

WINTER MAGIC FESTIVAL

Sponsorship Prospectus

2023

Katoomba's beloved
Winter Magic Festival
will make its return
Saturday the 24th of June 2023.

We aim to reconnect with past
highlights, showcase new elements,
and sustain the festival for years to
come. This year's theme is

LOVE MAGIC



What is the Winter Magic Festival?



- The Winter Magic Festival is a community festival celebrated around the Winter solstice in Katoomba in the Blue Mountains City of the Arts in New South Wales, Australia since 1994.
- The Winter Magic Festival has the highest profile and is the most anticipated of Blue Mountains' annual events. The largest community event in Blue Mountains region and 2nd largest in Australia!
- On Winter Magic weekend artists, musicians, dancers, drummers, choirs and community take over one of Australia's most famous towns. During the event, the main street of Katoomba is closed to motor traffic and open to pedestrian traffic. The streets are lined with market stalls, available spaces are converted to music and performance stages. All who attends are encouraged to dress in costume.
- It is a festival that serves to enrich, engage, and enlighten the community of the Blue Mountains by showcasing the talents, enterprise and natural beauty of the region.



Festival Highlights and Demographics

HIGHLIGHTS

- Parade 500 participants
- 43,700 Visitors pre covid- 15,000-20,000 post covid
- 40 performances over 6 stages
- Stages proposed: Blue Mountains Cultural Centre multicultural stage, Carrington Hotel Love Magic stage and Carrington Baroque stages, Civic Place Youth and Community stage, Junction142 Folk stage,
- Sideshow Venues, Themed art illuminations
- Solo songsters, poets and roving performance artists
- Entertainers and children's activities
- Environmental installations, workshops and talks.
- Gourmet local food
- Festival opening with local First Nations Dancers

DEMOGRAPHICS

- 90 stalls and local retailers, 100 performers
- Festival attracts a family friendly audience during the day and caters for the diverse and educated listening audience at night.
- In 2017 festival capacity was estimated to be around 43,700, out of which 26,600 were non-locals
- A quarter (27%) of the visitors were overnight visitors
- 82% of all visitors visit from the Blue Mountains or Sydney area. (39%) visitors were from the Blue Mountains LGA and from Sydney (43%).
- Urban professionals, students, families, creatives environmental enthusiasts, foodies, Art collectors, photographers, musicians.
- The total economic impact is estimated at \$2.4 million.

Gallery and Images

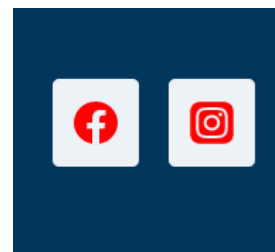


Program and Marketing



OFFICIAL PROGRAM

- The official Winter Magic program becomes the cover of the Blue Mountains gazette
- 25,000 copies are circulated from Lithgow to Lapstone.
- The Blue Mountains Gazette (owned by ACM) has a digital network coverage of 2.5 million across Australia and social media has a reach of 31,200 on socials
- Circulated in hardcopy on the day at information booths.
- A prime place to feature your logo and branding
- program featured on WMF social posts
- Previous corporate sponsors featured on the program include: AGL , ESI, Bendigo Bank, Scenic World, ANL, Escarpment Group, Carrington Hotel, Kirrinari Community Services, Crisp Audio, KFM Media Pty Ltd and more



FB- 14k Followers
Instagram- 2000

Sponsorship Benefits



The festival offers a range of benefits, inclusions, acknowledgments and brand activations depending on your level of investment:

- Winter Magic Festival is a registered DGR so donations are tax deductible
- Naming rights of stages and or key spaces
- Stall/Trade space within the festival precinct
- Audience engagement opportunities during activities and MC sponsorship callouts
- Branded promotional characters
- Logo placement on all associated marketing including print and online
- Sponsor and guest attendance at 'VIP events' and mentions in official opening address
- An association with a top 10 tourism destination
- Give-a-ways, photo opportunities, parade entries, competitions
- Parade entry group allocation



Gallery and Images



Sponsorship packages



CORPORATE AMBASSADOR	\$15,000	<ul style="list-style-type: none"> • Exclusive naming rights on 2 sponsored area e.g. stage, food court, kids zone • Complimentary tickets for 4 • 1-night complimentary accommodation for 4 • Promotional character in parade and throughout the day plus stall • Platinum level package benefits
CORPORATE PLATINUM	\$10,000	<ul style="list-style-type: none"> • Exclusive naming rights on 1 sponsored area e.g. stage, food court, kids zone • Promotional character in parade and throughout the day, plus stall • Platinum level package benefits
CORPORATE GOLD	\$5,000+	<ul style="list-style-type: none"> • Exclusive naming rights to a sponsored area e.g. stage, food court, kids zone • Platinum level package benefits
CORPORATE SILVER	\$2,500+	<ul style="list-style-type: none"> • Logo on printed and online map • Business merchandise Activation pop up stall • Platinum level package benefits
PLATINUM	\$1,500	<ul style="list-style-type: none"> • Business flyers/cards at merchandise/info stall • Logo acknowledgement in program • Verbal mention on stages • Gold level package benefits
GOLD	\$1,000	<ul style="list-style-type: none"> • Link on website from logo to your own page • 2 acknowledgements on Festival Facebook and Insta pages • Silver level package benefits
SILVER	\$500	<ul style="list-style-type: none"> • Listing acknowledgement in program • Logo featured on sponsors page
FRIEND OF THE FESTIVAL (non-business)	\$50	Thank you on Facebook

Stakeholders



Festival Organisers acknowledge the advice and assistance provided by the following business and organisations in bringing this event together for the community:

- NSW Government Cultural and BLER funding
- Blue Mountains Cultural Centre
- WMF is members of Blue Mountains Tourism
- BMCAN- Art street coordinators
- ACRC- Indigenous Resource Centre
- Blue Mountains City Council
- NSW RFS, NSW Police, NSW SES, Pink First Aid, NSW Fire & Rescue, Local Members, Cancer wellness
- Winter Magic Festival volunteer committee
- Local community volunteers, St Hildas church and sustainability groups assist with parade marshalling, rubbish rooms and safe spaces on the day



Contact and Information Links



MEDIA | PR

- <https://www.timeout.com/sydney/things-to-do/blue-mountains-winter-magic-revival-festival>
- <https://www.theurbanlist.com/sydney/a-list/winter-magic-festival-blue-mountains>
- <https://www.abc.net.au/doublej/music-reads/music-news/winter-magic-revival-festival-blue-mountains/13942264>
- <https://www.bluemountainsgazette.com.au/story/7878719/pictures-winter-magic-revival-festival-returns-to-katoomba/>

DIGITAL | SOCIALS

W www.wintermagic.org.au

<https://www.facebook.com/KatoombaWinterMagicFestival/>

<https://www.instagram.com/wintermagicofficial/>

SPONSORSHIP CONTACT

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