



PARRAMATTA
LANES

Photo credit: Maya Baska



Parramatta Lanes Prospectus



| PARRAMATTA



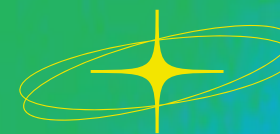
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EATS
BEATS
ART



Find that feeling at Parramatta Lanes



One of Sydney's biggest and most eclectic showcases of eats, beats and art.

Attracting crowds of 200,000 people over 4 huge nights, this unique festival activates 16 sites including laneways, carparks and greenspaces with art installations, DJs, live music, artist performances, brand activations, food trucks and bars.

A truly immersive and uniquely Western Sydney experience, Parramatta Lanes is a true CBD activation that is embraced by CBD workers, residents and beyond

Eats

Tik Tok famous food

From the latest Dubai chocolate to pistachio spreads, Acai Bowls, Korean Fried Chicken, Birria and bubble teas..if it's going viral it's at Lanes!

Beats

Over 100 performers take the stage and decks at Lanes, carefully curated to represent the sounds of Western Sydney. From Afro and Brazilbeats, Hip Hop, K-Pop and dance, the music programming at Lanes is inclusive and appealing to the volumous and diverse audience that attends yearly.

Art

Eclectic Installations and colourful inflatables from Western Sydney artists adorn the laneways and hidden nooks, creating moments of discovery at every turn.



Lanes Audience



A destination for youth

Parramatta Lanes continues to grow as a destination event for young people within the Parramatta LGA and across Greater Sydney.

54% of the event attendees surveyed travelled from outside the Parramatta LGA, an 18% increase from 2023.

25% of event attendees originated or travelled from across Greater Sydney as far afield as Wollongong and the Blue Mountains in 2024.

91% of attendees were under the age of 44.

A much loved event

94% rated themselves either 'satisfied' or 'very satisfied'.

Culturally diverse city

53% of our residents were born overseas, compared to **39%** in Greater Sydney, **29%** NSW and **27%** Australia.



Huge Reach

Parramatta Lanes is a social media playground with influencers and general public alike taking to Instagram, TikTok and Facebook to share their experiences.

In addition to organic social activity, the City of Parramatta directly engages influencers to visit the key attractions within Lanes and create colourful and engaging content.

A multi-channel marketing campaign

Across a 10 week campaign period, Parramatta Lanes program is shared with the public across digital, outdoor, audio, print and social channels. PR is typically achieved across mainstream news broadcasters, breakfast tv, talk radio, parenting and leisure media.



Partnership Opportunities

Parramatta Lanes provides a unique opportunity for brands to activate and create meaningful engagements with a huge audience of culturally diverse art, food and music lovers.

A range of sponsorship packages offer the flexibility to own key destinations within the festival – be it music stages, laneway take-overs or art installations. Our Platinum, Gold and Stage Sponsorship packages come with comprehensive rights and benefits whilst our Activation only sponsorship enables entry-level access to our huge audience.

Don't limit your imagination

The City of Parramatta does partnerships differently and can facilitate bespoke concepts and collaborations with artists and musicians to enable unique and never-done-before brand integration opportunities.



Platinum Partnership
Place your brand in the spotlight as a major partner of the festival!



Artist Collaborations
Partner with emerging & established artists on exciting installations.



Music & Performance Stage Partnerships
Place your brand at the beating heart of Parramatta Lanes



Activation Space Partnerships
Bring your brand into full colour and capitalise on crowds of over 200,000



Influencer Partnerships
Content Opportunities



Bespoke Partnerships
Concepts built to your brief

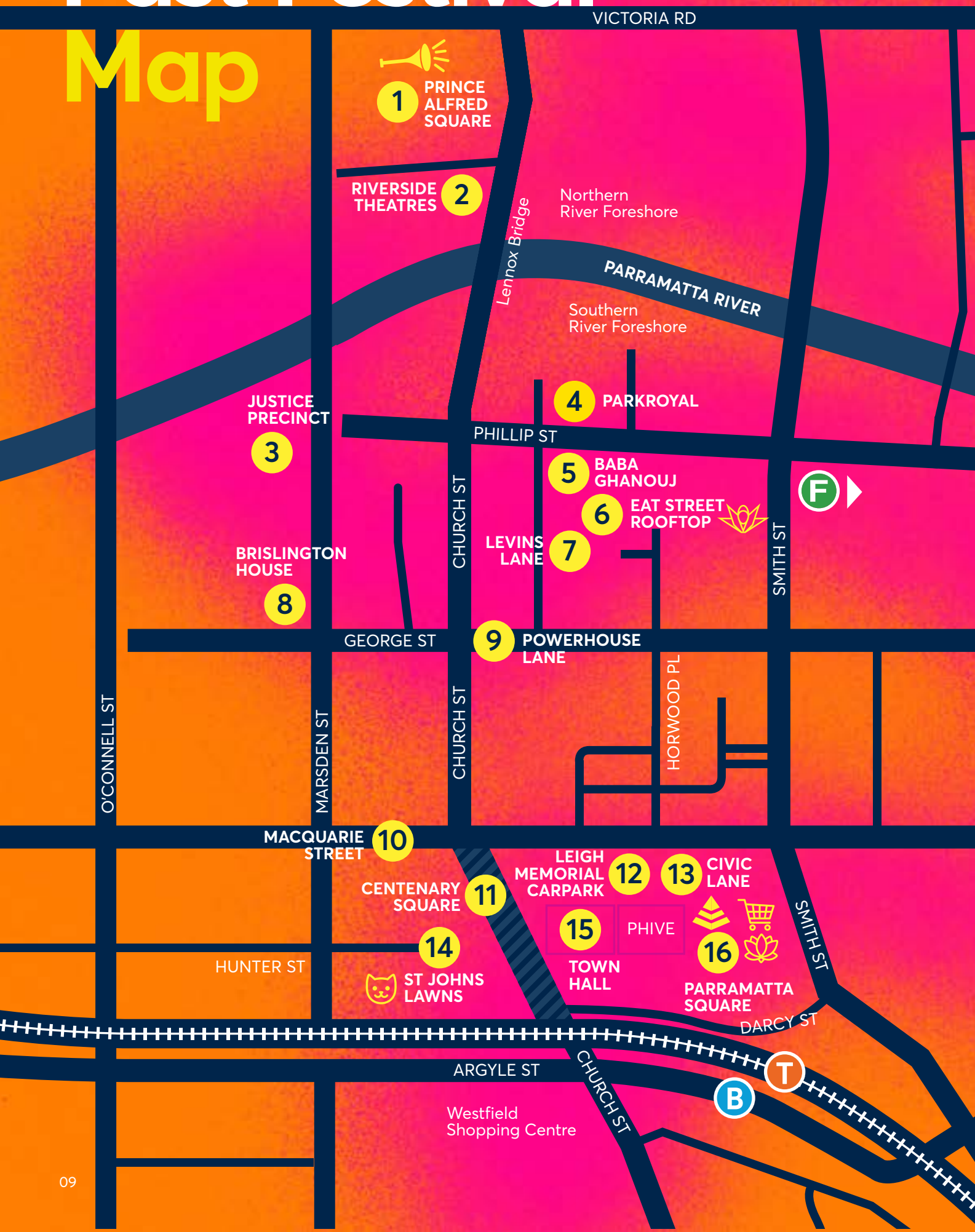
Interested in a Festival Partnership?
Kathrine Holland, Partnerships Lead – Events & Festivals
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	PLATINUM SPONSORSHIP	GOLD SPONSORSHIP	STAGE SPONSORSHIP	ACTIVATION ONLY SPONSORSHIP
Sponsorship Asset	Sponsorship of Laneway including branded entrance	Sponsorship of programming feature such as art installation, performance space or stage	Sponsorship of a performance main stage	6x3m space for brand activation
Festival Signage	20	10	10	X
Activation Space	Additional 9x6m space for brand activation	Additional 6x3m space for brand activation	Additional 6x3m space for brand activation	6x3m space for brand activation
City Happenings EDM Inclusion 25,000 recipients	Y	Y	Y	N
Written sponsor acknowledgement within event EDM to 25,000 recipients	Y	Y	Y	N
Social Media (Organic Posts)	Y	Y	N	N
Influencer campaign allowance	Y	Y	Y	N
Blog inclusion - amplified through paid channels	Y	Y	N	N
Activation feature inclusion within Parramatta Lanes webpage/program	Y	Y	Y	N
Logo on digital screens Parramatta Square and PHIVE	Y	Y	N	N
Logo on print ads (or inclusion in 3rd party online media)	Y	Y	N	N
Logo on large billboards Parramatta LGA – up to 3 placements	Y	Y	N	N
Logo on transport Advertising Decal – up to 4	Y	Y	N	N
Logo on Out of Home Triffids in City Centre	Y	Y	N	N
Logo on floor decals in Parramatta CBD – up to 80	Y	Y	N	N
Logo on festival map – 30,000 prints	Y	Y	N	N
INVESTMENT	100K ex GST	60K ex GST	45K ex GST*	20K ex GST*

*Activation costs remain responsibility of sponsor.

Past Festival

Map



1 Prince Alfred Square



Eats: Mad Dough, Brother Jskson & Co, Dolce Bacio, Samaras Lebanese Street Food + more.

Beats: Wed: Conscious presents headline Jessica Jade. Thu: Presented by Street Uni. With special guest. Fri – Battle of the Bands winners. Sat – ACE & Friends.

Art: Bloodline *Trumpet Flowers*

Play: Pup Culture dog agility course each day. Fri & Sat – PW Wrestling pop-up ring.

Bar: Archie Rose Cocktail Bar.

2 Riverside Theatres



Beats: Thu: Beautiful ambient music with Saadia.. Fri: Lolita Mae. Sat: Jermango Dreaming – a psychedelic pop project.

Bar: Riverside Bar.

3 Justice Precinct



Eats: Hyderabad House, Lemonade by Citrus and Sugar, Eden Gardens Clubhouse, Kalye Filipino BBQ.

Beats: 5pm – 6pm local community Diwali celebration each day. Wed: Festival of Lights – A Bollywood Extravaganza. Thu – Sat: Bollywood Lumefest by Indian Club X.

4 Baba Ghanouj



Eats: Lebanese BBQ, Lebanese wines, beers & cocktails.

Beats: Shisha Zone with chill tunes.

5 Eat Street Rooftop



Eats
Viral TikTok food stalls

Beats: Wed: Duty Free: Home Stay – a night of local Western Sydney DJs. Thu: Abdul presents sonic adventure from around the world. Fri: Club Chrome DJ. Sat: E3P curates a night of top-notch DJs.

Art: Fei Gao *The Path* performance art.

6 Levins Lane



Eats: Gelato Messina, Zungle Korean BBQ.

Beats: Levins presents hip hop, R&B, afro vibes with DJs Mistah Cee, Ebony Boadu, Kilimi, Talisha + more.

Play: Gacha gacha vending machines.

Bar: Karu Distillery bar.

7 Brislington House



Eats: KOI Dessert Bar, Mr Spanish Churro.

8 Powerhouse Lane



Eats: Curated by Welcome Merchant - Linlin Potstickers, The Big Big Aloha, Taste of Sierra Leone and more.

Beats: Wed: Powerhouse Generations. Thu: Niu Music presents a celebration of Pacific music. Fri: fbi.radio presents Western Sydney's best. Sat: Blak R&B and hip hop curated by We Are Warriors.

Art: Andrew Yee and Chris Yee Parramatta in Pop.

9 Macquarie Street



Eats: Smash My Buns, Firepop, Bobble Tea.

Beats: Four nights of hip hop showcasing the best of our local talent. Wed: Red Bull presents. Thu: B Wise and friends. Fri: Cult artists with Dante Knows. Sat: Tahkoe and more.

10 Centenary Square



Eats: Hoy Pinoy, El's Fried Chicken, Smoky Cravings, Kampung Laksa + more.

Beats: Wed: Merlot presents alté, afrobeats and amapiano selections. Thu: Memento present pop, ballads and folk. Fri: iNBRAZA Baile Afro-Brazilian cultural experience. Sat: Carolina Gasolina presents Altura Latin club music and global sounds.

Bar: Wats On Bar.

11 Leigh Memorial Carpark



Eats: Let's Do Yum Cha, Chucks Burgers, Mate Pinoy.

Beats: Wed: Hunny presents Parramatta Heavy with Kilat & Lamira. Thu: Niche presents: DoloRRes. Fri: Bodega Collective & Take Flight present Pass the Mic hip hop night. Sat: A night of boppy pop-punk with Gee Tee & RMFC.

Bar: Kombi Keg bar.

12 Civic Lane



Eats: THICC Cookies, Cheeky Crumbles.

Art: Parer Studio Lost

13 St Johns Lawns



Eats: Sticky Bakes, James and the Chocolate Berry, Japanese OKONOMIYAKI + more.

Art: Samuel Kim and Lawrence *Liang Otto and Anina*

14 Town Hall



Beats: Wed: BATHVS, Mulga Bore Hard Rock, Death of Heather & Armlock. Thu: 2SER presents Yasmina Sadiki & Kyoshi. Fri: Grace Cummings & Dante Knows. Sat: Music in Exile.

Bar: PARKROYAL Bar.

15 Parramatta Square

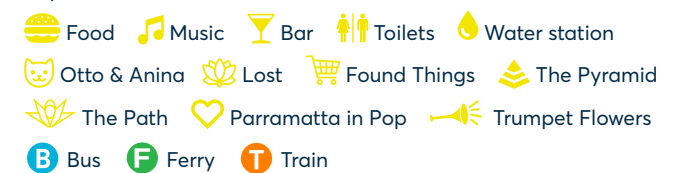


Eats: Mamak, Burger Head, Solbowl, LILYMU.

Beats: Clipped Karaoke TV Music Video Festival.

Art: Shaun Parker & Company *Found Objects*, Optus presents *The Pyramid*.

Key:



The OPTUS Pyramid



"The City of Parramatta team have been sensational to work with. The way in which they have engaged with us to make this the best it possibly can be for the community has been a delight"

- Neil Harley, Senior Director Local Community Engagement, Optus

For Parramatta Lanes 2024, Optus were looking for an opportunity to immerse their brand into the fabric of the festival and specifically the art pillar. With the theme of connection to community central to the campaign objectives, Optus engaged with creative agency M&C Saatchi to produce an engaging and interactive art experience.

Working with Donne, a collective of female artists that specialise in designing and hand painting large format murals, The Optus Pyramid concept was conceived to be a progressive artwork that would come to life over 4 nights.

With an impressive structure measuring 3m x 2m and featuring 3 sides, the Optus Pyramid was a key feature within Parramatta Square, a key arterial for thousands of festival attendees. The Parramatta Lanes team provided vital support in the lead up to the event, guiding both agency and client through site selection and inspections, onboarding and documentation and implementing marketing entitlements.

Neil Harley, Senior Director Local Community Engagement, Optus said: "Optus has chosen to partner with Parramatta Lanes because we are really excited for the opportunity this gives us to connect with the Western Sydney community .. and that's what Optus is all about, making those positive connections. It's really exciting for us to be able to connect with the community in a really artistic way, the art we are creating talks to the power of yes and connectivity. Festival go-ers will have an opportunity to win a piece of the art and take it home with them".



Powerhouse Lane



"Parramatta Lanes is an amazing event. This is where a lot of the innovation happens. For brands it's a great opportunity ... you don't have to do the research, it's all been done for you by council and organisations like Powerhouse."

**- Trey Thomas, Pacific Program Curator
Powerhouse Parramatta**



Photo Credit: James Horan

Powerhouse Lane was a collaborative initiative delivered by City of Parramatta and Powerhouse as part of Parramatta Lanes 2024.

The street activation allowed an opportunity to celebrate the diverse culinary landscape of Western Sydney through a curated program of food, music and installations.

Delivered in collaboration with local stakeholders and co-funded via Transport for NSW's Open Street Grant, this was an opportunity for the community to connect, interact and foster meaningful connections through food and creative expression.

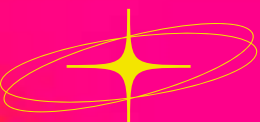
Powerhouse Parramatta engaged Creative Director Tony Assness and commissioned Western Sydney artists Chris and Andrew Yee to create the signature artwork utilised through Powerhouse marketing, social media and through installation pieces.

Powerhouse Lane featured food stalls curated in collaboration with award-winning social enterprise Welcome Merchant and music by Sydney's best RnB, soul and Hip Hop artists curated by We Are Warriors, fbi. radio and MC Trey.





Photo credit: Maja Baska



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