



Sponsorship Proposal

maroondah.vic.gov.au/festival

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

The Maroondah Festival stands as a cherished family tradition, bringing joy, entertainment, and a strong sense of community to the residents of Maroondah and its neighboring areas for over 30 years. Held annually in and around Town Park, Croydon, this vibrant celebration has grown to become the largest free community event in Melbourne's East, attracting more than 25,000 attendees each year.

Originating as the Croydon Festival in 1990, the event was established to foster participation from the Council, citizens, community groups, local traders, and key business stakeholders within the region. Over the years, it has evolved into a comprehensive festival that offers a wide array of attractions, including stage entertainment, amusements, diverse food options, market stalls, community displays, dedicated youth and kids' areas, a homegrown section, cultural performances, and a sustainability zone.

The Maroondah Festival is more than just an event; it's a testament to the community's spirit and resilience. With its inclusive and engaging program, the festival not only provides free and low-cost activities for all ages but also serves as a platform for local businesses and organizations to connect with the broader community. Its enduring popularity underscores its significance as a highlight on the local calendar, reflecting the collective pride and unity of the Maroondah community.



Sunday 8 November 2026



10:00am - 4:00pm



Town Park and Surrounds

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 - making this one of the largest community events in the East.

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

Aligned Vision

Maroondah City Council has a strong vision for all council departments, events and initiatives where we foster prosperous, healthy and sustainable communities.

By sponsoring this event your organisation will help us to provide an amazing event that celebrates diverse community which calls Maroondah home, is inclusive and leads the charge with innovative sustainable practices, aligning your own values and goals.

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

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.

[Learn more at fruitbowl.com.au](http://fruitbowl.com.au)

Festival Precincts

The Maroondah Festival is designed around dedicated precincts, each offering tailored programming and unique experiences for specific audiences. These themed areas provide the perfect opportunity for brands to connect with targeted demographics in a meaningful way.

If your organisation aligns with a particular precinct, we invite you to explore tailored opportunities to gain brand exposure and community connection through high-visibility sponsorship integration.

2024 Maroondah Festival Site Plan



Festival Precincts

Main Stage Arena

Presenting partner opportunity available

One of the Festival's main features, the Main Stage Arena will once again bring Town Park to life with an exciting program of live music and entertainment. Positioned close to the popular major amusements and surrounded by high levels of pedestrian activity, this vibrant precinct naturally attracts families, community members and visitors throughout the day.

The Main Stage will showcase an exciting program of Melbourne-based musical acts, with a high-energy mix of genres ranging from big band and funk to global rhythms and contemporary favourites. Designed to create atmosphere, movement and connection, the Main Stage Arena is where crowds gather to relax, dine, enjoy the entertainment and soak up the Festival experience.

With the potential to program a headline act, this precinct offers a premium presenting opportunity for a sponsor to be prominently aligned with one of the Festival's hero moments — the Main Stage Headline Performance.



Festival Precincts

Kids Kingdom

Presenting partner opportunity available

A festival within a festival - **Kids Kingdom** is a vibrant, themed precinct designed to spark wonder and excitement for children of all ages.

Loved by families, this dynamic area features a jam-packed lineup of free activities, including interactive games, rides, craft workshops, and engaging roving performers. It's a hands-on, high-energy zone where play meets imagination.

The **Kids Kingdom Stage** showcases a lively program featuring Kids Karaoke, local primary school bands, choirs, and interactive shows that captivate young audiences and create lasting memories.

With constant foot traffic and a highly engaged family demographic, this precinct offers a premium opportunity for a family-aligned brand to connect meaningfully with the community.



Festival Precincts

Community Area

Presenting partner opportunity available

At the heart of the Maroondah Festival is the vibrant **Community Area** - a central hub where festivalgoers can discover the many services, groups, and activities that support and enrich life in our local area.

The popular **Community Expo** features over 80 local organisations, showcasing the diverse work of community groups, charities, and support services that help make Maroondah a connected and inclusive place to live.

The **Community Stage** adds extra buzz to the precinct, presenting a lively program of performances from local schools, cultural groups, and community organisations. From vibrant dance routines to captivating musical acts, the stage celebrates the creativity and talent of our community.

This precinct is ideal for brands and organisations looking to align with social connection, grassroots engagement, and local pride.



Festival Precincts

Cultural Hub

Presenting partner opportunity available

At its heart is the Cultural Cooking Stage, where local multicultural groups, businesses and community chefs share cherished family recipes and contemporary creations. From passed-down secrets to modern fusion, these live demonstrations invite audiences to taste the stories behind the dishes.

Surrounding the stage, community exhibitors and cultural organisations present interactive displays, tastings and engagement opportunities that celebrate Maroondah's rich diversity. Building on the success of this much-loved precinct, the Cultural Hub may also expand to include a Cultural Bazaar Market, featuring cultural products, handmade items, artisan goods and food-related offerings from local communities and small businesses.

Cultural Hub will feature:

“Tastes of Maroondah” recipe ebook, co-created with community groups and elders in the lead-up to the event.

Teas & Coffees of the World activation - inviting festivalgoers to explore ceremonial drinks, heritage brews and storytelling from different culture.

Cultural Bazaar Market - adding colour, vibrancy and a marketplace atmosphere where festivalgoers can browse, discover and engage with cultural makers, community groups and local traders.

The Cultural Hub offers a rare opportunity for sponsors to align with diversity, inclusion, intergenerational wisdom and cross-cultural understanding in a space designed to nourish both body and soul.



Festival Precincts

Homegrown Area

Presenting partner opportunity available

The Homegrown Hub is a vibrant precinct celebrating eco-conscious living, innovation, and the local maker movement.

This inspiring space showcases a diverse mix of interactive exhibits, artisan market stalls, and educational workshops, all designed to promote practical solutions for sustainable living. Festivalgoers can explore topics such as:

- Energy efficiency and renewable alternatives
- Waste minimisation and creative reuse
- Water and land conservation
- Green cleaning and toxin-free living
- Biodiversity and backyard gardening

A curated **artisanal marketplace** will highlight the best in homemade, homegrown, and locally crafted goods - from preserves and produce to natural skincare, eco-homewares, and handmade wares - all aligning with environmentally conscious values.

With its **hands-on workshops**, engaging stallholders, and environmental themes, this precinct is the perfect platform for brands committed to sustainability, ethical production, and conscious consumerism.



Festival Precincts

Youth Area

Presenting partner opportunity available

This precinct offers a dynamic program of:

- Live music and DJ sets from emerging local talent
- Hands-on workshops covering everything from street art and music production to gaming and creative tech
- Chill zones with beanbags, picnic areas, and interactive installations
- Food trucks and treats tailored to teen tastes

Fun & Fitness Arena

Presenting partner opportunity available

This area is a the place to be for sports fanatics and those who are looking to live a healthy life and includes:

- Come & Try Passport, lead by Council's Sport & Recreation Department, participants are encouraged to try interactive activities from local clubs
- A demonstration space for local groups to showcase their talents to the local community with a focus on being active.
- Photo opportunities with the local emergency services and mascots

Thrill Zone

Calling all thrill seekers! The thrill zone is a mini show with a curated mix of exhilarating rides, a giant ferris wheel, sideshow, showbags and your favourite carnival foods.





Be seen by thousands of local residents in the lead up to the event

Posters

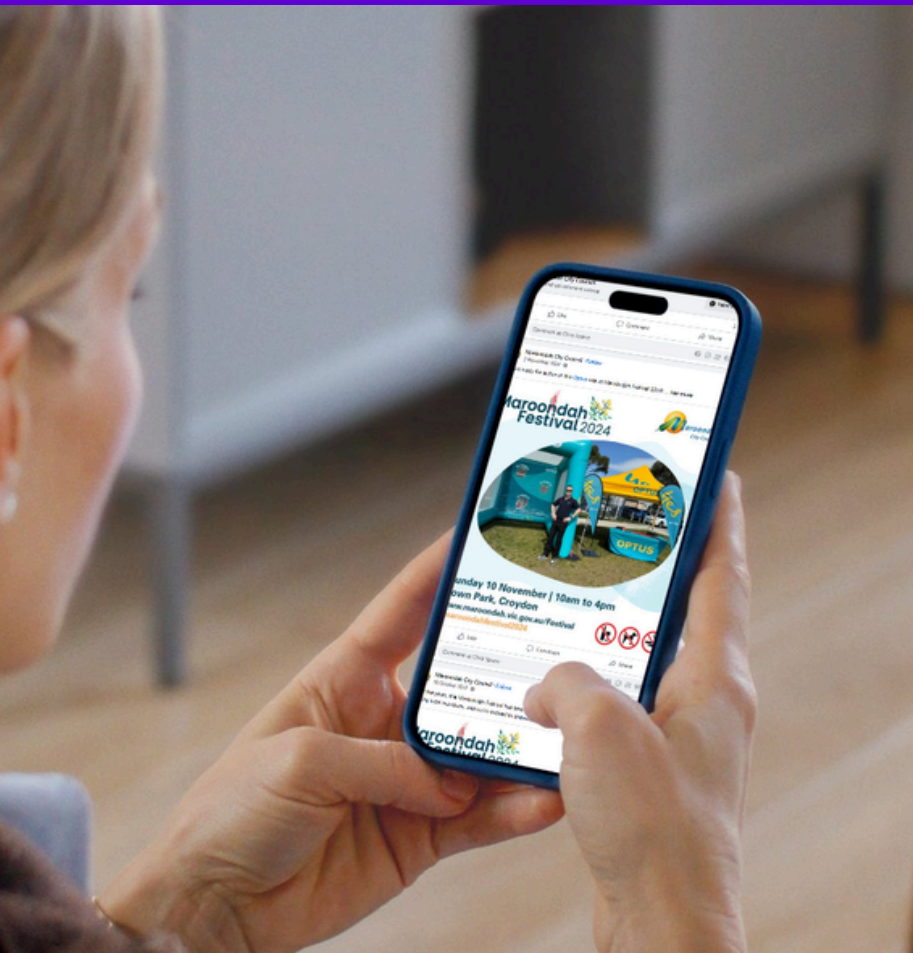
Flyers

Social Media Posts

Roadside Boards

Email Newsletters

Online Advertising



Sponsorship Inclusions

Platinum Festival Naming Rights Partnership

\$13,000 + GST - Only two available

The Naming Rights Partnership - Platinum is the premier sponsorship opportunity for the Maroondah Festival - offering the highest level of brand visibility and prestige.

As the exclusive Naming Rights sponsor, your brand will receive headline association with the event across all major marketing, media, and event-day platforms. This includes premium logo placement, extensive pre-event exposure, and maximum visibility throughout the festival precinct.

This partnership places your organisation at the heart of one of Melbourne's most cherished community festivals, reinforcing your position as a key supporter of local celebration, connection, and culture.

Pre-Event Promotional Activities

Printed Promotional Materials	<p>Your logo will be featured on the following as a presenting partner in:</p> <ul style="list-style-type: none">• 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• 500 x festival posters distributed to businesses, schools and council services throughout Maroondah• 2 x EastLink billboards (subject to approval Eastlink approval)
Digital Advertising	<p>Your logo will be featured on the following as a presenting partner in:</p> <ul style="list-style-type: none">• Realm and Council TV Image displayed at Maroondah Service Centres Eastland - Town Square screen• Mama Knows East - Digital advertising campaign• Weekend Notes - Digital advertising campaign
Digital Marketing	<p>Your logo will be featured on the following as a presenting partner in:</p> <ul style="list-style-type: none">• Maroondah City Council Website<ul style="list-style-type: none">- exposure with 100 words - company blurb with hyperlink to company website. (can include video content and stronger visibility across key Festival pages)- featured sponsor banner.• Maroondah City Council Facebook Page - 2 x dedicated Facebook posts relevant to your sponsorship with mention of your organisation, sponsors thank you post, and recognition in all generic event posts• Maroondah City Council Instagram Page - 2 x dedicated Facebook posts relevant to your sponsorship with mention of your organisation, sponsors thank you post, and recognition in all generic event posts• Maroondah City Council - eNews (integrated digital promotion such as sponsor spotlights, featured content or sponsor-supported competitions.• Eastlink - eNews x 2• Eastlink - Homepage advert• Eastlink - Email to Eastlink account holders (approx. 250,000)• Eastlink - Email to Eastlink personnel (approx. 200)

Sponsorship Inclusions

Platinum Festival Naming Rights Partnership

Event Day

<p>Put your brand in the spotlight across our largest and most visible event platforms:</p>	<p>Stage Announcements (x 10 per stage, per day) Regular sponsor mentions across all main stages throughout the event day - reinforcing your brand presence to thousands of attendees.</p> <p>Stage Program Signage Your logo will be featured on stage program signage / banners across the entire event site.</p>
<p>Maximise your reach with strategic, high-impact branding touchpoints across the event site:</p>	<p>Branded Table Decals (x 200) Custom table decals featuring your logo and an optional QR code for customer engagement.</p> <p>Festival Signage Integration Your logo included on major event signage, including directional signage and teardrop banners for optimal visibility.</p> <p>Branded Photo Booth Output (Approx. 2,000 Prints) Your logo featured on all printed and digital photo booth images - a lasting memento for attendees.</p> <p>Lost Kids Wristband Sponsorship (x1000) Logo placement on wristbands distributed to children at the Lost Kids Tent - a visible, family-friendly brand alignment.</p> <p>LED Screen Advertising Opportunity Display your TVC or still advertisement on the event's water trailer LED screen, located in a high-traffic area.</p> <p>Maroondah Trail Opportunity for your organisation to be featured in the Maroondah Trail, including branding on Trail cards and the chance to host an activation site as a designated stop for attendees</p>
<p>Amplify engagement with immersive onsite activations:</p>	<p>Premium Marquee Experience We will provide you with a 6 x 3m marquee in a premium location, complete with tables, chairs and power for you to host engaging activities such as product demonstrations, interactive games, or themed experiences that resonate with attendees. In addition, we can provide additional space for your activation and displays.</p> <p>Giveaways and Competitions: Attract and retain visitor attention by offering branded giveaways or hosting onsite competitions. For instance, a vehicle display where attendees can participate in a contest to win a test drive or branded merchandise.</p> <p>Face Painting Station (11am - 5pm Daily): We will enhance the family-friendly atmosphere by providing face painters at your sponsor site, drawing in families and creating memorable experiences associated with your brand.</p> <p>Promotional Signage Across Festival Grounds: Extend your brand's reach by displaying promotional signage throughout the festival site, ensuring consistent visibility and reinforcing brand recognition. <i>To be provided by the sponsor</i></p>



Sponsorship Inclusions

Gold Partnership

\$7,500 + GST

The Gold Partnership offers a premium opportunity for businesses looking to make a bold and visible impact at the Maroondah Festival. As a Gold Sponsor, your organisation will receive Naming Rights to a major festival precinct, aligning your brand with a vibrant, high-traffic area of the event.

Each precinct features a dedicated performance stage, free interactive activities, food vendors, and a variety of community and business stalls — creating an ideal platform for audience engagement and meaningful brand exposure.

Sponsorship benefits will be tailored to suit the objectives of each sponsor and their aligned precinct, but the following outlines the core inclusions offered to all Gold Partners.

Pre-Event Promotional Activities

Printed Promotional Materials	<p>Your logo will be featured on the following:</p> <ul style="list-style-type: none">• 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• 500 x festival posters distributed to businesses, schools and council services throughout Maroondah• 2 x EastLink billboards (subject to approval)
Digital Advertising	<p>Your logo will be featured on the following:</p> <ul style="list-style-type: none">• Realm and Council TV Image displayed at Maroondah Service Centres Eastland - Town Square screen• Mama Knows East - Digital advertising campaign• Weekend Notes - Digital advertising campaign
Digital Marketing	<p>Your logo will be featured on the following:</p> <ul style="list-style-type: none">• Maroondah City Council Website<ul style="list-style-type: none">- exposure with 100 words - company blurb with hyperlink to company website. (can include video content and stronger visibility across key Festival pages)- featured sponsor banner.• Maroondah City Council Facebook Page - 2 x dedicated Facebook posts relevant to your sponsorship with mention of your organisation, sponsors thank you post, and recognition in all generic event posts• Maroondah City Council Instagram Page - 2 x dedicated Facebook posts relevant to your sponsorship with mention of your organisation, sponsors thank you post, and recognition in all generic event posts• Maroondah City Council - eNews- (integrated digital promotion such as sponsor spotlights, featured content or sponsor-supported competitions.• Eastlink - eNews x 2• Eastlink - Homepage advert• Eastlink - Email to Eastlink account holders (approx. 250,000)• Eastlink - Email to Eastlink personnel (approx. 200)



Sponsorship Inclusions

Gold Partnership

Event Day

<p>Put your brand in the spotlight across our largest and most visible event platforms:</p>	<p>Stage Announcements (x8 per stage, per day) Regular sponsor mentions across all main stages throughout the event day - reinforcing your brand presence to thousands of attendees.</p> <p>Stage Program Signage Your logo will be featured on stage program signage / banners across the entire event site.</p>
<p>Maximise your reach with strategic, high-impact branding touchpoints across the event site:</p>	<p>Branded Table Decals (x200) Custom table decals featuring your logo and an optional QR code for customer engagement.</p> <p>Festival Signage Integration Your logo included on major event signage, including directional signage and teardrop banners for optimal visibility.</p> <p>Branded Photo Booth Output (Approx. 2,000 Prints) Your logo featured on all printed and digital photo booth images - a lasting memento for attendees.</p> <p>LED Screen Advertising Opportunity Display your TVC or still advertisement on the event's water trailer LED screen, located in a high-traffic area.</p> <p>Maroondah Trail Opportunity for your organisation to be featured in the Maroondah Trail, including branding on Trail cards and the chance to host an activation site as a designated stop for attendees</p>
<p>Amplify engagement with immersive onsite activations:</p>	<p>Premium Marquee Experience We will provide you with a 6 x 3m marquee in a premium location, complete with tables, chairs and power for you to host engaging activities such as product demonstrations, interactive games, or themed experiences that resonate with attendees. In addition, we can provide additional space for your activation and displays.</p> <p>Giveaways and Competitions: Attract and retain visitor attention by offering branded giveaways or hosting onsite competitions. For instance, a vehicle display where attendees can participate in a contest to win a test drive or branded merchandise.</p> <p>Face Painting Station (11am - 5pm Daily): We will enhance the family-friendly atmosphere by providing face painters at your sponsor site, drawing in families and creating memorable experiences associated with your brand.</p> <p>Promotional Signage Across Festival Grounds: Extend your brand's reach by displaying promotional signage throughout the festival site, ensuring consistent visibility and reinforcing brand recognition. <i>To be provided by the sponsor</i></p>



Sponsorship Inclusions

Silver Partnership

\$5,000 + GST

The Silver Partnership is a smart and impactful way to showcase your brand at the Maroondah Festival. As a Silver sponsor, you will receive strong promotional benefits across both pre-event marketing and on-the-day visibility.

Silver sponsors receive dedicated signage, social media mentions, and opportunities for direct engagement with festivalgoers through a marquee site, stage announcements, and interactive activations. It's an ideal option for businesses wanting to support the community and be highly visible without committing to precinct naming.

Pre-Event Promotional Activities

Printed Promotional Materials	<p>Your logo will be featured on the following:</p> <ul style="list-style-type: none">• 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• 500 x festival posters distributed to businesses, schools and council services throughout Maroondah
Digital Advertising	<p>Your logo will be featured on the following:</p> <ul style="list-style-type: none">• Realm and Council TV Image displayed at Maroondah Service Centres Eastland - Town Square screen• Mama Knows East - Digital advertising campaign• Weekend Notes - Digital advertising campaign
Digital Marketing	<p>Your logo will be featured on the following:</p> <ul style="list-style-type: none">• Maroondah City Council Website - exposure with 100 words - company blurb with hyperlink to company website• Maroondah City Council Facebook Page - 2 x dedicated Facebook posts relevant to your sponsorship with mention of your organisation, sponsors thank you post, and recognition in all generic event posts• Maroondah City Council Instagram Page - 2 x dedicated Facebook posts relevant to your sponsorship with mention of your organisation, sponsors thank you post, and recognition in all generic event posts• Maroondah City Council - eNews• Eastlink - eNews x 2• Eastlink - Homepage advert• Eastlink - Email to Eastlink account holders (approx. 250,000)• Eastlink - Email to Eastlink personnel (approx. 200)



Sponsorship Inclusions

Silver Partnership

Event Day

<p>Put your brand in the spotlight across our largest and most visible event platforms:</p>	<p>Stage Announcements (x8 per stage, per day) Regular sponsor mentions across all main stages throughout the event day - reinforcing your brand presence to thousands of attendees.</p> <p>Stage Program Signage Your logo will be featured on stage program signage / banners across the entire event site.</p>
<p>Maximise your reach with strategic, high-impact branding touchpoints across the event site:</p>	<p>Signage and Banners Opportunity for you to display your signage and banners across the festival site</p> <p>Festival Signage Integration Your logo included on major event signage, including directional signage and teardrop banners for optimal visibility.</p> <p>LED Screen Advertising Opportunity Display your TVC or still advertisement on the event's water trailer LED screen, located in a high-traffic area.</p> <p>Maroondah Trail Opportunity for your organisation to be featured in the Maroondah Trail, including branding on Trail cards and the chance to host an activation site as a designated stop for attendees</p>
<p>Amplify engagement with immersive onsite activations:</p>	<p>Premium Marquee Experience We will provide you with a 6 x 3m marquee in a premium location, complete with tables, chairs and power for you to host engaging activities such as product demonstrations, interactive games, or themed experiences that resonate with attendees. In addition, we can provide additional space for your activation and displays.</p> <p>Giveaways and Competitions: Attract and retain visitor attention by offering branded giveaways or hosting onsite competitions. For instance, a vehicle display where attendees can participate in a contest to win a test drive or branded merchandise.</p> <p>Promotional Signage Across Festival Grounds: Extend your brand's reach by displaying promotional signage throughout the festival site, ensuring consistent visibility and reinforcing brand recognition. <i>To be provided by the sponsor</i></p>



Sponsorship Inclusions

Bronze Partnership

\$3,000 + GST

The Bronze Partnership is perfect for businesses looking to gain exposure at one of Melbourne's most popular community events. The Bronze sponsorship offers valuable brand alignment through event signage, marketing mentions, and an onsite presence.

Pre-Event Promotional Activities

Printed Promotional Materials	<p>Your logo will be featured on the following:</p> <ul style="list-style-type: none">• 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• 500 x festival posters distributed to businesses, schools and council services throughout Maroondah
Digital Marketing	<p>Your logo will be featured on the following:</p> <ul style="list-style-type: none">• Maroondah City Council Website - exposure with 100 words - company blurb with hyperlink to company website• Maroondah City Council Facebook Page - 2 x dedicated Facebook posts relevant to your sponsorship with mention of your organisation, sponsors thank you post, and recognition in all generic event posts• Maroondah City Council Instagram Page - 2 x dedicated Facebook posts relevant to your sponsorship with mention of your organisation, sponsors thank you post, and recognition in all generic event posts• Maroondah City Council - eNews• Eastlink - eNews x 2• Eastlink - Homepage advert• Eastlink - Email to Eastlink account holders (approx. 250,000)• Eastlink - Email to Eastlink personnel (approx. 200)

Sponsorship Inclusions

Bronze Partnership

Event Day

<p>Put your brand in the spotlight across our largest and most visible event platforms:</p>	<p>Stage Announcements (x1 per stage, per day) Sponsor mentions across all main stages throughout the event day - reinforcing your brand presence to thousands of attendees.</p> <p>Stage Program Signage Your logo will be featured on stage program signage / banners across the entire event site.</p>
<p>Maximise your reach with strategic, high-impact branding touchpoints across the event site:</p>	<p>Signage and Banners Opportunity for you to display your signage and banners across the festival site</p> <p>LED Screen Advertising Opportunity Display your TVC or still advertisement on the event's water trailer LED screen, located in a high-traffic area.</p>
<p>Amplify engagement with immersive onsite activations:</p>	<p>Premium Marquee Experience We will provide you with a 6 x 3m marquee in a premium location, complete with tables, chairs and power for you to host engaging activities such as product demonstrations, interactive games, or themed experiences that resonate with attendees. In addition, we can provide additional space for your activation and displays.</p> <p>Giveaways and Competitions: Attract and retain visitor attention by offering branded giveaways or hosting onsite competitions. For instance, a vehicle display where attendees can participate in a contest to win a test drive or branded merchandise.</p> <p>Promotional Signage Across Festival Grounds: Extend your brand's reach by displaying promotional signage throughout the festival site, ensuring consistent visibility and reinforcing brand recognition. <i>To be provided by the sponsor</i></p>



Sponsorship Inclusions

Support Sponsorship

\$1,500 + GST

The Support Sponsorship is the most accessible way for small businesses to get involved in the Maroondah Festival. Designed for local operators and startups, this entry-level package still offers meaningful brand exposure and a valuable presence on the day.

Support Sponsors receive logo recognition in select festival marketing and a complimentary activation site, providing the perfect opportunity to engage directly with thousands of attendees in a lively, community-focused setting.

Pre-Event Promotional Activities

Digital Marketing	<p>Your logo will be featured on the following:</p> <ul style="list-style-type: none">• Maroondah City Council Website - exposure with 100 words - company blurb with hyperlink to company website• Maroondah City Council Facebook Page - sponsors thank you post• Maroondah City Council Instagram Page - sponsors thank you post
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Event Day

Put your brand in the spotlight across our largest and most visible event platforms:	<p>Stage Announcements (x1 per stage, per day) Sponsor mentions across all main stages throughout the event day - reinforcing your brand presence to thousands of attendees.</p> <p>Stage Program Signage Your logo will be featured on stage program signage / banners across the entire event site.</p>
Amplify engagement with immersive onsite activations:	<p>Marquee Experience We will provide you with a 6 x 3m marquee , complete with tables, chairs and power for you to host engaging activities such as product demonstrations, interactive games, or themed experiences that resonate with attendees.</p>



Sponsorship Inclusions

	Platinum	Gold	Silver	Bronze	Support
Overall Event Promotional Features					
Prominent logo and name recognition across all key event assets	✓				
"Proudly Presented by [Your Organisation]" placement on major promotional materials	✓				
Premium positioning in media, signage, and stage announcements	✓				
Opportunity to have Naming Rights to a Festival Precinct	✓	✓			
Promotion					
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	✓	✓	✓		
500 festival posters distributed to businesses, schools and council services throughout Maroondah	✓	✓	✓	✓	
2 x EastLink billboards	✓	✓			

	Platinum	Gold	Silver	Bronze	Support
Digital Advertising <i>Inclusion of your brand's logo in pre-event promotional materials including:</i>					
Realm and Council TV Image displayed at Maroondah Service Centres	✓	✓	✓		
Eastland - Town Square screen	✓	✓	✓		
Mama Knows East - Digital advertising campaign	✓	✓	✓		
Weekend Notes - Digital advertising campaign	✓	✓	✓		
Digital Marketing <i>Inclusion of your brand's logo in pre-event promotional materials including:</i>					
Maroondah City Council website	✓ Website Homepage + sponsor banner	✓ Festival Pages + sponsor banner	✓ Festival Pages	✓ Festival Pages	✓ Festival Pages
Maroondah City Council Facebook Page	2 x dedicated posts	2 x dedicated posts	2 x dedicated posts	Sponsor thank you post	Sponsor thank you post
Maroondah City Council Instagram Page	2 x dedicated posts	2 x dedicated posts	2 x dedicated posts	Sponsor thank you post	Sponsor thank you post
Maroondah City Council eNews	✓ Plus features	✓ Plus features	✓	✓	
Eastlink - ENews x 2	✓	✓	✓	✓	
Eastlink - Homepage advert	✓	✓	✓	✓	
Eastlink - Email to Eastlink account holders (approx. 0,000)	✓	✓	✓	✓	
Eastlink - Email to Eastlink personnel (app.200)	✓	✓	✓	✓	

	Platinum	Gold	Silver	Bronze	Support
Put your brand in the spotlight across our largest and most visible event platforms:					
Stage Announcements (per stage, per day)	x10	x8	x5	x1	x1
Stage Program Signage	✓	✓	✓	✓	✓
Maximise your reach with strategic, high-impact branding touchpoints across the event site:					
Branded Table Decals	x200	x200			
Festival Signage Integration	✓	✓			
Lost Kids Wristband Sponsorship	✓	✓			
Branded Photo Booth Output (Approx. 2,000 Prints)	✓	✓			
Opportunity for you to display your signage and banners across the festival site	✓	✓			
LED Screen Advertising - Watertrailer - Opportunity	✓ Still ad	✓ Still ad	✓ Sponsor logo	✓ Sponsor logo	
Opportunity to participate in the Maroonah Trail	✓	✓			
Amplify engagement with immersive onsite activations					
Premium 6 x 3 marquee package	✓ - Plus additional activation space	✓ - Plus additional activation space	✓	✓	✓
Opportunity to provide giveaways and Competitions	✓	✓	✓	✓	
Face Painting Station (11am - 4pm)	✓	✓			
Promotional Signage Across Festival Grounds	✓	✓			



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.

Contact the Festival Coordinator on 1300 663 450 or email tammy@fruitbowl.com.au

