



# EMERGE

FESTIVAL 2025

## SPONSORSHIP OPPORTUNITIES





# EMERGE FESTIVAL

1 SEPTEMBER – 12 OCTOBER

The Emerge Festival celebrates innovation with new performers, artists programs and ideas as well as incorporating the much loved community events of previous years in the City of Willoughby.

A highlight of the NSW festival scene, Emerge is a cultural celebration incorporating an established program of music, film, theatre, art and performance.

Up to 40 featured events including favourites like the Matsuri Sydney Japan Festival, Northern Sydney Symphonic Wind Ensemble showcase, Joy House Film Festival and fun-filled school holiday programs at The Concourse.

Originally known as the Willoughby Spring Festival since 1997, the festival attracts more than 100,000 people across the program of events with visitors from Sydney and the Central Coast. Many participants have attended in previous years providing the opportunity for regular sponsors to grow their brand awareness.

The festival highlight is the Chatswood StreetFair on Saturday 6 September. Chatswood's CBD becomes a huge street party with several live entertainment zones, more than 140 quality art, crafts, environment and gourmet food stalls, and the largest street parade on the North Shore with more than 1,000 people.

The StreetFair is the most popular event with more than 20,000 visitors – 54 per cent were local residents, on average attendees listed the parade, stalls and entertainment as highlights.

As an Emerge sponsor, you will have your brand acknowledged at multiple events as well as participation at the Chatswood StreetFair with a key stall location and participation in the parade.



# FESTIVAL MARKETING, ADVERTISING AND EXPOSURE

The Festival offers broad marketing reach through collateral in print, radio, outdoor, social media and online mediums including, but not limited to:

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StreetFair pocket guide – 40,000+ circulation.

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Exposure through advertising and programming on **Council digital screens**, including Council and building foyers

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Inclusion in the **Willoughby City News** – delivered in late August to 26,000 households.

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Emerge Festival and Willoughby City Council **website**.

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Advertising and editorial coverage in **local suburban print and radio**.

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Editorial coverage in **major metropolitan newspapers**, for example, Daily Telegraph and Sydney Morning Herald.

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Advertising and editorial coverage in major **non-English newspapers**, for example, Australian Chinese Daily, as part of sponsorship agreements.

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Council's **social media** channels – Facebook, LinkedIn, Instagram and YouTube.

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City lightboxes, road banners and other **outdoor advertising** – across Lower North Shore areas.

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**Venue signage** – foyer and outdoor signage opportunities at The Concourse and other venues.

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Social media **influencers**

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**Social media advertising**– for example: Willoughby Living, Mosman Living and North Shore Mums.

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Council **eDMs**

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# SPONSORSHIP LEVELS AND BENEFITS

BENEFITS	BRONZE \$6,000 + GST	SILVER \$12,000 + GST	GOLD \$18,000 + GST
Branding on a StreetFair stage (3 available)			◆
Spot or marquee at the Chatswood StreetFair in a main thoroughfare area	3m x 3m	3m x 6m	3m x 6m
Participate in the Chatswood StreetFair Parade	◆	◆	◆
Sponsor run event added to the Emerge Festival program	◆	◆	◆
Logo on Emerge Website	◆	◆	◆
Logo with link and 100 word blurb on sponsor page	◆	◆	◆
Acknowledgement by Mayor and MCs at Chatswood StreetFair	◆	◆	◆
Logo on StreetFair pocket guide	◆	◆	◆
Logo on Emerge and StreetFair videos	◆	◆	◆
Logo on Emerge Festival road banners		◆	◆
Sponsor video ad or dedicated thank you slide on Council-owned screens			◆
Live post from the official Willoughby City Council account on Instagram or Facebook to promote the sponsor's stall			◆
Featured post on Willoughby Council Facebook, Instagram and LinkedIn accounts			◆

