

2022 FESTIVAL FACTS

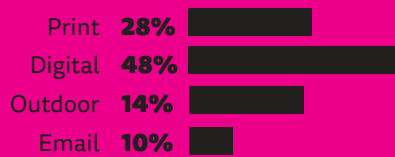
17 days
25+ events
25+ venues
200+ artists
50+ performances
200+ volunteers

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, the Shepparton Festival unites our diverse community to celebrate culture, history, art and the region's strengths.

Shepparton Festival
 18th March - 3rd April 2022

Advertising campaign
 In market November - March



ADVERTISING CAMPAIGN



MARKETING OPPORTUNITIES

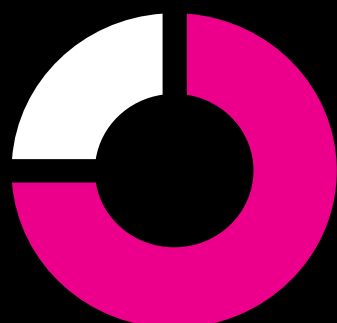
- 5,000** Festival guides distributed
- 1,500** Email database
- 15,000** Engaged social media audience
- 7,500** Unique website visitors
- 200K+** Paid digital ad research



SOCIAL MEDIA

-  **4.9K+** likes
-  **2.1K+** followers

WHO ATTENDS THE SHEPPARTON FESTIVAL?

- Gen Alpha
- Gen Z
- Millennial
- Gen X
- Baby Boomers
- Great Generation



-  **25% from Out of town**
-  **75% from Greater Shepparton**

2022 SPONSORSHIP OPPORTUNITIES

INCLUSIONS:

	\$10K	\$5K	\$1K
Your company logo featured in 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 Program Feature on website	✓	✓	
Short video announcing the partnership on 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*		✓	✓
Dedicated Sponsor EDM Feature	✓		
Your logo on EDM Footer	✓		

* Subject to available ticket sales.

CONTACT

To discuss how you can
be involved contact:

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