

**BE  
PART  
OF  
SOMETHING  
BIG**



**SunFest**

Sunbury Community Festival  
**EVENT SPONSORSHIP PACKAGES**





“

By the community, for the community

”





# ABOUT SUNFEST



With a history spanning over 46 years, we take immense pride in being the largest community-run festival in Melbourne's North. Every year, we bring together a vibrant and diverse community, attracting over 35,000 attendees from all corners of Victoria.

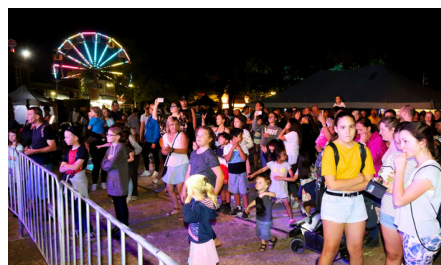
Our festival is a celebration of unity and inclusivity, designed to engage families and people of all backgrounds. We offer a wide range of activities and entertainment, ensuring there's something for everyone, from spirited performances and market stalls to thrilling rides and delicious food from various cuisines.

What sets us apart is our commitment to fostering a sense of togetherness and belonging among our attendees. Over the years, we have become more than just an event; we have grown into a cherished tradition that brings people together to create lasting memories.

As a community-run festival, we take pride in our collaborative approach, with volunteers working hand in hand to create an unforgettable experience. Our success is a testament to the dedication and passion of everyone involved.

As a sponsor, you will have the opportunity to align your brand with this beloved community celebration, gaining exposure to a vast and enthusiastic audience while contributing to Sunbury's growth and vitality. With the chance to engage with over 80,000 social media interactions, enhance brand recognition and promote community good will, we invite you to join us in creating an unforgettable SunFest experience. Partner with us for this extraordinary event and help foster a deeper sense of community.

So, come and join us as we celebrate the rich tapestry of cultures and traditions that make Sunbury such a vibrant place. Together, let's make this year's festival the most memorable one yet, embracing the spirit of diversity and unity that defines us as a community. See you there!





# MAIN STAGE

Welcome to the heart of SunFest's electrifying atmosphere – the meticulously crafted Main Stage that promises an unforgettable experience! Professionally managed and designed, this stage stands as a beacon of entertainment excellence. Equipped with state-of-the-art audio and visual technology, it sets the perfect backdrop for captivating performances and as you stand before the grand stage, you'll be immersed in a world where sound quality is impeccable.

SunFest offers you an exclusive opportunity to showcase your brand on the big screen. Imagine your logo shining brightly in front of thousands, a testament to your support for this incredible event. Our enthusiastic MC will make sure your sponsorship doesn't go unnoticed. They'll announce your brand to the crowd, ensuring that your name rings out with every cheer.

The SunFest stage isn't just a platform for performances; it's a canvas for brands, a space for connections, and a hub of energy. Join us in this celebration of music, art, and community, and Be Part Of Something Big as your brand shines on the big stage as a proud sponsor of SunFest!

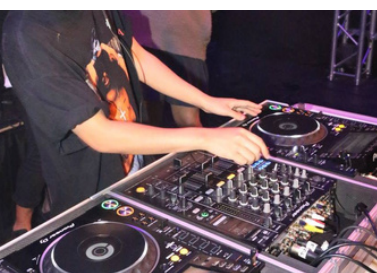


# ENTERTAINMENT & STALLS

SunFest's entertainment lineup is diverse and captivating, offering a delightful experience for attendees. The festival features the Battle of the School's Choir Competition, where talented young voices from local schools showcase their musical prowess. SunFest comes alive with the electrifying energy of live music performances by local bands and musicians, spanning various genres and captivating the audience with their tunes. Local performers also take centre stage, as dancers, musicians, and artists bring to life the rich traditions and vibrant colours of different cultures, providing a mesmerising glimpse into our Community's diverse heritage.

SunFest offers a plethora of assorted stall opportunities that cater to a wide range of interests and preferences. Whether you're a vendor or a visitor, SunFest's diverse stalls promise an enriching and captivating experience for everyone involved.

Partner with SunFest to showcase your brand amidst amazing talent, live music, and cultural celebrations that leave a lasting imprint. Embrace this chance to connect with a vibrant audience and be a part of something extraordinary.





# COLOUR RUN

Experience the joyous burst of colours and unbridled enthusiasm at SunFest's Colour Run! This event isn't just a race; it's a celebration of the limitless potential within every participant. Whether you're a seasoned runner, new to the track or a family wanting to have some fun, the Colour Run embraces everyone, while having an unforgettable time. As you embark on the vibrant course, clouds of brilliant hues engulf you at every turn. Each step becomes a kaleidoscope of happiness as friends, families, and individuals dash through each colour station. The Colour Run isn't about who finishes first, but the shared experience of crossing the finish line in a blaze of colour and accomplishment.

Elevate your brand by becoming a SunFest sponsor. Your logo will shine throughout the event, making you an integral force of this community-focused celebration.

Join the SunFest Colour Run, where memories made are as vibrant as the colours that paint the course!



# GRAND STREET PARADE

Prepare to be amazed by the vibrant spectacle of the SunFest Grand Street Parade! As O'Shanassy Street transforms into an assembly of colours and creativity, community groups and organisations from far and wide converge to showcase their spirit and unity. Proudly marching in costumes and uniforms that embody their identities, these groups take to the streets. The parade comes alive with the rhythmic beats of occasional drums and sirens to the backing of the music that echoes through the street from the Main Stage.

Every step taken, everyone that passes with the infectious energy of dance groups, and the dazzling displays atop elaborately decorated floats and vehicles, is a vivid representation of the heart and soul of these groups, each with its own unique message to share. It's a magnificent display of culture, creativity, and community, as SunFest's Grand Street Parade continues to be a testament to the power of unity and expression.

Secure your exclusive opportunity to display who you are at the Grand Street Parade and don't miss the chance to shine alongside everyone that passes.







46+  
**YEARS**  
FESTIVAL HISTORY

**35,000+**  
FESTIVAL ATENDEES



**4000 m<sup>2</sup>**  
MARKETING  
SPACE

**LARGEST**  
Volunteer Festival in  
Melbourne's North



**BE  
PART  
OF** SOMETHING  
**BIG**



**31+** ENTERTAINMENT  
PERFORMANCES AND EVENTS  
TO KEEP EVERYONE ENGAGED



**80,000**  
SOCIAL MEDIA HITS



17+  
**HOURS**  
FESTIVAL EXPOSURE  
TIME SAT & SUN

**DIVERSITY**  
(born in Australia)  
Other common countries  
of birth were China, UK,  
India, Italy & New Zealand

**79.3%**





# WHY SPONSOR

1

**INCREASED BRAND VISIBILITY:** Your brand will be prominently displayed throughout the festival, reaching thousands of attendees and generating brand recognition.

2

**TARGETED MARKETING & AUDIENCE ENGAGEMENT:** Actively engage festival-goers through interactive activities, product showcases, or promotional activities tailored to your organisation.

3

**COMMUNITY ENGAGEMENT & GOOD WILL:** Sponsoring SunFest demonstrates your commitment to the local community, community development and cultural enrichment.

4

**NETWORKING & PARTNERSHIP:** SunFest provides an excellent platform for networking and forging valuable partnerships with other businesses, community leaders, and potential collaborators.

5

**DIFFERENTIATION & COMPETITIVE ADVANTAGE:** Sponsoring SunFest sets your business apart from competitors, highlighting your commitment to supporting local initiatives and showcases your brand's values, giving you a competitive edge in the market.

6

**POSITIVE PR & MEDIA COVERAGE:** SunFest gains specific media attention, and as a sponsor, you have the opportunity to leverage this coverage for positive PR, building solid brand reputation.

7

**SOCIAL MEDIA PRESENCE:** SunFest generates substantial social media buzz, offering you an opportunity to tap into this online conversation and leveraging additional marketing channels, thereby expanding your digital presence.





# SPONSORSHIP PACKAGES

## SPONSORSHIP BENEFITS

**DIAMOND**  
\$10,000 +

**PLATINUM**  
\$5,000 +

**GOLD**  
\$2,500 +

**SILVER**  
\$1,000

**SUPPORTER**  
\$500

Naming Rights to SunFest Main Stage	•				
Social Media Promotion	12 POSTS	9 POSTS	6 POSTS	3 POSTS	1 POST
Boosted Social Media Post	2 POSTS	1 POST			
Website Promotion	•	•	•		
MC Promotion	•	•	•		
Main Stage LED Screen Promotion	•	•	•	•	•
Promote your organisation as a SunFest sponsor on your organisations website	•	•	•	•	•
Display a unique SunFest Sponsorship Sticker	•	•	•		
Invitation to SunFest Sponsors Luncheon	4 INVITATIONS	3 INVITATIONS	2 INVITATIONS		
Naming Rights to SunFest Major Event	•	•			
Invitation to Appear on the Judging panel of the Grand Street Parade	•				
Invitation to Appear on the Judging Panel of SunFest Entertainment Events	•	•	•		
SunFest Stall Site	FREE 6x3	FREE 3x3	50% OFF		
Invitation to Next Year's SunFest Planning Meeting	3 INVITATIONS	2 INVITATIONS	2 INVITATIONS		





# EVENT SPONSORSHIP DIAMOND

## PRE-FESTIVAL

- Twelve Social Media Posts on the Sunbury Community Festival Instagram & Facebook Social Media Channels
- Two paid Facebook Boosted Social Media posts with one weeks duration
- Your organisation name and logo identified as 'Diamond Sponsor' on SunFest's Website (including a hyperlink)
- Display a unique SunFest Diamond Sponsorship Sticker at your organisation
- Opportunity to promote your brand as a 'Diamond Sponsor' of SunFest on your organisation's website and social media
- Three invitations to the next year's SunFest Planning Meeting
  
- Opportunity for other benefits, to suit the sponsorship requirements of your organisation (tailored by negotiation)

## AT EVENT

- Specific MC Promotion throughout SunFest
- Your organisation's name and logo identified as 'Diamond Sponsor' on the Main Stage LED Display
- Four invitations to the SunFest Sponsors Luncheon
- Naming rights for SunFest Main Stage, the largest volunteer festival in Melbourne's North; or
- Opportunity to be a naming rights sponsor of one of the following events (only if the naming rights have not been previously sponsored by another organisation): SunFest Colour Run, Grand Street Parade, Torchlight Parade, Battle of the School Choirs, SunFest Talent Shows, etc
- Invitation(s) to appear on the judging panel of the Grand Street Parade and/or other SunFest Entertainment Events
- One free 6x3 stall site during both days of the festival in a high exposure location





# EVENT SPONSORSHIP PLATINUM

## PRE-FESTIVAL

- Nine Social Media Posts on the Sunbury Community Festival Instagram & Facebook Social Media Channels
- One paid Facebook Boosted Social Media post with one week duration
- Your business name and logo identified as 'Platinum Sponsor' on SunFest's Website (including hyperlink)
- Display a unique SunFest Platinum Sponsorship Sticker at your organisation
- Opportunity to promote your brand as the 'Platinum Sponsor' of SunFest on your organisation's website and social media
- Two invitations to the next year's SunFest Planning Meeting
- Opportunity for other benefits, to suit the sponsorship requirements of your organisation (tailored by negotiation)

## AT EVENT

- Specific MC Promotion throughout SunFest
- Your organisation's name and logo identified as 'Platinum Sponsor' on the Main Stage LED Display
- Three invitations to the SunFest Sponsors Luncheon
- Opportunity to be a naming rights sponsor of one of the following events (only if the naming rights have not been previously sponsored by another organisation): SunFest Colour Run, Grand Street Parade, Torchlight Parade, Battle of the School Choirs, SunFest Talent Shows, etc
- Invitation(s) to appear on the judging panel of SunFest Entertainment Events
- One free 3x3 stall site during both days of the festival in a high exposure location





# EVENT SPONSORSHIP GOLD

## PRE-FESTIVAL

- 6 Social Media Posts on the Sunbury Community Festival Instagram & Facebook Social Media Channels
- Your business name and logo identified as 'Gold Sponsor' on SunFest's Website
- Display a unique SunFest Gold Sponsorship Sticker at your organisation
- Opportunity to promote your brand as the 'Gold Sponsor' of SunFest on your organisation's website and social media
- Two invitations to the next year's SunFest Planning Meeting
  
- Opportunity for other benefits, to suit the sponsorship requirements of your organisation (tailored by negotiation)

## AT EVENT

- Specific MC Promotion throughout SunFest
- Your organisation's name and logo identified as 'Gold Sponsor' on the Main Stage LED Display
- Two invitations to the SunFest Sponsors Luncheon
- Invitation(s) to appear on the judging panel of SunFest Entertainment Events
- 50% off one 3x3 stall site during both days of the festival





SUNBURY COMMUNITY FESTIVAL INC  
Incorporation Number: A0046389F  
ABN: 72 544 779 910

## **TAILORED PACKAGES**

SunFest can work with you to tailor a sponsorship package suitable for your organisation. We are committed to working with you to leverage your sponsorship and maximise your involvement with our festival and events.

## **IN-KIND SPONSORSHIP**

In-kind sponsorship opportunities are also available, with tailored packages based on agreed value of in-kind contributions.

## **CONTACT US**

For more information on our sponsorship packages, please contact SunFest Sponsorship Team: [info@sunfest.org.au](mailto:info@sunfest.org.au)

## **IMPORTANT NOTE**

The information provided in this sponsorship package is designed to provide an overview of the opportunities available to organisations. Sponsorship costs, status and inclusions will be agreed upon by both parties and may be written into a formal sponsorship agreement. Please note that some sponsor applicants may not be considered due to existing partnerships, or due to conflict of interest issues.