

City of Ryde



## Sponsorship Package

SATURDAY  
15 OCTOBER 2022

EASTWOOD





# ABOUT US



37

YEARS

The Granny Smith Festival is one of Sydney's most loved Festivals and has been for 34 years.

The Granny Smith Festival is a home-grown community celebration, held annually in Eastwood. Now in its 37th year, the Festival is recognised as one of Sydney's largest and most colourful street fairs.

6

STAGES

Five stages around the Eastwood town centre provide live entertainment all day.

The warm Spring weather of October attracts crowds upwards of 90,000 every year. The Festival is a celebration of good old-fashion fun, food and entertainment which runs throughout the day and into the night.

500

PERFORMERS

More than 500 performers take to the stage.

The Festival's enduring popularity is much like that of its namesake – the Granny Smith apple – the perfect pie apple that sprouted accidentally on Granny Smith's Eastwood farm way back in 1868 and is now grown all over the world.

250

STALLS

Over 250 stalls selling food from around the world plus crafts, jewellery, clothing, plants and much more.

The true strength of the Granny Smith Festival is its community character which sees over 250 stall holders attend, 500 performing artists and 2,000 local participants who proudly take part in 'their' street parade.

1,000

PARADE

1,000 local participants take part in the street parade.

A key element of the Granny Smith Festival success story is the involvement of sponsors who allow this unique community event to continue to offer memorable experiences for locals and visitors.





# OUR AUDIENCE

Grown-ups and kids, teenagers and grandparents, locals and visitors: there's something for everyone at the Granny Smith Festival.

90,000

ATTENDEES

An estimated 90,000 people attend the event.

95%

SATISFACTION

In 2017 we conducted a face-to-face visitor survey of Festival goers and 95% told us they were 'Satisfied' or 'Very Satisfied' with the organisation of the Festival.

58%

LOCALS

A survey was conducted, which found that 42% of attendees were from outside the Local Government Area and 58% were local.

61%

FAMILIES

61% attend the Festival with their family.

71%

AGE GROUP

71% of attendees are aged 18 – 44 years.

58%

LANGUAGE

58% speak a language other than English at home.

63%

GENDER

63% of attendees were female.

\*Statistics taken from on-site surveys and time delay camera's.





# OUR MARKETING



## 16

WEEK MARKETING CAMPAIGN

### CAMPAIGN DURATION : JULY – OCTOBER

The marketing and communications campaign for the Granny Smith Festival runs for 4 months from July each year, to well past the last fireworks on Festival night when the local media run their wrap up features.

## 25,400

SOCIAL MEDIA FOLLOWERS

### SOCIAL MEDIA CAMPAIGN : FACEBOOK

There is a dedicated Granny Smith Festival Facebook page, with 2,800+ followers.

In addition, our City of Ryde Facebook page has more than 15,000+ followers, Twitter has 2,300+ and Instagram has 5,300+.

## 48,174

UNIQUE VIEWS TO THE WEBPAGE

### DIGITAL CAMPAIGN : WEBSITE, eDMs AND AD CAMPAIGNS

Our website features a dedicated webpage, event listing and homepage banners. Our site is responsive to mobile devices and tablets making our online information even more accessible and had more than 20,000 unique views to the site. In addition, our reach for Electronic Digital Mail (eDM) is 23,171 recipients and our Online digital ad campaign has over 200,000 impressions.

## 61,000

AVERAGE AUDIENCE MEDIA

### MEDIA CAMPAIGN : RADIO AND NEWSPAPER

Media releases distributed to all Sydney Metro Media and local and community language newspapers which generates successful coverage of this much-loved Festival in print and radio. Advert placements in local newspapers displaying sponsors logos also feature.

## 55,786

HOUSEHOLDS IN RYDE

### DISTRIBUTION : FLYERS AND PROGRAMS

Print and distribution of 43,000, 12-page Festival programs direct into every household in the City of Ryde Local Government Area. Distribution of flyers into all local school newsletters, including an education program at selected schools. An army of volunteers and event staff also visit local train stations to hand out apples and programs.

## 80,000

COMMUTERS DAILY

### OUTDOOR ADVERTISING: FLAGS AND BANNERS

Exposure to more than 80,000 commuters daily through street pole banners along major traffic thoroughfares in Sydney and in key neighbourhood centres. Plus, the new addition of a digital billboard screen in front of Macquarie Shopping Centre.





GRANNY SMITH FESTIVAL

# PREVIOUS GRANNY SMITH FESTIVAL ADVERTISING



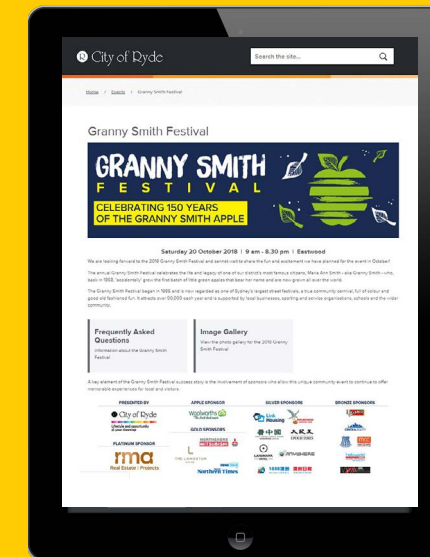
Outdoor Advertising | Street flags



Outdoor Advertising | Macquarie shopping centre building digital billboard



Advertising | Poster



Online | City of Ryde website



City of Ryde social media



Advertising | Back page of program



Granny Smith Festival | Stage signage



# PLATINUM \$20K

Platinum Sponsorship offers a unique partnership for an organisation that values connecting with and supporting the local community.

This level of sponsorship offers exclusivity for the sponsor – no other sponsor in the same commercial field will be engaged in this category.

The Platinum Sponsor provides support to the value of \$20,000 (plus GST) for the Granny Smith Festival and receives:

- Naming rights of one selected Festival stage (including Main Stage)
- Branding on 5 Festival stages
- Company logo on 60 street pole banners
- Logo on fence banners in prominent locations across the City of Ryde
- Logo on Macquarie shopping centre building digital billboard (value of \$20,000)
- Logo included in online digital ad campaign on external websites
- Logo on eDM sent to event database
- Logo on Council website including hyperlink direct to company website
- Logo on email signature of 600 City of Ryde employees
- Opportunity to develop a social media competition which will be boosted through all City of Ryde's facebook page
- Acknowledgment on Granny Smith Facebook page (x6 alerts), City of Ryde Facebook page (x1 alert), Twitter (x10 alerts), Instagram (x2 alert)
- Council information plasma screens
- Your 55,786 Festival programs (half page panel), and your logo on the back page. Programs are distributed direct to letterboxes
- Logo on rolling banner on home page of Council's website
- Acknowledgment of sponsorship in media release, and Mayor's Message in local paper

- Logo featured in local and community language newspaper advertisements
- On-site Festival marquee (size to be negotiable) to further promote your brand and engage with 90,000 patrons
- Opportunity to contribute products and flyers to VIP bags
- VIP lunch for 2 guests on the day of the event
- Invitation for 2 guests to ride in a vintage car during the parade
- 2 seats on stage during the official opening
- Logo on volunteer and staff uniforms
- Logo included in digital ads sent to all school newsletters within the Ryde LGA
- MC acknowledgment on the day of the event

See the Sponsorship Summary for additional benefits for this package.

## 40%

### BRAND RECALL

40% of attendees surveyed recall the Platinum Sponsor of the Festival. This potential reach is 40% of 90,000

# GOLD \$10K

Gold Sponsors provide support to the value of \$10,000 – \$19,999 (plus GST) for the Granny Smith Festival and receive:

- Naming rights of one selected Festival stage (excluding Main Stage)
- Branding on 5 Festival stages
- Company logo on 40 street pole banners
- Logo on fence banners in prominent locations across the City of Ryde
- Logo on Macquarie shopping centre building digital billboard (value of \$10,000)
- Logo on eDM sent to City of Ryde databases
- Logo on Council website including hyperlink direct to company website
- Opportunity to develop a social media competition which will be boosted through City of Ryde's facebook page
- Acknowledgment on Granny Smith Facebook page (x4 alerts) (currently at 1,900+ likes), City of Ryde Facebook page (x1 alert) (currently at 10,000+ likes), Twitter (x6 alerts) (currently at 1,900+ followers), Instagram (x1 alert) (currently at 2,500+ followers)
- Council information plasma screens
- Logo inclusion on the back page of 55,786 Festival programs distributed direct to letterboxes
- Logo on rolling banner on home page of Council's website
- Acknowledgment of sponsorship in media release
- Logo featured in local and community language newspaper advertisements
- On-site Festival marquee (6m x 3m) to further promote your brand and engage with 90,000 patrons
- Opportunity to contribute products and flyers to VIP bags
- VIP lunch for 2 guests on the day of the event
- Logo on volunteer and staff uniforms
- Logo included in digital ads sent to all school newsletters within the Ryde LGA
- MC acknowledgment on the day of the event

See the Sponsorship Summary for additional benefits for this package.





# SILVER \$5K 🧀

Silver Sponsors provide support to the value of \$5,000 to \$10,000 (plus GST) for the Granny Smith Festival and receive:

- Branding on 5 Festival stages
- Company Logo on 20 street pole banners across the City of Ryde
- Logo on fence banners in prominent locations across the City of Ryde
- Logo on eDM sent to event database
- Logo on Council website including hyperlink direct to company website
- Granny Smith Facebook page (x2 alerts)
- Council information plasma screens
- Logo inclusion on the back page of 55,000 Festival programs distributed direct to letterboxes
- Acknowledgment of sponsorship in media release
- Logo in local and community language newspapers
- On-site presence to further promote your brand, with supplied 2.4m x 2.4m structure
- Opportunity to contribute products and flyers to VIP bags
- VIP lunch for 2 guests on the day of the event
- Logo included in digital ads sent to all school newsletters within the Ryde LGA
- MC acknowledgment on the day of the event

See the Sponsorship Summary for additional benefits for this package.

# BRONZE \$2.5K 🍏🕶️

Bronze Sponsors provide support to the value of \$2,500 to \$5,000 (plus GST) for the Granny Smith Festival and receive:

- Logo on eDM sent to event database
- Logo on Council website including hyperlink direct to company website
- Granny Smith facebook page (x1 alert)
- Logo inclusion on the back page of Festival programs distributed direct to letterboxes
- Acknowledgment of sponsorship in media release
- On-site presence to further promote your brand with supplied 2.4m x 2.4m structure
- Opportunity to contribute products and flyers to VIP bags
- VIP lunch for 2 guests on the day of the event
- MC acknowledgment on the day of the event

See the Sponsorship Summary for additional benefits for this package.

# ADD ON WITH AN ACTIVATION

Become the naming sponsor of one of the following areas and get even more out of your sponsorship. Anywhere this area is mentioned, your name will be too! Each area is valued at \$2,500 plus gst when adding to an existing package or \$5,000 plus gst.



Granny's Cider Bar



Kids' Hub



The Core – Youth Area



Grand Street Parade





# SPONSORSHIP SUMMARY

## OUTDOOR ADVERTISING

	PLATINUM	GOLD	SILVER	BRONZE
Logo on street pole banners	60	40	20	
Logo on fence banners	✓	✓	✓	
Logo on Macquarie shopping centre building digital billboard	✓	✓		

## DISTRIBUTION

Your company's advertisement in Festival program (half page panel)	✓			
Logo inclusion on 55,000 Festival programs distributed direct to letterboxes	✓	✓	✓	✓

## SOCIAL MEDIA CAMPAIGN

City of Ryde Twitter - Sponsor tweets	10	6		
Granny Smith Festival Facebook page - Sponsor posts	6	4	2	1
City of Ryde Instagram	2	1		
City of Ryde Facebook page - Sponsor posts	1	1		
Opportunity to develop a social media competition which will be boosted through City of Ryde's facebook page	✓	✓		

## DIGITAL CAMPAIGN

Rolling banner on homepage of the City of Ryde website	✓	✓		
Logo and hyperlink to company website	✓	✓	✓	✓
Logo inclusion on promotional email to events database	✓	✓	✓	✓
Logo inclusion on email signatures of 600 City of Ryde employees	✓			
Logo inclusion on Council information plasma screens	✓	✓	✓	
Logo included in digital ads sent to all school newsletters within the Ryde LGA	✓	✓	✓	
Logo included in online digital ad campaign on external websites	✓			

## MEDIA CAMPAIGN

Announcement of sponsorship in media release	✓	✓	✓	✓
Logo placement in advertisements in local and community language newspapers	✓	✓	✓	
Recognition in the Mayor's Message in council column	✓			

## FESTIVAL PRESENCE

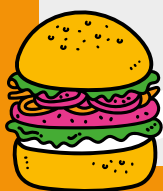
Naming rights for main stage	✓			
Naming rights for other stages (excludes main stage)		✓		
Logo inclusion on 5 Festival stage banners	✓	✓	✓	
Acknowledgment at the official opening ceremony	✓	✓	✓	✓
On-site space available to further promote your brand	Space size negotiable	6m x 3m Marquee	Fete Stall	Fete Stall
Opportunity to participate in the Grand Street Parade by entering a float	✓	✓	✓	✓
Logo inclusion on volunteer and staff uniforms	✓	✓		
Invitation for 2 guests to ride in a vintage car during the parade	✓			
2 seats on stage during the official opening	✓			
Opportunity to contribute products & flyers to VIP bags	✓	✓	✓	✓
VIP lunch for 2 guests on the day of the event	✓	✓	✓	✓
MC announcements on all stages recognising sponsors	✓	✓	✓	✓
Ad hoc promotional opportunities on the day (negotiable)	✓	✓		

## POST FESTIVAL

Access to official photos where appropriate	✓	✓	✓	✓
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# GRANNY SMITH FESTIVAL MAP EXAMPLE



## SPONSORSHIP ENQUIRIES

Call Michelle Carter, Senior Coordinator Events on 0434305102 or email [michellec@ryde.nsw.gov.au](mailto:michellec@ryde.nsw.gov.au)