



SPONSORSHIP PACKAGE
RYDE.EVENTS/GSF





ABOUT US

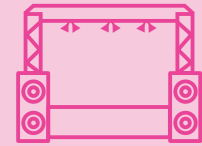
The Granny Smith Festival is a home-grown community celebration, held annually in Eastwood. Celebrating its 40th anniversary this year, the Festival is recognised as one of Sydney's largest and most colourful street fairs.



Eastwood
home of the
Granny Smith apple



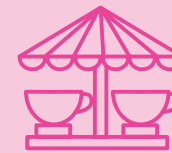
80K+
attendees



Six stages
around the Eastwood
town centre



Over **230 stalls**
for everyone to enjoy



**Amusement
rides**



**Granny's
bar**



Free
family friendly event



Up to **1,000** local
participants take part
in the street parade



More than
500 performers
take to the stage



*2024 performers.

OUR AUDIENCE



An estimated **80K+** people attend the event.

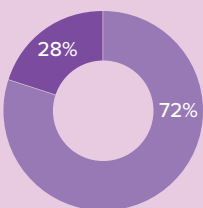


In 2024 we conducted a face-to-face visitor survey of Festival goers and 95 percent told us they were **Satisfied** or **Very Satisfied** with the organisation of the Festival.



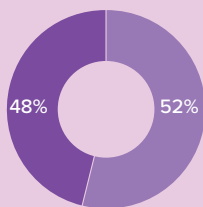
Highly Diverse Audience

There were 30 different languages spoken by attendees at the event from 43 different cultural backgrounds.



72 percent of attendees are aged 18 – 44 years.

Attendees aged 18 – 44 years



The 2024 survey also found that 52 percent of attendees were from outside the Local Government Area (LGA) and 48 percent were local.

Attendees from outside the LGA

OUR MARKETING



16 week marketing campaign



Over **30,900** social media followers



Over **176,000** social media reach



36,000 contacts in our email database



Approx. **55,000** households in Ryde



Over **150,000** page views in the month of October

*Statistics taken from on-site surveys in 2024.

SPONSORSHIP OPPORTUNITIES

The Granny Smith Festival offers extensive exposure through its marketing campaigns, presenting an ideal chance for your business to boost brand visibility through this flagship event. There are numerous ways for your business to get involved.

PLATINUM

\$30K + GST

(exclusive to one sponsor only)

GOLD

\$20K + GST

SILVER

\$10K + GST

BRONZE

\$5K + GST

Tailored and in-kind packages may also be considered to suit your needs. Please reach out to explore the available options.

ENHANCE YOUR SPONSORSHIP WITH AN ACTIVATION

By choosing to be the naming sponsor for any of the listed areas, you can amplify your sponsorship benefits.

Your name will receive prominent recognition wherever the designated area is mentioned.

Each area is priced at \$2,500 + GST when including in an existing package.



Granny's Bar



Kids Hub



Fireworks sponsor



Grand Street Parade



Customised activation!
Tell us your idea

SPONSORSHIP SUMMARY

	PLATINUM	GOLD	SILVER	BRONZE
OUTDOOR ADVERTISING				
Logo on street pole banners*	✓	✓	✓	
Logo on fence banners	✓	✓	✓	
Logo on Macquarie shopping centre building digital billboard	✓	✓		
Logo on half page panel on pre event wayfinders	✓	✓	✓	✓

DISTRIBUTION

Your company's advertisement in Festival program delivered to approximately 3,000 households (half page panel)	✓			
Logo inclusion in City of Ryde's community magazine delivered to approximately 55,000 households*	✓	✓	✓	
Logo on back page of festival program (print and online)	✓	✓	✓	✓

SOCIAL MEDIA CAMPAIGN

Mentions on Facebook event page	5	4	3	2
Logo inclusion on Facebook/Instagram stories	2	1		
City of Ryde Instagram	2	1		
City of Ryde Facebook page	3	2	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 on Council website	✓	✓	✓	✓
Logo inclusion on promotional email to events database	✓	✓	✓	✓
'Meet our sponsors' personalised profile in EDM	✓	✓		
Logo inclusion on email signatures of over 570 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	✓			

	PLATINUM	GOLD	SILVER	BRONZE
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, only five stages available)		✓		
Logo inclusion on three festival stage banners	✓	✓	✓	
Logo on LED screen next to the main stage	✓	✓	✓	
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 two guests to ride in a vintage car during the parade	✓			
Two seats on stage during the official opening	✓			
Opportunity to contribute products and flyers to VIP bags	✓	✓	✓	✓
2x tickets into VIP marquee at the event (includes refreshments)	✓	✓	✓	✓
MC announcements on all stages recognising sponsors	✓	✓	✓	✓
Ad hoc promotional opportunities on the day (negotiable)	✓	✓		
Opportunity to contribute products for survey giveaways	✓	✓	✓	✓

POST FESTIVAL

Access to official photos where appropriate	✓	✓	✓	✓
Video footage of on the day presence included in post event video	✓	✓		

*Print deadlines apply.

 City of Ryde

Celebrating 40 Years

GRANNY SMITH FESTIVAL

SAT 18 OCT 2025

GRANNY SMITH FESTIVAL CONTACTS

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GRANNY SMITH FESTIVAL MAP EXAMPLE

