

# NSW Seniors Festival

11 - 24 March 2024



## 2024 Sponsorship Prospectus

# Background

In 2024, the NSW Seniors Festival will be held on 11 - 24 March 2024. Celebrating its 65th year, it is the largest festival for seniors in the Southern Hemisphere, reaching up to 500,000 seniors each year.

## Premier's Gala Concerts

The Concerts showcase some of the best and upcoming musical theatre talent and recording artists. For the past two years, the concerts have been live streamed. They have been a resounding success, with many seniors from regional areas tuning in to watch from the comfort of their own home.

## NSW Seniors Festival Expo

Held at ICC Sydney, this free event hosts over 60 exhibitors ranging from health and wellbeing to financial services. The Expo provides seniors an opportunity to access information on products and services all under one roof. It is two days of learning and fun, with workshops, presentations and live stage entertainment. 19,000 seniors attended the expo in 2023.

## Grants Program and Community Events

This program provides \$200,000 in funding to local organisations and councils to run events and activities during NSW Seniors Festival. Over 90 events were funded in 2023. A total of 398 events were organised and advertised on our website.

## NSW Comedy Show

Delivered in partnership with the City of Sydney, the NSW Comedy Show is hosted at Sydney Town Hall, attracting over 1,300 attendees. The 2023 event featured Arj Barker, Vince Sorrenti, Clint Paddison and Sam McCool.



# 2023 Key Achievements



**32,000\***

Premier's Gala Concert tickets



**19,000**

NSW Seniors Festival Expo attendance



**90**

Grant funded activities



**3,086**

Gala Concert live stream sessions



**56**

Corporate partnerships established



**398**

Events listed on our website



**1,500\***

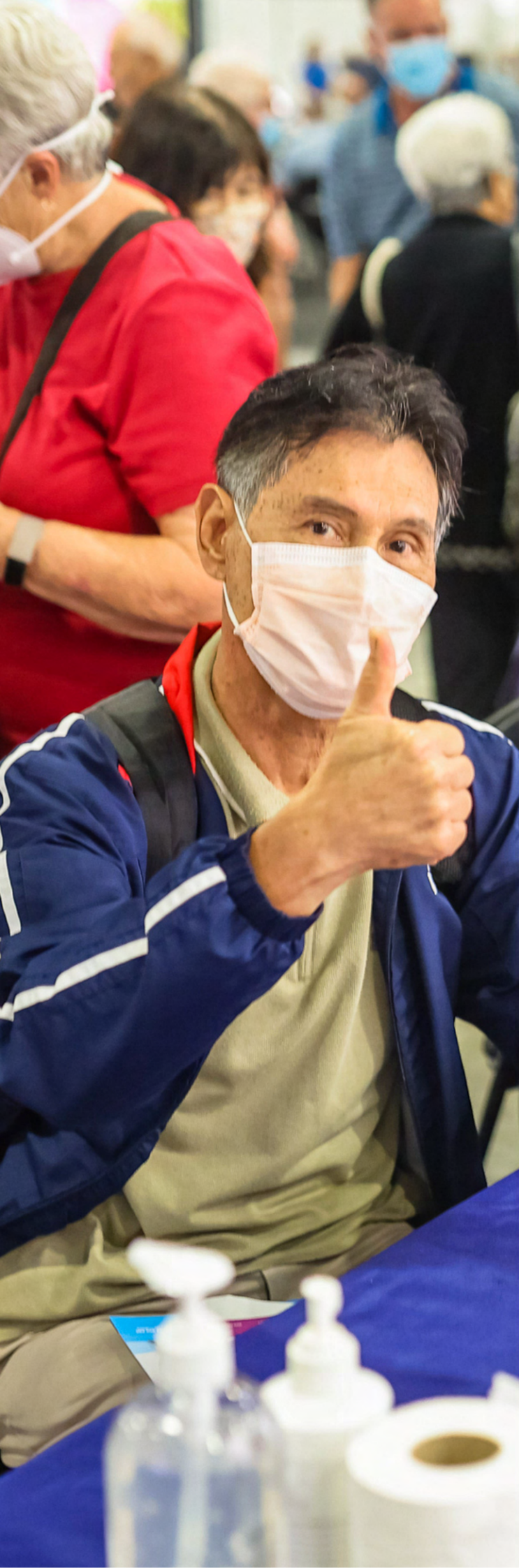
Online expo registrations



**239**

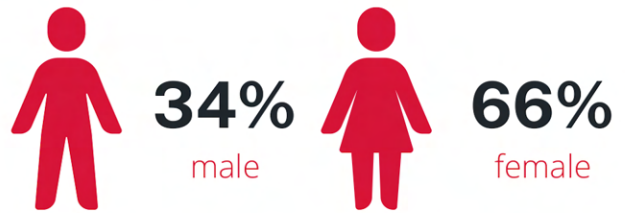
Media mentions

\*Approximated to the exact number

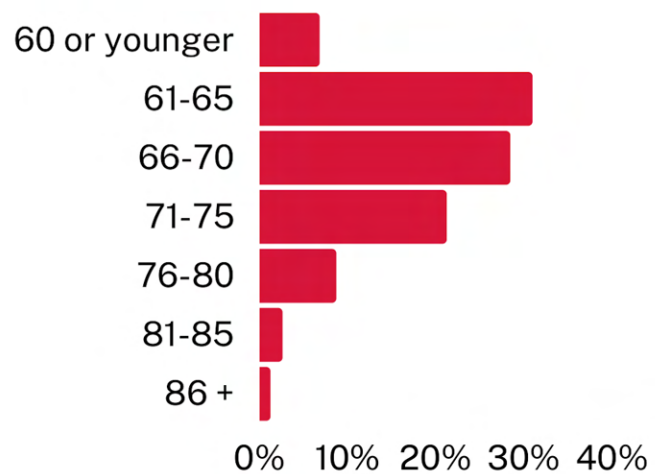


# Audience

## Gender



## Age groups



## Average time at expo



## Conversion rate from the Premier's Gala Concerts



3

\*Conversion rate figures do not reflect seniors on group buses to Premier's Gala Concerts.



# Sponsorships category overview

	Major Partner \$70,000 Exclusive	Gold Partner \$40,000 Exclusive	Silver Partner \$20,000 Unlimited
Expo stand size	6m x 6m	6m x 6m	6m x 3m
Logo branded digital signage during festival	✓	✓	✓
Placement of your digital branding at event entry on ICC blades.	✓	✓	
Opportunity to present at the live interactive workshop zone	✓	✓	✓
Opportunity to present at the Expo Stage	2 X 10 min sessions per day	2 X 10 min sessions per day	
Branding on the Festival interactive art wall	✓	✓	
Printed program advertisement	Full page	Half page	Quarter page
Sample merchandise in Expo Show Bags	2 items	1 item	
Tailored eDM to festival subscribers email	✓	✓	
Big screen advertising - 30 second ad	✓		
Letter of welcome from your Managing Director in the official event program	✓		
Social media posts during the 2 week festival	5 posts	4 posts	2 posts
Certificate of thanks and recognition to display in your organisation	✓	✓	✓
Brand placement on Gala Concert screens during preshow and interval	✓		
Expo Live Stage announcements	✓	✓	
VIP tickets to Seniors Gala Concert	15 tickets	10 tickets	5 tickets

\* Package options are flexible. Sponsorship agreements can be tailored to meet the objectives of your business.



# Tailored packages

**Tailored packages are available that meet your needs.**

## Brand awareness

- Branded printed lanyards for all festival events.

## Interactive workshop zone

- Opportunity to run the interactive workshop zone at the Expo.

## Event Engagement Opportunities

- Brochures, flyer or merchandise samples within the official NSW Seniors Festival Expo Show Bag (two inclusions).
- Expo Live Stage announcements (two per day).
- Expo Online engagement opportunity to present a webinar, tutorial, workshop or the like, to be published on Seniors Festival YouTube channel.
- Seniors Gala Concert, Expo and Comedy Show digital advertising.

## Digital Exposure

- Seniors Festival website.
- Seniors Festival social media platforms.
- Seniors Festival EDM advertising - 21,500+ subscribers.

## PR & Marketing

- Quarter page advertorial in Premier's Gala Concert program.
- 30 second advertisement shown at the Gala Concert, Expo presentation stage and Comedy Festival.

## Live talks

- Delivery of live talks at the expo presentation stage.

# Contact us

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[nsw.gov.au/seniors-festival](http://nsw.gov.au/seniors-festival)