



City of Ryde



GRANNY
SMITH
FESTIVAL

SAT 19 OCT 2024

SPONSORSHIP PACKAGE
RYDE.EVENTS/GSF



ABOUT US

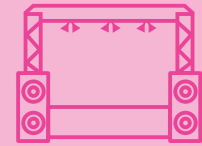
The Granny Smith Festival is a home-grown community celebration, held annually in Eastwood. Now in its 39th year, the Festival is recognised as one of Sydney's largest and most colourful street fairs.



Eastwood
home of the
Granny Smith apple



80K+
attendees



Six stages
around the Eastwood
town centre



Over **230 stalls**
for everyone to enjoy



**Amusement
rides**



**Granny's
cider bar**



Free
family friendly event



Up to **1,000** local
participants take part in
the street parade



More than
500 performers
take to the stage



*2023 performer

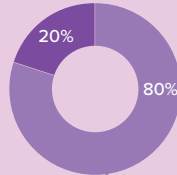
OUR AUDIENCE



An estimated **80K+** people attend the event.

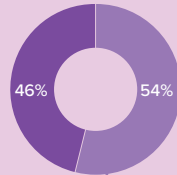


In 2023 we conducted a face-to-face visitor survey of Festival goers and 83 percent told us they were **Satisfied** or **Very Satisfied** with the organisation of the Festival.



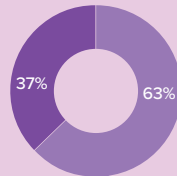
Attendees aged 18 – 44 years

80 percent of attendees are aged 18 – 44 years.



Local attendees

The 2023 survey also found that 46 percent of attendees were from outside the Local Government Area and 54 percent were local.

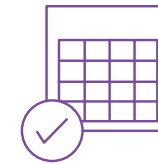


Spoke a language other than English

63 percent spoke a language other than English at home, while 37 percent spoke English only.

*Statistics taken from on-site surveys.

OUR MARKETING



16 week marketing campaign



Over **28,000** social media followers



246,101 social media reach



36,000 contacts in our email database



Approx. **55,000** households in Ryde



27,000 page visits with **160,000** page views in the month of October

SPONSORSHIP OPPORTUNITIES

The Granny Smith Festival offers extensive exposure through its marketing campaigns, presenting an ideal chance for your business to boost brand visibility through this flagship event. There are numerous ways for your business to get involved.

PLATINUM

\$30K + GST

(exclusive to one sponsor only)

GOLD

\$20K + GST

SILVER

\$10K + GST

BRONZE

\$5K + GST

Tailored and in-kind packages may also be considered to suit your needs. Please reach out to explore the available options.

ENHANCE YOUR SPONSORSHIP WITH AN ACTIVATION

By choosing to be the naming sponsor for any of the listed areas, you can amplify your sponsorship benefits.

Your name will receive prominent recognition wherever the designated area is mentioned.

Each area is priced at \$2,500 + GST when including in an existing package or \$5,000 + GST as a standalone option.



Granny's Cider Bar



Kids Hub



Grand Street Parade



Customised activation!
Tell us your idea

SPONSORSHIP SUMMARY



| | PLATINUM | GOLD | SILVER | BRONZE |
|--|-----------------------|-----------------|------------|------------|
| OUTDOOR ADVERTISING | | | | |
| Logo on street pole banners | ✓ | ✓ | ✓ | |
| Logo on fence banners | ✓ | ✓ | ✓ | |
| Logo on Macquarie shopping centre building digital billboard | ✓ | ✓ | | |
| DISTRIBUTION | | | | |
| Your company's advertisement in Festival program (half page panel) | ✓ | | | |
| Logo inclusion in City of Ryde's community magazine delivered to approximately 55,000 households | ✓ | ✓ | ✓ | |
| Logo on back page of festival program (print and online) | ✓ | ✓ | ✓ | ✓ |
| SOCIAL MEDIA CAMPAIGN | | | | |
| Granny Smith Festival Facebook page | 5 | 4 | 3 | 2 |
| City of Ryde Instagram | 2 | 1 | | |
| City of Ryde Facebook page | 3 | 2 | 1 | |
| Opportunity to develop a social media competition which will be boosted through City of Ryde's facebook page | ✓ | ✓ | | |
| DIGITAL CAMPAIGN | | | | |
| Rolling banner on homepage of the City of Ryde website | ✓ | ✓ | | |
| Logo on Council website | ✓ | ✓ | ✓ | ✓ |
| Logo inclusion on promotional email to events database | ✓ | ✓ | ✓ | ✓ |
| 'Meet our sponsors' personalised profile in EDM | ✓ | ✓ | | |
| Logo inclusion on email signatures of over 570 City of Ryde employees | ✓ | | | |
| Logo inclusion on Council information plasma screens | ✓ | ✓ | ✓ | |
| Logo included in digital ads sent to all school newsletters within the Ryde LGA | ✓ | ✓ | ✓ | |
| Logo included in online digital ad campaign on external websites | ✓ | | | |
| MEDIA CAMPAIGN | | | | |
| Announcement of sponsorship in media release | ✓ | ✓ | ✓ | ✓ |
| Logo placement in advertisements in local and community language newspapers | ✓ | ✓ | ✓ | |
| Recognition in the Mayor's Message in council column | ✓ | | | |
| FESTIVAL PRESENCE | | | | |
| Naming rights for main stage | ✓ | | | |
| Naming rights for other stages (excludes main stage) | | ✓ | | |
| Logo inclusion on three festival stage banners | ✓ | ✓ | ✓ | |
| Logo on LED screen next to the main stage | ✓ | ✓ | ✓ | |
| Acknowledgment at the official opening ceremony | ✓ | ✓ | ✓ | ✓ |
| On-site space available to further promote your brand | Space size negotiable | 6m x 3m marquee | Fete stall | Fete stall |
| Opportunity to participate in the Grand Street Parade by entering a float | ✓ | ✓ | ✓ | ✓ |
| Logo inclusion on volunteer and staff uniforms | ✓ | ✓ | | |
| Invitation for two guests to ride in a vintage car during the parade | ✓ | | | |
| Two seats on stage during the official opening | ✓ | | | |
| Opportunity to contribute products and flyers to VIP bags | ✓ | ✓ | ✓ | ✓ |
| VIP lunch for two guests on the day of the event | ✓ | ✓ | ✓ | ✓ |
| MC announcements on all stages recognising sponsors | ✓ | ✓ | ✓ | ✓ |
| Ad hoc promotional opportunities on the day (negotiable) | ✓ | ✓ | | |
| POST FESTIVAL | | | | |
| Access to official photos where appropriate | ✓ | ✓ | ✓ | ✓ |

City of Ryde

GRANNY SMITH FESTIVAL

SAT 19 OCT 2024

GRANNY SMITH FESTIVAL CONTACTS

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RYDE.EVENTS/GSF

GRANNY SMITH FESTIVAL MAP EXAMPLE

