

**ARTS.  
PERFORMANCE.  
COMMUNITY.  
CONNECTION.**

# A STELLAR ARTS FESTIVAL THAT IS LOCALLY TREASURED AND VALUED BEYOND OUR REGION.

## OUR MISSION

We support the development of a creative community whose members seek, see, hear, and speak truths of all kinds, with an ever-empathetic heart, an unflinching eye, an open mind, and the readiness to listen and grow. In this way, we enable and encourage our community to participate in art that strengthens and unites, while stimulating reflection and growth.

## OUR PURPOSE

Shepparton Festival's Association Rules state that its purpose is twofold:

*"Give arts and cultural groups a platform to perform; it is designed for everyone in the community to be involved; therefore engaging a broad audience. The focus is on grass roots engagement – to let people know that art is for the whole community."*

*"Build the profile of Shepparton as a destination to live and visit; to demonstrate the diversity and liveability; and improve social cohesion. It helps to celebrate what is special about Shepparton (multicultural, refugees, indigenous) and encourage tourism and visitation to the town."*

The committee believes in the continued relevance of this purpose statement and renews its commitment to delivering on it.

## OUR CULTURE

We are creative, inclusive and courageous. We value the arts, our community, our diverse histories and our strengths. We value discourse and seek influences within and beyond Greater Shepparton that can help us understand, improve, and set and achieve our goals.

# TOGETHER WE *THRIVE*

**As a not-for-profit community organisation, we couldn't evolve and stay alive 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.



**REACH GREAT HEIGHTS  
CONNECT WITH AUDIENCES**



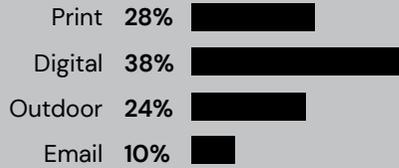


# 2021 FESTIVAL FACTS

17 DAYS  
25+ EVENTS  
25+ VENUES  
200+ ARTISTS  
50+ PERFORMANCES  
200+ VOLUNTEERS

While many other festivals cancelled their 2021 programs, we delivered ours to Greater Shepparton and beyond: Between the 11th and 27th of June **over 4,000 participants attended** more than **50 performances** and exhibitions across **25 venues**, delivered by more than 200 artists. Over **20,000 users accessed our online content.**

## ADVERTISING CAMPAIGN



## MARKETING OPPORTUNITIES

- 6,000 Festival guides distributed
- 20,000 Summary of online audience in one stat
- 7,500 Unique website visitors
- 1500 eNews subscribers
- 300 Posters, activations, shop fronts, plus signage throughout Shepparton CBD & iconic venues

 4.8K+ likes

 2K+ followers

**SHEPPARTON FESTIVAL**  
11 – 27 JUNE 2021

**ADVERTISING CAMPAIGN**  
IN MARKET FEB – JUNE

*“Being able to deliver one of the only 2021 festivals in Victoria was an absolute privilege and one we don’t take for granted during this challenging time for our industry. I would like to take this opportunity to whole-heartedly express my appreciation to everyone involved. Many went above and beyond to produce the successful and well-received festival that put a spotlight on our region and invigorated our community.”*

Jamie Lea, Creative Director



*"It builds community, it connects people and it inspires people to become creative"*

KRISTEN GREEN, CHAIR PERSON

#### **SPECIAL EVENTS**

- 25th Festival Guide Launch
- 25th Birthday Party Celebration
- Unify: Fabrics of our Society (Community weaving)

#### **SF ONLINE CURATION**

- 2021 UNIFY Festival Opening (Facebook Live Video)
- Shepp Fest Digital Choir
- Shepp Fest Podcasts
- Victoria Together: A Creative Country (short film)
- Shepparton: A moving portrait (short film)

#### **VISUAL ART**

- Shine on Greater Shepp
- Wild Horses Rising at Tallis
- The Matchbox Show
- PROUD
- Containment
- Potters in the Shed Exhibition
- COVID Collaborations

#### **DANCE**

- Within
- Amy Newton Dance Studio Pop up performances

#### **MUSIC**

- Nyanak Baiyiya, Nyanak Nanyubak, Nyanak Woka
- Affinity Quartet
- Goulburn Valley Concert Orchestra Concert Performance

#### **CONVERSATIONS**

- Salk Talks: Australian Melting Pot
- RAV in Residence
- Creative Chit Chats with Shepp Fest Creative Director
- Flesh After Fifty: in conversation

#### **WORKSHOPS**

- Story Lab
- Watercolourlust
- SAM Makes: What makes you...you?
- Understanding Aboriginal Signs and Symbols
- Art and Ale with Tank
- Traditional weaving
- Story Seeds
- Turtle Muster



# 2021 FESTIVAL — HIGHLIGHTS



# FESTIVAL FORWARD — FOCUS

*There is a distinctive alchemy that happens during the Shepparton Festival each March: It strengthens this place of ours – and that’s the role of art. It brings people together to celebrate our culture, history, creativity and this region’s strengths.*

*2021 taught us to think bigger. The challenge inspired creativity in our planning, promotion and execution of a series of COVID-safe events. We found new ways to deliver the region’s longest running festival. The team rethought our approach and provided a mix of high-quality, intimate live performances and digitalised events to keep the Shepparton Festival viable and accessible, while our city became a canvas for people to experience art safely. We’re proud of these achievements and our contribution to making our community both more vibrant and resilient.*

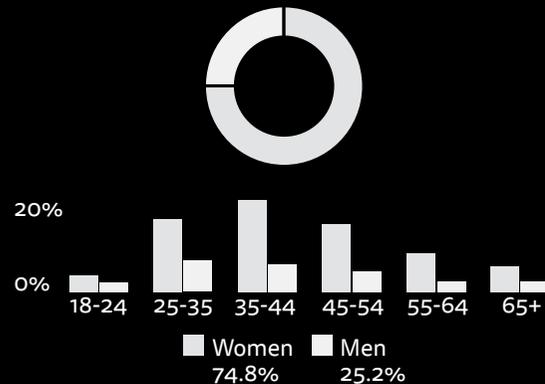
*Our team are excited to deliver again in March: 17 days, 200+ artists, 25+ venues, 25,000+ participants. With the theme THRIVE, it promises to capture the current spirit in Greater Shepparton and challenges us to envisage our future together.*

**Lousie Tremper, General Manager**

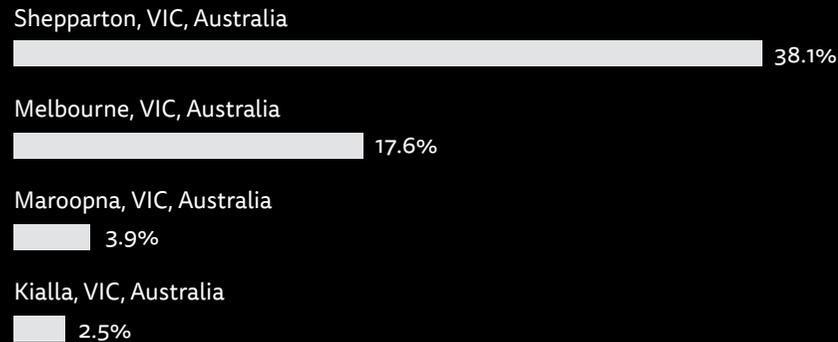
# DIGITAL — OUR REACH

We've seen a lot of change in the events landscape since COVID-19 and it's made us reconsider our marketing approach. With engagement increasing online, we must build our digital profile through strategic design, content creation and communications.

Age & gender



Top towns/Cities



## TRENDS

43% of festivals are in regional Victoria. Festivals estimate that 35% of attendees are tourists (intrastate, interstate and international).

Interest in regional Victoria and regional Victorian travel has spiked over the past 2 years due to COVID restrictions and international travel limitations. Victorians are eager to explore their own backyard.

Proactive communication around COVID safe plans will help to build customer confidence and trust.

People are moving here. Looking back last seven years of Shepparton's population, the grow rate is very consistent and strong ranging from 0.71% to 1.44%, adding around 449 to 880 people each year to the overall population.

## EMAIL DATABASE

Past purchasers and email database

POTENTIAL: 1.4K

## PAGE ENGAGERS

People who engage with the Facebook or Instagram pages or watch video content

POTENTIAL: +15K

## SITE VISITORS

All trackable site visitors

POTENTIAL: 7,500

## LOOKALIKES

People who share similar qualities to site visitors or the email database

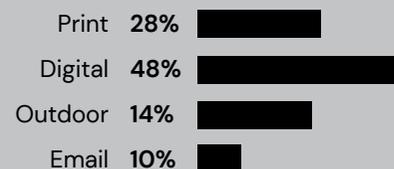
POTENTIAL: +200K

# MARKETING OPPORTUNITIES — 2022

We are shifting our marketing efforts to connect further with the local and Victorian community. Our strategic marketing plan will run from November 2021 – April 2022 and includes a range of marketing initiatives through print, digital, outdoor and email campaigns. We invite you to be a part of our high-level marketing and connect your brand with Shepparton Festival's audiences.



## ADVERTISING CAMPAIGN



## MARKETING ASSETS

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

## SOCIAL MEDIA

-  4.9K+ likes
-  2.1K+ followers

# GREATER SHEPPARTON AND BEYOND

## SHEPPARTON

*Mooroopna*

*Kialla*

*Pine lodge*

*Toolamba*

*Tatura*

*Dhurringile*

*Tallygaroopna*

*Merrigum*

*Murchison*

*Dookie*

*Our city is growing. Our region is thriving.  
People are ready to get out and explore.*

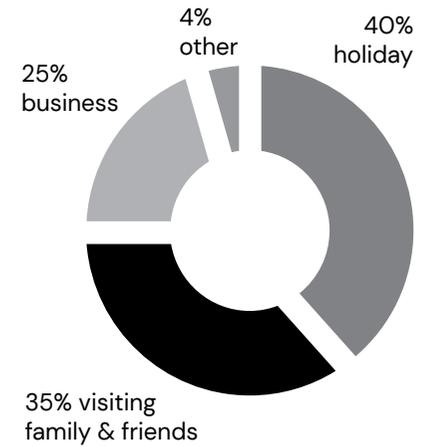
*We have an opportunity to connect with  
new audiences locally and across Victoria to  
visit Shepparton and join us in celebrating  
our community through art, performance,  
dance  
and more.*

**Jamie Lea, Creative Director**

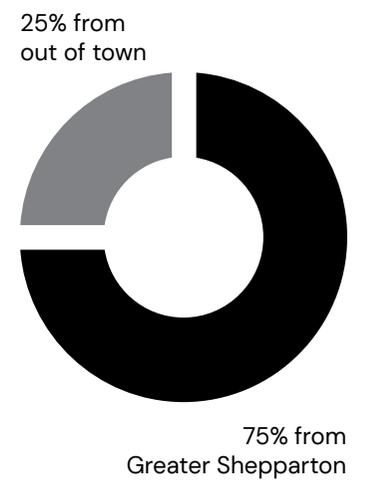




### WHY PEOPLE TRAVEL DOMESTICALLY IN AUSTRALIA



### WHO ATTENDS THE SHEPPARTON FESTIVAL?



# 2022 SPONSORSHIP OPPORTUNITY

## \$30K CONTRIBUTION

### PRINCIPAL SPONSOR

- Your logo on all marketing assets including digital and printed program, large-format advertising, posters, email campaigns, annual report
- Your logo on the homepage & sponsors page of the Festival website with direct link to your company website
- Your logo on 2022 Festival merchandise
- Joint media release to announce the partnership
- Partnership announced via the Festival Facebook & Instagram page
- Partnership announced via an email campaign
- Boosted Facebook advertisement (Reach 66K+)
- A Festival event held at your business\*
- Recognition by speakers at Festival events
- Sponsor supplied signage at major events\*
- Festival-appropriate company giveaways or promotions published on the Festival website & social media platforms
- Opportunity to collaborate on the community out-reach initiatives
- 4 double passes to any Festival-managed event^
- Priority bookings at Festival events
- Provision of the Festival annual report
- Invitations to the Festival Opening, media launch & AGM

\*must be a Festival Committee approval event

^subject to available ticket sales



# 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*





# CONTACT

To discuss how you can be involved contact:

**Louise Tremper**  
General Manager  
0434 560 946  
[manager@sheppartonfestival.org.au](mailto:manager@sheppartonfestival.org.au)

We acknowledge the Traditional Owners, the Yorta Yorta Nation and the clans whose lands cover the area now called Greater Shepparton, the Kailtheban, Bangerang, and Nguaria-iiilaim-wurrung. We acknowledge that First Peoples have never ceded sovereignty over their lands. This always was, and always will be, their country. We are conscious that colonial laws and practices led to displacement and disempowerment, and that they continue to do so with a profound and rippling effect. We pay respect to Elders past and present, and to emerging leaders. We value their vision and strength that enabled the continuity of culture and connectedness to country.

