' to a Winter Wonderland adventure will transform an event from blah to bodacious.

Having a themed event can also be beneficial in garnering the support of a corporate sponsor. Consider offering a sponsor the opportunity to fund a component of the event - food, beverage, audio visual, theming, entertainment, musicians etc. It's a win-win for the right sponsor because it's a great way for them to showcase their wares and expose their brand.

Having an event outdoors with a Hawaiian motif, for instance, opens up opportunities to grab the interest of a suntan lotion company or a surf brand manufacturer. A travel agent may even get interested and jump aboard!

Attracting the eye of a sponsor is best done by presenting them with unique ideas and offering a sponsorship package that will allow them to deliver their brand to a wide audience.

"The most important thing to remember," says Donald, "is giving everyone involved an experience to remember, one that makes both sponsor and client the hero!"

Donald says, "We keep a watchful eye on current trends in Australia and abroad and pass our enthusiasm and knowledge onto our clientele. We are always striving to present our clients with dynamic and exciting concepts while of course remaining mindful of their corporate goals and of course budget."

Phenomenon's team of Event Producers and Creative Designer see every new event as a blank canvas waiting to be painted. They say that sitting down with the client and discussing their ideas and really listening to what they have to say is an absolute must! They then present a theme or style that best fits the clients' needs and that will best convey their message. This is the time when Phenomenon's creative minds start spinning!

"The next time you have an event to organise, contact us at Phenomenon with your ideas," Donald says. "Our creative team will meld your ideas with our ideas, develop and implement the event concept, to deliver creative excellence."

Phenomenon will liaise with venues, technical experts, sponsors, entertainers, caterers etc to make your event a 'phenomenal' one! "Whether we're managing the entire event or just one aspect, our commitment remains the same - to provide quality in every regard, ensuring we meet our clients' needs with mind-blowing creativity and superior service!" says Donald.

Phenomenon is a premier event production company that has been in the industry for 25 years. Contact them at 1300 33 9000 or visit <http://www.phenomenon.com.au/> for assistance with furniture hire, corporate branding, event theming and styling.

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