



*unique
events
unusual
places*

2021
**PRINCIPAL
SPONSOR
PROPOSAL**





*unique events
unusual places*

EST. 1995

JOIN US IN OUR 25TH YEAR

Every year, the Shepparton Festival invites the Goulburn Valley community, their friends and family to enjoy arts, culture, music and food. Our goal is to build on previous successes with out-of-the-box thinking. Our 2021 festival theme is a natural progression, simply titled UNIFY.

Now in its 25th year, there is something for everyone at Shepparton Festival. It brings the community together to celebrate not only art but also our diversity, history, and region strengths.

The festival encourages audiences to look at their region positively and to be inspired by the festival experience. It fosters connections to the environment and with each other, and challenges artists, community groups and organisations, as well as businesses to engage with each other.



HARVESTING RELATIONSHIPS

*reach great heights
connect with audiences*

As a not-for-profit community organisation, we couldn't exist without the in-kind and financial support of our sponsors.

Our funding model relies heavily on the generosity of local businesses, philanthropic funders and individual donations. This allows us to continue to program our annual festival as well as to coordinate a number of community outreach initiatives throughout the year.

2021 FESTIVAL FACTS

Festival

11 - 27 June 2021

Advertising campaign

in market March - June

17 days

50+ events

25+ venues

200+ artists

100+ volunteers

25 years is an amazing achievement. I am so very grateful to the community members who had the tenacity to start the Festival and to those who have worked hard to ensure it has continued.

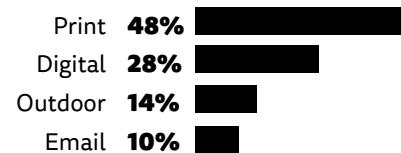
KIRSTEN GREEN, FESTIVAL CHAIR





FESTIVAL PROFILE


ADVERTISING CAMPAIGN



MARKETING ASSETS

5,000 Program Guides distributed
20,000 Pocket Guides distributed
7,500 unique website visitors
1500 enews subscribers
300 posters, plus signage throughout Shepparton CBD & iconic venues

SOCIAL MEDIA

 **4.7K+** likes
 **1.9K+** followers

17 DAYS OF CULTIVATING COMMUNITIES

Demographics that attend:

Gen Alpha

Gen Z

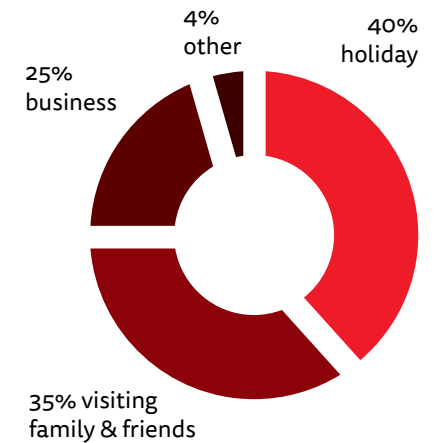
Millennial

Gen X

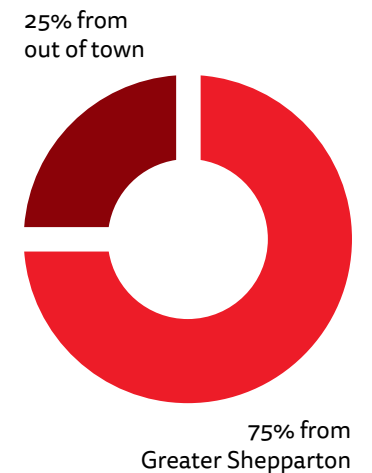
Baby Boomers

Great Generation

WHY PEOPLE TRAVEL DOMESTICALLY IN AUSTRALIA



WHO ATTENDS THE SHEPPARTON FESTIVAL



EVENT GROWTH

1 SHEPPARTON

16,712 attendees*

2 Mooroopna

3 Kialla

4 pine lodge

5 toolamba

6 Tatura

7 Dhurringile

8 tallygaroopna

9 merrigum

10 murchison

11 Dookie

12 goorambat

7,892 attendees across
the extended region*

"Year upon year we marvel at the
community's participation in coming along to
promote Shepparton and our strong unity."

JAMIE LEA, FESTIVAL CREATIVE DIRECTOR

* approximate number of attendees



2019 & 2020 FESTIVAL HIGHLIGHTS

MUSIC

- Yarra Brass Quintet
- Gin on the Lawn
- Quarry Chorus
- Affinity Quartet

PERFORMANCE

- Australian Ballet (Plain Jane)
- Awaken Dance Theatre
- Circa Presents Peepshow
- Queer Stories

VISUAL ARTS

- My Landscapes
- Shepparton Art Museum (SAM)
 - Friends of SAM
 - EduLab
 - SAM Local Spotlight
 - SAM Goes Local
- Returning to Land
- Sensing Place
- Kaiela Spirit Bush Face Sculpture
- Connect GV Photography Exhibition
- Rust & Wine, Tallis Wines
- Dookie Nomadic Silos
- Australian Muslim Artists Exhibition

PHOTOGRAPHY

- Nature Photography
- Sharing Landscape Stories

CULTURAL

- Converge on the Goulburn
- Albanian Harvest Festival
- Honouring Our Histories at Bangerang Cultural Centre

FOOD AND WINE

- Italian Dinner in the Vines
- Toolamba Round the Gum Trees
- Tallis Degustation

FAMILY

- Mini Story Bowl Festival
- Converge on the Goulburn
- Albanian Harvest Festival
- Children's Silo Designs
- Close to the Bone

LITERATURE

- Literary Lunch
- Libraries Change Lives
- Big Kids Story Time

CREATIVE WORKSHOPS

- Art Therapy
- Writing
- Textiles
- Affinity Quartet

GROW WITH US

Shepparton Festival will work with you to create B2B and B2C marketing programs, tailored to your needs.

CONSUMER

- Brand profiling & alignment
- Promotions & activations
- Ticketing
- Money-can't-buy experiences

BUSINESS

- Events
- Networking & hospitality
- Staff engagement

COMMUNITY

- Corporate social responsibility
- Community engagement

TAILORED SOLUTIONS

The Festival offers a comprehensive approach to partnerships, including:

- Partnership concept creation
- Digital content & integration
- Event design

"We are looking forward to delivering a safe and exciting festival in June 2021. We aim to reignite the creativity that our region is so well known for and to giving a boost to our visitor economy."

LOUISE TREMPER, FESTIVAL GENERAL MANAGER



"We are feeling strong and eager to bring our region its 25th Festival. Winter is a wonderful opportunity to explore different indoor/outdoor spaces and use the black of night as our canvas."

JAMIE LEA, FESTIVAL CREATIVE DIRECTOR

2021 SPONSORSHIP OPPORTUNITY

PRINCIPAL SPONSOR \$25K PER ANNUM (4 YEAR TERM)

1. Your logo on all marketing assets including programs, pocket guides, large-format advertising, posters, email campaigns, annual report
2. Your logo on the homepage & sponsors page of the Festival website
3. Your logo on Festival merchandise
4. Joint media release to announce the partnership
5. Partnership announced via the Festival facebook page
6. Partnership announced via an email campaign
7. Full-page advertisement in the Festival program (A5 landscape)
8. A Festival event held at your business*
9. Recognition by speakers at Festival events
10. Sponsor supplied signage at major events*
11. Festival-appropriate company giveaways or promotions published on the Festival website & social media platforms
12. Opportunity to collaborate on the community out-reach initiatives
13. 4 double passes to any Festival-managed event^
14. Priority bookings at Festival events
15. Provision of the Festival annual report
16. Invitations to the Festival Opening, media launch & AGM

* must be a Festival Committee approved event.

^ subject to available ticket sales.



CONTACT

To discuss how you can be
involved contact:

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