



**2025
SHEPPARTON
FESTIVAL
Partnership
Proposal**

4 – 13

April

2025

Festival Background

Unique Events, Unusual Places

Shepparton Festival is an inclusive and multi-disciplinary regional arts program, bringing together performance, visual art, music, literature, discussion, food and special events from our region's creatives.

Established in 1995, Shepparton Festival has a long history – as we approach 29 years, we invite you to join us in celebrating and deepening our strong connections to this shared unique place.



Photo by Will Kendew



Photo by Jim Gow

With an estimated 18,200 attendances, over 400 artists participating in events and over 30 venues across Greater Shepparton hosting programs, the 2024 Shepparton Festival led to new professional and community relationships, both locally and beyond. We believe strongly in the power of the arts to create unique futures for Shepparton people, and have seen this in action year after year when the people involved and interested take on new challenges that lead to new success..

17 DAYS

40+ EXPERIENCES

400+ ARTISTS

30+ VENUES

18K+ ATTENDANCES



BRICKY B performing in 2024, photo by Lingy



Marli Kelly hosting a wreath part in 2024, photo by Cam Matheson

Promotion & Marketing

Social Media



6,2K page likes



2,6K followers



Converge on the
Goulburn 2023,
photo courtesy Greater
Shepparton City Council

Orchestra Victoria performing at Tatura Library in 2024, photo by Digital Journey Photography

Marketing Opportunities

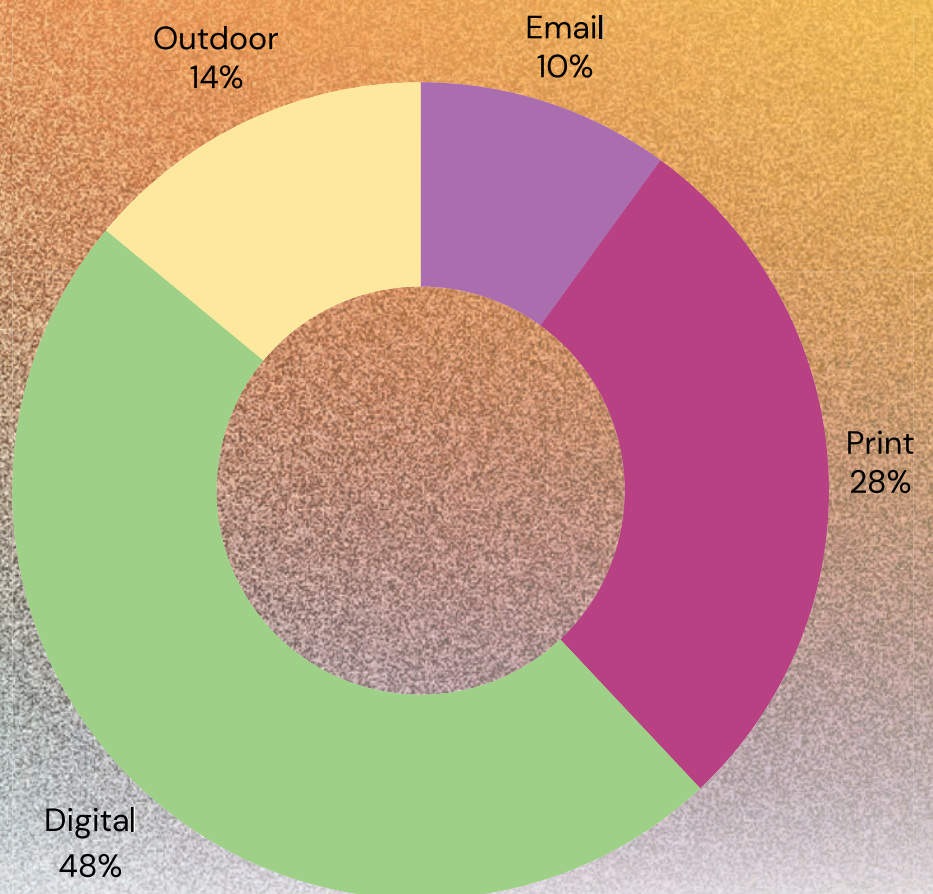
5,000 Festival guides distributed

1,700 Email database

15,000 Engaged social media audience

7,500 Unique website visitors

200K+ Paid digital ad research





Grow with Us

We are thrilled to offer a unique opportunity for alignment with the Shepparton Arts Festival, a celebration of creative expression, local grit and community spirit.

As an integral part of Shepparton's cultural landscape, your support will both enhance the festival's offerings and provide your brand with exposure to our varied audiences and engagement opportunities with our artists, producers, volunteers, and the other organisations we work with.

Shepparton Festival will work with you to create marketing programs, tailored to your needs. We can offer a comprehensive approach to partnerships, including:

- Brand profiling and alignment
- Promotions and activations
- Community Engagement
- Collaborative concept creation
- Digital content & integration

SPONSORSHIP PACKAGES

	\$10K	\$5K	\$2.5K	\$1K
Your company logo featured on the Festival website's sponsors page (level differentiated)	✓	✓	✓	✓
Promotions via the Festival Facebook and Instagram pages (level differentiated)	✓	✓	✓	✓
Invitations to exclusive events including the Festival Opening, Media Launch & AGM	✓	✓	✓	✓
Gain exposure by collaborating on Community Outreach initiatives	✓	✓	✓	✓
Invitations to a selection of sponsored events	✓	✓	✓	✓
Up to 2 double passes to any sponsored events	✓	✓	✓	
Inclusion in Shepparton Festival Digital Advertising campaign	✓	✓		
Co-designed Digital Advertising campaign	✓			
Short Video announcing the partnership on Festival Facebook page	✓			
Festival appropriate company giveaways promoted via social media	✓			
Banners or signage, and invitations to speak at sponsored events *	✓			
Up to 4 double passes to any sponsored events* ^	✓			
Dedicated Sponsor electronic newsletter feature	✓			

*must be a Festival Committee approval event

^subject to available ticket sales



For Further Information

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