

EMERGE FESTIVAL

1 SEPTEMBER – 11 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.

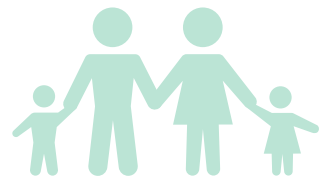
Up to 40 featured events including favourites like the Japan Festival, Northern Sydney Symphonic Wind Ensemble showcase, Artarmon Parkrun and fun-filled school holiday programs at The Concourse.

Originally known as the Willoughby Spring Festival since 1997, the festival attracts more than 150,000 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 5 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 40,000 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.



40,000+

Visitors to StreetFair



80,520

Population of Willoughby



\$2,556

Median weekly



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:

StreetFair pocket guide – 40,000+ circulation.

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

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

Emerge Festival and Willoughby City Council website.

Advertising and editorial coverage in local suburban print and radio.

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

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

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

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

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

Social media influencers

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

Council eDMs



