

2021 FESTIVAL FACTS

Shepparton Festival is an inclusive and multi-disciplinary regional arts program. It covers everything from fine art, sculpture, dance, writing, music and multi-cultural events. Now in its 25th year, Shepparton Festival unites our diverse community to celebrate culture, history, art and the region's strengths.

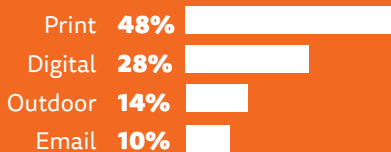
17 days
50+ events
25+ venues
200+ artists
100+ volunteers

Festival
11 - 27 June 2021
Advertising campaign
in market March - June



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

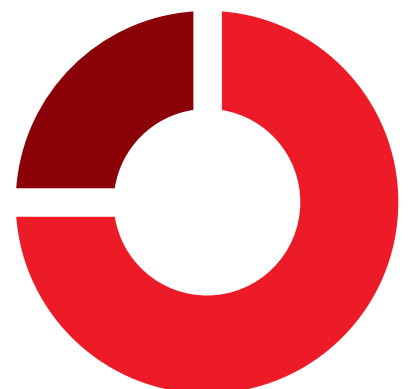
 **4.7K+** likes
 **1.9K+** followers

DEMOGRAPHICS

Gen Alpha
Gen Z
Millennial
Gen X
Baby Boomers
Great Generation

WHO ATTENDS THE SHEPPARTON FESTIVAL

-  25% from out of town
-  75% from Greater Shepparton





2021 SPONSORSHIP OPPORTUNITIES

INCLUSIONS:

	\$10K	\$5K	\$1K
Your company logo on the inside back cover of the Festival guide	✓	✓	✓
Publish promotions via the Festival Facebook and Instagram pages	✓	✓	✓
Collaborate and gain exposure via the community out-reach initiatives	✓	✓	✓
Invitations to the Festival Opening, Media Launch and AGM	✓	✓	✓
Advertisement in the Festival guide	1/2 Page	1/4 Page	
Short video announcing the partnership on the Festival Facebook page	✓	✓	
Festival appropriate company giveaways promoted via social media	✓	✓	
Banners or signage at Festival sponsored events	✓		
Up to 4 double passes to any Festival sponsored events*	✓		
Up to 2 double passes to any Festival sponsored events*		✓	✓

*subject to available ticket sales.

To discuss how you can be involved contact:

LOUISE TREMPER
 GENERAL MANAGER
 0434 560 946
 manager@sheppartonfestival.org.au

