

PORT FAIRY FOLK FESTIVAL



SPONSORSHIP PACKAGES 2025

BACKGROUND

The Port Fairy Folk Festival was established in 1977 as a show on the back of a truck. From humble beginnings, the festival has now become one of Australia's largest and most loved festivals, featuring a multi venue main arena, free program within the township, community market, interactive workshops, themed concerts, showcases, roving performances, handmade crafts, great food and family friendly entertainment.

Over the 47-year history of the festival, it has won numerous awards - most notably the induction into the National Tourism Hall of Fame in 1995 and Music Victoria's Best Regional Festival in 2022 and 2023.

As a not-for-profit organisation, a core part of the mission of the festival is to support the community. Throughout its rich history, the festival has invested its profits back into the community, in projects such as the Port Fairy Hospital, Port Fairy Surf Life Saving Club, sporting clubs and a vast array of arts and community programs and activities.

The long-term goal of the festival is to continue its significant contribution to the community by presenting a world class event that is fully inclusive, embracing outstanding community values. This festival is unique, as it truly forms a part of the identity of Port Fairy. It is a treasure which has captivated the support of many generations in the area and epitomises how a cultural and creative event can inspire, motivate, and support a community.

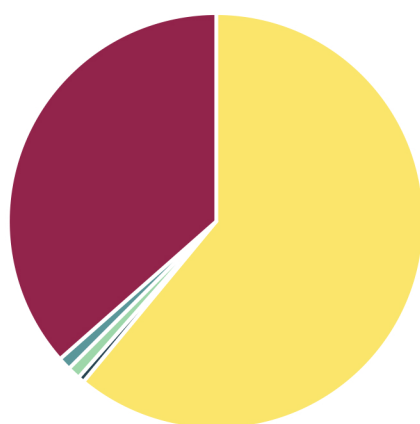


FESTIVAL AUDIENCE

The audience for Port Fairy Folk Festival can now boast being intergenerational with a loyal base which is second to none where friendship groups, parents, grandparents, and children attend together. It is a festival for everyone with a guaranteed unique visitor experience coupled with entertainment of the highest calibre.

FESTIVAL DEMOGRAPHIC

Gender



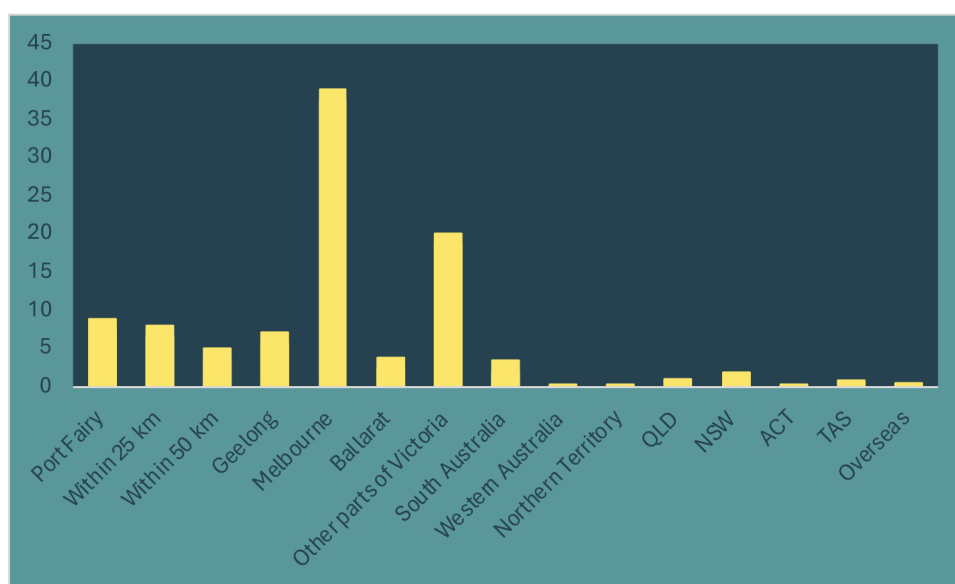
■ Female ■ Non-Binary ■ Other ■ Prefer not to answer ■ Male

Age



■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55-64 ■ 65+

Place of Residency



97% of attendees say they would recommend the festival to a friend.

FESTIVAL OVERVIEW

- 4 days and 3 nights of entertainment
- Attendance of up to 10000 ticket holders
- 800+ volunteers
- Over 100 local, national, and international acts
- Over 300 performances across 15 venues
- Free street programming and markets
- Dedicated children's entertainment programmed from 9am – 9pm daily

FESTIVAL MANAGEMENT & BENEFITS

Port Fairy Folk Festival is a not-for-profit association run by a dedicated committee of volunteers, who in 2016 were awarded the Premier's Volunteer Award for Excellence in Teamwork.

The festival takes place in two distinct areas; the ticketed Arena with purpose-built stages ranging in capacity from 1,000 to 7,500 patrons, and the Village Program which presents a combination of ticketed and free events throughout the township of Port Fairy in churches, theatres, outdoor stages, and in the streets. Throughout these distinct areas the festival programs national and international entertainment of the highest calibre.

The festival is also instrumental in delivering community engagement programs which take place throughout the year, including songwriting and mentoring programs in secondary schools, primary school creative arts programs and instrumental support in the establishment of an all-abilities choir, all of whom participate in the festival to showcase their projects to an expansive and appreciative audience.

The organisation also works closely with the Gundjimarra community and is dedicated to showcasing extraordinary First Nations artists, workshops, and conversations throughout the festival program.



EVENT PROMOTION

Marketing and Publicity

The festival is one of Victoria's major tourism events, and the festival is promoted all year round with global activity. Promotion is a combination of advertising and strategic artist announcements which achieve outstanding editorial coverage and reach.

Print Materials

- Posters – over 400+ distributed around Port Fairy and 1000 in Melbourne, and more in other key markets.
- Printed Souvenir Program – 11,000 80+ page A4 printed and distributed to Festival attendees.
- Electronic Direct Marketing (e-newsletters) – 20+ newsletters go out each year to our receptive subscriber base of nearly 30,000 recipients, with open rates of 50% and click through of 25% - industry leading results

Website + Online

Our website www.portfairyfolkfestival.com has 113,000 users annually, is highly ranked through search engines as a major event, and through redirection from our social media pages. We have significant organic traffic from performing artists and our loyal audience.

The festival has dedicated publicists working on national, metropolitan, and regional editorial coverage and we receive over 3 million impressions with articles in online, print, radio, and television nationally and internationally.

We receive a large reach with a dedicated social media team working with Facebook, Instagram, Twitter, Spotify, and YouTube. We have a substantial following on these platforms, with over 38k on Facebook, and 8.5k on Instagram.



SPONSORSHIP PACKAGES

The Port Fairy Folk Festival has an exceptional reputation with a quality, captive and loyal audience which is second to none. We are now seeking your support, with an opportunity to invest in our festival and become part of our ever extending 'Folkie' family in the build-up to our 50th Festival in 2027.

GOLD PARTNERSHIP

\$50,000

- Full page advertisement in Printed Program
- Logo & hyperlink to your site from www.portfairyfolkfestival.com
- Logo placement on contents page of the Printed Program
- Logo placement on final promotional poster
- Logo placement on video screens throughout the festival
- Media Release and social media announcement regarding the sponsorship
- 20 adult weekend passes to the festival
- MC Announcements Arena stage
- Advertisement on festival app
- Logo on volunteer t-shirts
- Access to performers green room bar throughout the festival
- Other opportunities to be identified by mutual agreement

SILVER PARTNERSHIP

\$30,000

- Half page advertisement in the Printed Program
- Logo & hyperlink to your site from www.portfairyfolkfestival.com
- Logo placement in the Printed Program
- Logo placement on final promotional poster
- Logo placement on video screens throughout the festival
- Media Release and social media announcement regarding the sponsorship
- 10 adult weekend passes to the festival
- MC Announcement on Arena Stage
- Other opportunities to be identified by mutual agreement

BRONZE PARTNERSHIP

\$10,000

- Quarter page advertisement in the Printed Program
- Logo placement inside the Printed Program
- Logo on final promotional poster
- Social media announcement regarding the sponsorship
- 6 adult weekend passes to the festival
- Other opportunities to be identified by mutual agreement

CHOOSE YOUR OWN ADVENTURE

\$1,500 – \$5,500

Contribute \$1,500 and receive two tickets and one item below. Receive an additional item for each \$1000 you contribute up to \$5,500:

- Logo placement in the printed program
- Social media announcement regarding the sponsorship
- 1/8th page advertisement in the Printed Program
- Logo on corflute outside Festival gates and within Street Fair
- Logo on final promotional poster

CONTACT

For further information about sponsorship please contact

PARTNERSHIPS@PORTFAIRYFOLKFESTIVAL.COM

