

EMERGE FESTIVAL

1 SEPTEMBER – 9 OCTOBER

In 2022 the Emerge Festival celebrates innovation with new performers, artists programs and ideas as well as incorporating the much loved events of previous years as we re-Emerge from Covid and bring life back to 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.

Now in its 26th year, the festival attracts more than 100,000 people across the festival 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 3 September. Chatswood's CBD becomes a huge street party with several live entertainment zones, more than 100 quality art, crafts, environment and gourmet food stalls, and the largest street parade on the North Shore with more than 1000 people and 50 vehicles.

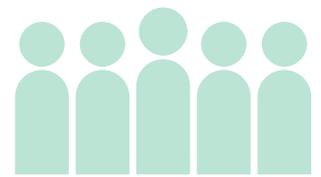
The StreetFair is the most popular event with 13,800 visitors in 2018 – 54 per cent were local residents, on average attendees listed the parade, stalls and entertainment as highlights.

As an Emerge sponsor, you will have your brand acknowledged at multiple events as well as participation at the Chatswood StreetFair.



13,800

Visitors to StreetFair in 2018



79,574

Population of Willoughby



\$2,271

Median weekly household income



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; Urban Screen on The Concourse, 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, Twitter, 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.

Flag advertising in Chatswood CBD – visited by 20,000 people daily.

Social media influencers

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

Council eDMs



SPONSORSHIP LEVELS AND BENEFITS

BENEFITS	BRONZE \$5,000	SILVER \$10,000	GOLD \$15,000
Branding on a StreetFair stage (4 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		◆	◆
Logo on Emerge Festival flags		◆	◆
Opportunity to include items in Emerge Festival swag bag		◆	◆
Sponsor video ad or dedicated thank you slide on the Urban Screen at the Chatswood StreetFair			◆
Tweet from official Willoughby Council account promoting your presence at the Chatswood StreetFair			◆
Featured post on Willoughby Council LinkedIn account post Emerge Festival			◆

