

Parramatta Lanes 2022 promotions toolkit



Campaign background

Parramatta Lanes | Wed 12 – Sat 15 October, 5-10pm nightly | Eats. Beats. Art.

We're so excited to celebrate 10 years of Parramatta Lanes with one of our biggest events yet! After a brief hiatus, we're anticipating huge crowds once again filling our streets, with families and locals from the LGA as well as visitors from across Sydney immersing themselves in Parramatta's epic food and art culture!

And we want you to be a part of bringing the City to life! Share your Parramatta Lanes promotions and use our campaign assets to tell your audience and customers you're on board for four nights of food, live music, and incredible art installations!

We've created a range of assets to make it easy for you to engage with your audiences. You can access our [Parramatta Lanes toolkit here](#).

If you have a special offer or promotion you'd like us to share on our channels, please contact us marketing@cityofparramatta.nsw.gov.au

Our landing page destination is atparramatta.com/lanes.

[Watch the Parramatta Lanes 2022 video trailer](#).

Tag your content from the event on @atparramatta on [Instagram](#), [Facebook](#), [Twitter](#) and [LinkedIn](#) and @parramattalanes [Instagram](#) and [Facebook](#) for a chance for us to re-share on our channels!



What's on at Parramatta Lanes 2022

A smorgasbord of street food, live music, outdoor karaoke, a half basketball court, and free desserts are just some of the treats on offer at this year's epic Parramatta Lanes as the flagship event celebrates a decade of fun.

Find eats, beats, and art at these 11 locations around the city:

- Parramatta Square
- Centenary Square
- St. John's Lawn
- Church Street (outside UNE campus)
- Red Cow Lane
- Erby Place Car park
- Baba Ghanouj
- BAR 30 & Bistro
- George Street
- Justice Precinct
- Lennox Bridge

Explore [Parramatta Lanes venues](#)

Some program highlights:

Eats

- Over 30 food stalls and pop-up bars from a wide range of cuisines: Fire Pop, Tokyo Lamington, Koi, Butter Parramatta, Burger Head, Hyderabad House, OMG Donuts, Satay Bros, The Pharaoh BBQ, donut stuffing by Dessert Boxes and signature Lanes cocktails from Archie Rose bar.
- Birthday dessert giveaway at Centenary Square with desserts given away each night. Nutella donuts by Dessert Boxes, Fortune cookies by KneadyBoi,
- Local participating restaurants including Lily Mu, Baba Ghanouj, and BAR 30 & Bistro.
- Milky Lane, ALEX&Co, Willo Restaurant & Bar, & Nick & Nora's will also be offering special Parramatta Lanes themed food & drink offers!
- We encourage all our local businesses to get involved by offering Parramatta Lanes themed special offers/promotions to entice customers to come your business during their visit to Parramatta Lanes.

Beats

- Live music stages at: Parramatta Square, Centenary Square, St. John's Lawn, Church Street, Erby Place Carpark, Baba Ghanouj, Lennox Bridge, Justice Precinct, and Bar 30 & Bistro.
- Karaoke stage where people can sing karaoke, available in four languages.

Art

- 6x Fantastic Planet giant inflatable humanoids around the city. By Parer Studio.
- Flower People by Kalanjay Dhir, a digital artwork on the screens of PHIVE with physical 3D printed figurines outside PHIVE.

- Bubble Therapy by hossei, an interactive artwork with performers blowing bubbles out of their costumes.
- Specially commissioned street banner artwork by Rosie Deacon.
- Roaming entertainers Curious Legends with giant illuminated puppets.

Play

- We also will also have a pop-up half basketball court at Justice Precinct where there will be competitions and basketball workshops for kids.

Find out more: <https://atparramatta.com/lanes>

Parramatta Lanes media release

Find our Parramatta Lanes media release saved in [this Dropbox folder](#).

For media enquiries please contact: City of Parramatta Council Media Team.

t: 02 9806 5965

e: media@cityofparramatta.nsw.gov.au

Copy

Example copy for you to use to promote Parramatta Lanes on your channels.

Copy suggestions:

- Lose yourself at Parramatta Lanes with a jam-packed and free four-day program of eats, beats, and art, from Wednesday 12 October to Saturday 15 October, 5pm – 10pm nightly in the Parramatta CBD. Find out more atparramatta.com/lanes.
- Come out and play at Parramatta Lanes! This amazing free festival offers food stalls, live music and eye-catching art installations. 12 – 15 October, 5pm - 10pm nightly, Parramatta CBD. Find out more atparramatta.com/lanes.
- Make a wish! Come and join in the 10th birthday celebrations of Parramatta Lanes this 12-15 October, 5pm – 10pm nightly when the city comes to life with a free festival celebrating eats, beats, and artistic treats. With birthday giveaways, over 30 food stalls, local restaurant activations, roaming performers, karaoke, and a half basketball court to practice your slam dunks, it is going to be an epic four nights!
- Get ready to be amazed at this year's Parramatta Lanes when our city comes to life with an epic free festival featuring food stalls, live music, roving entertainers, and art installations! 12-15 October, 5pm – 10pm nightly. Find out more atparramatta.com/lanes
- Find your way to good vibes at Parramatta Lanes. Choose your own adventure with your friends and family at Parramatta's biggest festival as you explore our city and discover something new among the huge celebration of eats, beats and artistic treats. 12-15 October, 5pm – 10pm nightly. Find out more atparramatta.com/lanes

Assets

Assets that can be used for comms on intranet and internal social channels

Find all our assets in our [Parramatta Lanes 2022 toolkit Dropbox](#).

This includes:

- Social media tiles
- Email ads
- Email signatures
- A3 poster
- Posters
- Website MRECs
- Digital screens
- Photos/videos
- Media releases

Creative





Contact

For more information or to request resized images, email marketing@cityofparramatta.nsw.gov.au