



Sponsorship Proposal

Sunday 12 November 2023

10am to 4.00pm

Town Park and Surrounds,
Croydon

maroondah.vic.gov.au/festival



Help us in creating yet another memorable Maroondah Festival, a celebration of our community.

Maroondah Festival, a cherished family tradition, has been bringing joy, fun, and community connectedness to our local community for over 30 years. This vibrant celebration takes place in and around Town Park and has become Maroondah's biggest free event, attracting over 25,000 people from our local and neighbouring communities each year.

With a wide range of attractions, including stage entertainment, amusements, food, market stalls, community displays, youth area, kids' area, homegrown area, cultural entertainment and a sustainability area, Maroondah Festival is considered a highlight on the local community calendar.

Experience the magic of this timeless community celebration and connect with our community at Maroondah Festival.



Sunday 12th November



10:00am - 4:00pm



Town Park and Surrounds

Maroondah Festival

The Maroondah Festival, now in its 32nd year, is the largest free community event operating in Melbourne's East.

It originated as the Croydon Festival in 1990, with the aim of fostering participation from Council, community groups, local traders, and key business stakeholders in the area and the surrounding eastern region.

The festival offers a range of free and low-cost activities, attracting an estimated crowd of 25,000 people throughout the day. Its comprehensive program is structured to maximize participant involvement and ensure an enjoyable experience for all.



Why sponsor the Maroondah Festival

As a sponsor, your brand will be aligned with Maroondah's premier event and highlighted as a supporter of the Maroondah community.

It will be seen on various elements of the event, including promotional activities, reaching over 25,000 attendees.

We offer a range of marketing channels and opportunities to promote the event and partnership. Please refer to the attached table outlining the benefits of each sponsorship package, which can be adjusted to meet your specific requirements.

Sponsorships can be made through a financial contribution or an in-kind offer of services.

Market Description

Our attendances surpass those of most community festivals in Melbourne, establishing a captive and untapped market that returns year after year.

In fact, our market research reveals that the majority of our participants attend fewer than three festivals annually.

The Maroondah Festival presents an ideal platform to showcase your business on a personal level.

Our extensive surveys and market research provide us with a comprehensive understanding of our target market.

1. 70% of participants live within the City of Maroondah. Of the non-residents, 80% lived in the five neighbouring municipalities of Knox, Whitehorse, Manningham, Monash and Yarra Ranges.

2. The age breakdown of participants is as follows:

0 - 12	- 15%
12 - 25	- 16%
26 - 40	- 41%
41 - 60	- 21%
61+	- 7%

The Maroondah Festival provides unparalleled access to a diverse slice of the Eastern Melbourne market, appealing to parents, children, teens, young adults, middle-aged individuals, and even the elderly demographic. Its exhibitions captivate and draw in a wide range of attendees, showcasing the festival's unique beauty and ability to attract such a diverse crowd.

Event Management

The Maroondah Festival, produced by the Maroondah City Council, has engaged Fruitbowl Productions to manage all aspects of the event. With over 26 years of experience in event and conference management, Fruitbowl Productions is a reputable event management company in Melbourne. Specializing in government events and festival management, they have the knowledge and expertise to effectively coordinate programming, community engagement, production, site management, sponsorship, and marketing for the festival. Their capabilities also extend to implementing partnership programs and achieving desired sponsorship outcomes.



Festival Precincts

Main Stage Arena

The gardens are alive with music! Festival patrons can soak up the grooves in Town Park with some of Melbourne's finest performers.

The main stage will be programmed with a range of acts whether it be big band, swing, jazz, African dance and Brazilian groove. The focus will be on a range of musical styles to get people moving and grooving. The area around the stage will have a range of food stalls and ample seating to encourage patrons to sit and eat whilst they soak up the tunes.

Homegrown Area

This area will showcase a vast array of stalls, interactive activities and educational displays to promote sustainable living. The area will feature exciting workshops, displays and activities to promote energy saving solutions, green cleaning, waste and recycling, water and land conservation. Artisan Stalls with a focus on local and homemade / homegrown will be located within this area. The Homegrown Area will also feature cooking demonstrations and sustainable living workshops.

Community Area

At the heart of the Maroondah Festival lies the Community Area, which serves as a vital hub for festivalgoers to access valuable information about services and activities in their local area.

The Community Expo is a fantastic feature that showcases over 80 diverse and innovative communities and support groups promoting their valuable services.

The stage entertainment presented by local community organizations and schools offers a delightful and engaging presentation that is sure to keep the crowds entertained throughout the day. From enchanting dance performances to thrilling musical acts, the stage entertainment serves as a testament to the incredible creativity and talent that exists within this vibrant community.

But the excitement doesn't stop there. For those who love to cook, the cooking stage is an absolute must-see! This stage features mouth-watering cooking demonstrations by local multicultural organizations that highlight the diverse and rich food culture that exists within Maroondah.



Festival Areas

Fun and Fitness Area

The Fun and Fitness area is located within the Aquahub gymnasium. This vibrant space serves as a platform to showcase numerous local sporting clubs in Maroondah, offering exciting “come and try” activities in a variety of sports. From basketball, martial arts, and football to gymnastics and soccer, there’s something for everyone to enjoy.

Sensory Garden

A sensory friendly area designed to be less sensory stimulating and overwhelming. The area includes places to sit and be free from the festival bustle. Soft cushions and beanbags, calming music, access to coloring books, paper, crayons and sensory craft, toys are some of the features of this area. Sensory kits will be available from the information tent and can offer headphones, earplugs, sunglasses and fidget toys.

Youth Area

The Youth area is dedicated to young people between the ages of 12 – 18 featuring live music, interactive workshops and activities, chill out space and food trucks.

Maroondah Masterclasses

Introducing an exhilarating new space that caters to a variety of hands-on workshops, spanning from kids cooking to flower arranging. Participants will have the opportunity to preregister for a nominal fee, which will cover both the materials and the guidance of our skilled facilitators.

Kids Kingdom

A mini festival, the Kids Kingdom is packed full of fun and is specifically aimed at entertaining children. The Kids Kingdom will feature free interactive games and activities, craft workshops, roving entertainment plus a range of exhibitors promoting their products and services. The Kids Kingdom Stage presents an exciting program of entertainment such as Kids Karaoke, local primary school bands, choirs and interactive kid’s shows such as “Peppa Pig” and “Paw Patrol”. Free Kids rides are also located in the Kids Kingdom.



Naming Rights Partnership

\$13,000 Plus GST

The Naming Rights partnership for the Maroondah Festival is the highest and most prestigious of all sponsorship levels.

As the Naming Rights sponsor, we offer you the greatest level of recognition through our pre-event marketing and event day promotion. You will receive as much exposure as the event itself, enjoy premium logo placement and gain enormous exposure on the day of the event.

Pre - Event Marketing - Your logo and Naming Rights Recognition on:

- Maroondah Festival website and social media including Facebook, Instagram and Twitter
- 500 festival posters distributed to businesses, schools and council services throughout Maroondah
- 2 dedicated social media posts relevant to your area with mention of your organisation
- 8 x roadside boards placed in high traffic areas across Maroondah City Council
- 3 x park boards located within Town Park and Eastfield Dog Park
- 30 x street decals on the ground of footpaths throughout Maroondah
- Realm and Council TV Image displayed at Maroondah Service Centres

Event Day Promotion - Your logo and Naming Rights Recognition

- All Maroondah Festival signage (including but not limited to stage banners, directional signs)
- Opportunity to show a TVC or still advertisement on the water trailer LED screen
- Your logo on sponsors signage positioned at the Information Tent and Main Stage
- 200 x Table decals with option to display a QR code
- Lost Children's wristbands x 2000 (to be distributed to children at the Lost Kids Tent)
- Photos produced at the photo booth (approximately 1000)
- 10 x sponsor announcements on each stage
- Complimentary 6m x 3m marquee site (Including furniture and power) in your choice of location
- Complimentary face painter or children's entertainer positioned at your marquee
- Opportunity to run a competition or interactive activity at the festival



Gold Partnership

\$8,500 Plus GST

Gold Sponsorship benefits include the Naming Rights to your area with the following opportunities for logo and brand exposure.

As a Gold Sponsor, you will have Naming Rights to one of the main festival precincts

- Main Stage
- Kids Kingdom
- Home Grown
- Community

Each of these precincts includes a stage performance area, interactive, free activities, food sites, community and business stalls. Silver Sponsorship enables your company to have exclusive naming rights to an area best suited to your demographic and objectives.

Pre - Event Marketing - Your logo and Gold Sponsor Recognition on:

- Maroondah Festival website and social media including Facebook, Instagram and Twitter
- 500 festival posters distributed to businesses, schools and council services throughout Maroondah
- 2 x social media posts relevant to your precinct with mention of your organisation
- 8 x roadside boards placed in high traffic areas across Maroondah City Council
- 3 x park boards located within Town Park and Eastfield Dog Park
- Realm and Council TV Image displayed at Maroondah Service Centres

Event Day Promotion - Your logo and Gold Recognition on:

- Precinct Signage and Banners
- Opportunity to provide a still advertisement on the water trailer LED screen
- Your logo on sponsors signage positioned at the Information Tent and Main Stage
- 8 x sponsor announcements on relevant precinct stage and 1 sponsor announcement on main stage
- Complimentary 6m x 3m marquee site (Including furniture and power) in your choice of location
- Opportunity to run a competition or interactive activity at the festival
- Opportunity to distribute a branded promotional item (item approval from Maroondah City Council)

Silver Partnership

\$5,000 Plus GST

As a Silver Sponsor, you will have the naming rights to one of the festival areas.

- Fun and Fitness
- Sensory Garden
- Youth Area
- Maroondah Masterclasses

Silver Sponsorship benefits include the naming rights to your area with the following opportunities for logo and brand exposure.

Pre - Event Marketing - Your logo and Silver Sponsor Recognition on:

- Maroondah Festival website and social media including Facebook, Instagram and Twitter
- 500 festival posters distributed to businesses, schools and council services throughout Maroondah
- 1 social media post relevant to your precinct with mention of your organisation

Event Day Promotion - Your logo and Silver Recognition on:

- Precinct Signage and Banners
- Opportunity to provide a still advertisement on the water trailer LED screen
- Your logo on sponsors signage positioned at the Information Tent and Main Stage
- 3 sponsor announcements on relevant precinct stage and 1 sponsor announcement on main stage
- Complimentary 3m x 3m marquee site (Including furniture and power) in your choice of location
- Opportunity to run a competition or interactive activity at the festival
- Opportunity to distribute a branded promotional item (item approval from Maroondah City Council)



Support Sponsorship

\$1,500 Plus GST

Support sponsorships are an affordable way for local small businesses to get involved and still receive significant sponsorship benefits.






























The Maroondah Festival could not be possible without the support of all sponsors. Sponsorship enables us to incorporate free kids rides, interactive activities and entertainment into the festival program.

Pre event Marketing - Your Logo On: Event Day Promotion:

- Maroondah Festival website and social media including Facebook, Instagram and Twitter Page
- Your logo on sponsors signage positioned at the Information Tent and Main Stage
- 1 sponsor announcement on main stage
- Complimentary 3m x 3m marquee site (Including furniture and power)



PRE - EVENT MARKETING

	Naming Rights	Gold Sponsor	Silver Sponsor	Support Sponsor
Logo recognition on Maroondah Festival website and social media including Facebook, Instagram and Twitter Page				
500 festival posters distributed to businesses, schools and council services throughout Maroondah				
Dedicated social media posts relevant to your area with mention of your organisation	2	1	1	
8 x roadside boards placed in high traffic areas across Maroondah City Council				
3 x park boards located within Town Park and Eastfield Dog Park				
30 x street decals on the ground of footpaths throughout Maroondah				
Realm and Council TV Image displayed at Maroondah Service Centres				
EVENT DAY				
All Maroondah Festival signage (including but not limited to stage banners, directional signs)		Relevant Precinct Banners Only	Relevant Area Banner Only	
Opportunity to show a TVC or still advertisement on the water trailer LED screen	TVC	Still Advertisement	Still Advertisement	
Your logo on sponsors signage positioned at the Information Tent and Main Stage				
200 x Table decals with option to display a QR code				
Lost Children's wristbands x 2000 (to be distributed to children at the Lost Kids Tent)				
Photos produced at the photo booth (approximately 1000)				
Sponsor announcements on each stage	10	5 sponsor announcements on your precinct stage	3 sponsor announcements on your precinct stage	
Complimentary 6m x 3m marquee site (Including furniture and power) in your choice of location				
Complimentary 3m x 3m marquee site (Including furniture and power) in your choice of location				
Complimentary face painter or children's entertainer positioned at your marquee				
Opportunity to run a competition or interactive activity at the festival				

Maroondah Festival Proposal

We aim to put together a campaign that will appeal to you however we are aware there may be something we have missed.

If you have any ideas of your own, we are only too happy to incorporate them into our agreement.

This is a fantastic opportunity for your company to generate both a lot of publicity and goodwill in the local community.

Festival Coordinator

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