



# Expression of Interest (EOI) Pack

*For local businesses and community organisations*

## About the Project

Narrogin is preparing to create its very own official MONOPOLY board, celebrating the places, businesses, and organisations that make our community unique.

This special edition game will showcase Narrogin landmarks, streets, community groups, and local businesses, creating a keepsake that reflects the character and story of our town.

**Register your Interest today** using the QR code below to stay up to date on how your business or group can be part of this one-of-a-kind community project.

## Key Dates & Event Info

### Silent Auction Dinner



**Date:** Friday 20<sup>th</sup> March 2026



**Time:** 6pm - 11pm (auction ends 9pm)



**Venue:** John Higgins Centre



**Cost:** \$50 (inc GST) per person



**Purchase tickets:**



<https://www.trybooking.com/DJZJV>



### Register Your Interest for Updates



Scan the QR code below to learn more



If you have any questions please contact  
Regina Razumovskaya via email  
[cedc@narrogin.wa.gov.au](mailto:cedc@narrogin.wa.gov.au) or phone (08)  
9890 0900

# MONOPOLY

BRAND

## NARROGIN EDITION

### What This Project Means for Our Town

#### This is More Than Just a Board Game.

It's about recognising the businesses, services, and community groups that people rely on every day, yet still may go unnoticed. It's about creating a shared excitement over the people and places that make Narrogin home. Who are the hidden gems amongst us?

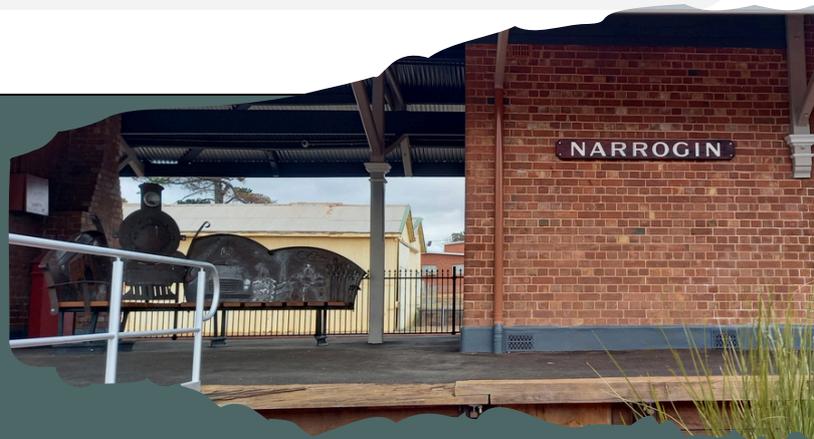
Over time, towns change. This project captures a moment in time for Narrogin in a format that is familiar, fun and lasting.

Participating is a way to visibly raise the profile of Narrogin as a whole, but also, individually share your own business as being part of the local economy and community.

For the wider community, the result is something memorable. Our story.

By relying on genuine local participation, the project remains community-supported and grounded in what matters locally.

*Who and where  
are Narrogin's  
hidden gems?*



Your business. Your town. Your move.

# MONOPOLY

## NARROGIN EDITION

### How the Project Is Funded

A fundraising silent auction is a central part of the project.

Businesses and community groups are invited to participate by bidding for:

- Business spaces on the board
- Utility and tax squares
- Community Chest cards
- Chance cards

Funds raised through the auction contribute to the production of the game and help ensure the project proceeds with strong community support.

### How Places on the Board Are Allocated

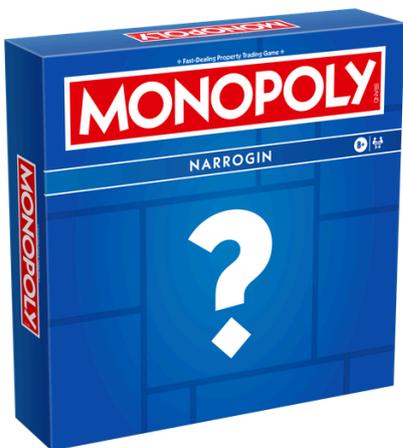
Places on the Narrogin MONOPOLY board are allocated through a transparent, category-based silent auction process.

Business board spaces and card sponsorships are offered via auction, with each space representing one business or community group only.

Each auction item falls within a defined category. The top bidder for each item wins that space or card, and the winning bid determines the sponsorship tier received.

Industry groupings are used to ensure balanced representation across the board. This approach ensures diversity, clarity, and local authenticity.

The Shire of Narrogin reserves the right to manage allocations and resolve any unforeseen circumstances to ensure the overall balance, integrity, and successful delivery of the project.



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# MONOPOLY BRAND

## NARROGIN EDITION

### How the Board Layout is Organised

The Narrogin MONOPOLY board is organised into business categories that reflect the diversity of Narrogin’s local economy. These categories determine how businesses compete in the silent auction.

#### The categories on the board are:

Pubs, Cafes & Accommodation
Retail
Medical/Health & Wellbeing
Automotive Services
Trade, Construction & Civil Services
Agricultural, Machinery Services
Open Category
Signature Category

The Open Category is available to all businesses, regardless of industry, and offers flexible, high-value board placements.

The Signature Category is also open to all businesses and represents the most prominent and iconic positions on the board, offering the highest visibility and recognition.

Businesses may nominate one or more categories they feel best reflect their operations when registering to participate.

In addition to standard business categories, the board also includes Utility and Tax categories, each with a limited number of available spaces.



# MONOPOLY

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## NARROGIN EDITION

### How the Silent Auction Works

The auction will be run through the **GalaBid** platform. **Online bidding opens on 6 March 2026.**

Registered participants will be able to:

- View available auction categories and items
- Place and increase bids during the auction period
- See the current highest bids in real time
- Receive notifications if they are outbid or if bidding is about to close
- Complete payment securely once the auction closes

The auction will formally close at the Silent Auction Dinner at **9:00pm on Friday, 20 March 2026**, when bidding will be locked, and bids consolidated.

### Silent Auction Dinner

**Date:** Friday 20 March 2026

**Time:** 6pm - 11pm (auction ends 9pm)

**Venue:** John Higgins Centre

**Cost:** \$50 (incl.GST) per person  
(Includes a sit-down meal)

**Purchase tickets for the auction:**



<https://www.trybooking.com/DJZJV>

Join this fun night of networking, entertainment, and celebration and place your final bids before the auction closes  
We can't wait to see you there!

### Payment Information

Payment for successful bids is completed via the online auction platform at the close of the auction.

## What Game Elements Can Be Bid On

### Auctioned items

- Business spaces, by sector (22)
- Utility squares (2)
- Tax squares (2)
- Community Chest cards (16)
- Chance cards (16)

### Not Auctioned

- Travel squares showcasing Narrogin landmarks (4)
- Game tokens representing local wildlife & other icons (8)

# MONOPOLY BRAND

## NARROGIN EDITION

### Reserve Prices (Auction)

All prices include GST

Board Spaces	Special Squares	Game Cards
Board space (brown, light blue, pink, orange, red, yellow) - \$1,000	Utility Square – \$1,000	Community Chest Cards – \$200
Board space (green) - \$1,500	Tax Square – \$1,000	Chance Cards – \$200
Board space (dark blue) - \$2,000	Travel Square - NOT auctioned	

### Community Chest & Chance cards

Winning bidders create the custom wording for printing on their card. The custom text describes a local example for the designated action on the card.

The standard MONOPOLY instruction remains unchanged in accordance with licensing requirements.

Example: **DOCTOR'S FEES. PAY \$50.**

Custom local text (provided by bidder):  
**YOU DISCOVER CROQUET AT THE NARROGIN CROQUET CLUB AND SIGN UP FOR MEMBERSHIP. PAY \$50.**





### Sponsorship Tiers (Auction)

All prices include GST but excludes the Stripe transaction fee (1.75%)

<b>Bronze</b> \$1000 minimum bid	<b>Silver</b> \$2000 minimum bid	<b>Gold</b> \$4000 minimum bid
1 complimentary game	2 complimentary games	4 complimentary games
1 social media post	4 individual social media posts	8 social media posts
Group thank-you on the Shire of Narrogin website	Group thank-you on the Shire of Narrogin website	Group thank-you on the Shire of Narrogin website
Listing on the Shire of Narrogin website & digital map	Listing on the Shire of Narrogin website & digital map	Listing on the Shire of Narrogin website & digital map
Inclusion in printed insert	Inclusion in printed insert	Inclusion in printed insert
	Newsletter mention	Newsletter mention
		Logo on game box
		Feature article on the Shire of Narrogin website

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## NARROGIN EDITION

### Design and Approval

- All artwork and wording are subject to approval
- One logo or name per board space or an image of your business
- Final designs are submitted through the licensed publisher as part of the production process

This ensures the final game meets quality and brand standards.

### What Happens Next

#### Registering an **Expression of Interest:**

- Does **not** commit you to bidding
- Ensures you receive full auction details
- Allows you to view available spaces and timelines

Keeps you informed as the project progresses.

### Register Your Interest

Scan the QR code to:

- Receive key project updates
- Registering an EOI is simply a way to stay informed.

