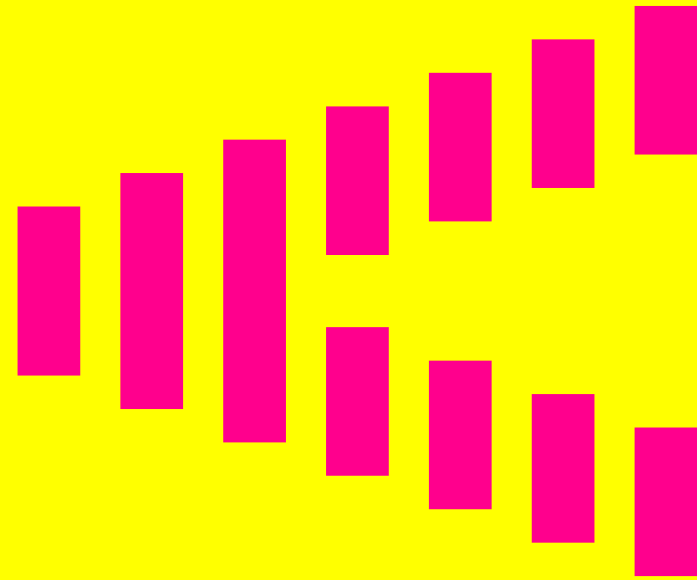


# PARRAMATTA LANES

## LOCAL BUSINESS

## OPPORTUNITIES

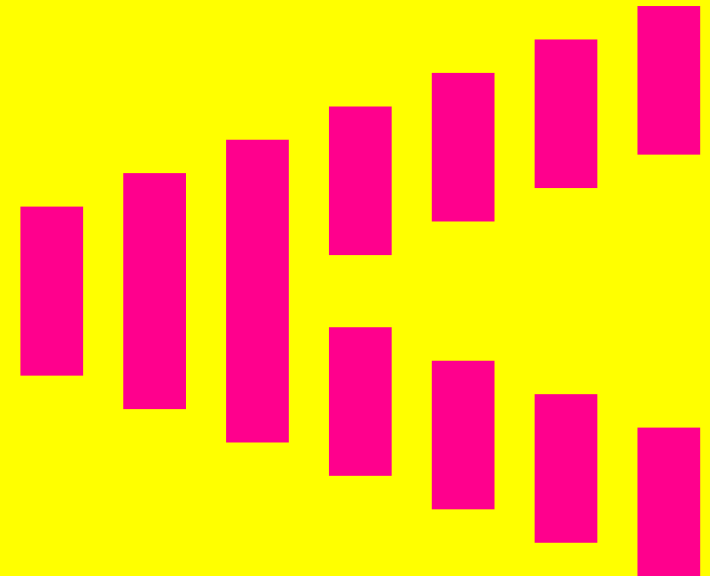


WHERE IT'S  
**PARRAMATTA**

# KEY 2024 RESULTS

- Attendance across the four days was over 200,000
- Parramatta Lanes 2024 boosted the local economy by \$1.1m
- A total of 26 local businesses participated

## WATCH 2024 LANES HIGHLIGHTS



# EVENT BACKGROUND

**Event location:** Parramatta CBD – multiple stages and activation sites

**Event Dates:** Wednesday 22 – Saturday 25 October 2025 (4 Days)

**Event Times:** Wed – Thu 5pm –10pm, Fri – Sat 5pm – 10.30pm

Parramatta Lanes is one of Sydney's biggest and most innovative street festivals attracting up to 200,000 people over four nights. The free festival features an eclectic mix of food, music, art, and entertainment (Eats, Beats & Art).

During the festival, utilitarian spaces like laneways and car parks in the Parramatta CBD are transformed into vibrant and bustling sites filled with food stalls, bars, art, and live music performances.

**In 2025 there will be:**

- 20+ festival sites around the Parramatta CBD.
- Up to 10 music stages with international, national and local artists.
- 80+ street food vendors with strong local representation and viral TikTok sensations.
- Giant art installations, roving entertainment and quirky activations.
- Powerhouse Lane is returning in partnership with Powerhouse.

Parramatta Lanes is a celebration of the vibrant arts, music, food and culture scene in Parramatta and Western Sydney. It brings together people from all walks of life to inspire creativity and celebrate Parramatta's unique culture.

The event will be held from Wednesday 22 – Saturday 25 October, from 5pm onwards each night.

[atparramatta.com/lanes](http://atparramatta.com/lanes)





# GOALS

The main objective of Parramatta Lanes is to position the City as a global destination to visit by creating a vibrant and inclusive event celebrating the diversity of Parramatta while promoting local businesses and artists and stimulating the night-time economy, and reinforces Parramatta as a hub for creativity, innovation, and world-class entertainment.





# PARRAMATTA UP LATE & PURPLE FLAG ACCREDITATION

Parramatta has achieved [Purple Flag accreditation](#) which means that our city's CBD meets international standards of excellence in vibrancy, diversity and safety at night.

Our event programming for Parramatta Lanes runs between 5-10pm on Wednesday 22 and Thursday 23 October and 5-10.30pm on Friday 24 and Saturday 25 October.

As part of our **Parramatta Up Late** offering, we are inviting visitors to stay and explore our city's vibrant, diverse and safe night-time offering both during and after Parramatta Lanes.

If your business is usually open after 10pm on Wednesdays & Thursdays and 10.30pm on Fridays & Saturdays or considering [extending trading hours](#) during the event, we'd love to hear from you.



# MARKETING CHANNELS

We will be promoting Parramatta Lanes to our target audience via these media & marketing channels.

## OWNED

- Council emails and newsletters
- Digital screens
- Triffids
- Footpath decals
- Street banners
- Organic social media channels
- Parramatta Magazine to 110k LGA based households

## EARNED

- Partner & affiliates promotion
- Councillor promotion
- Artist, food stallholder & local business promotion

## PAID

### DIGITAL

- Google Ads
- Social Media Organic & Paid Advertising
- Instagram competition giveaways
- Native content online advertising
- YouTube, WeChat, Little Red Book

### ONLINE

- Online culture hubs (e.g. TimeOut) channel campaign

### PRINT

- Parramatta Lanes maps/programs
- CALD publications

### PR

- Comprehensive PR campaign in general media niche culture publications and broadcast

### OOH

- Billboards
- Digital screens
- Train decals
- Poster hoarding campaign

### RADIO

- Spotify/radio/podcast advertising

### INFLUENCERS

- TikTok & Instagram creators promoting Lanes & local business special offers

# LOCAL BUSINESS OPPORTUNITIES

## TIER 1: GOLD

Activate with live music and/or art on-site at your business and/or via a food stall pop-up at one of our Lanes locations in the city.

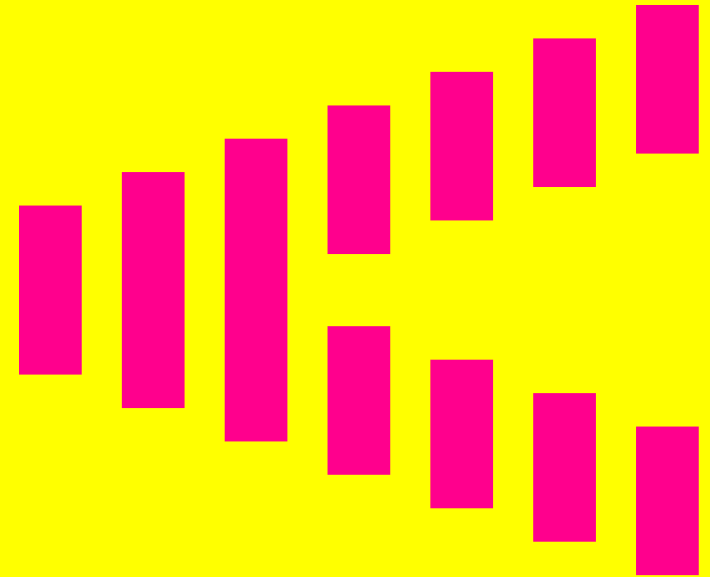
## TIER 2 : SILVER

Create a new Parramatta Lanes themed menu item, special offer or promotion that we will drive our visitors to experience as part of the Parramatta Lanes event.

## TIER 3: BRONZE

This will involve Council providing marketing support to drive our Parramatta Lanes visitors to your business to take advantage of any existing special offers or promotions that your business has.

We will also help to drive our event attendees to your business if you are extending trading hours or are usually open after 10pm during Parramatta Lanes (22-25 Oct). As part of our Parramatta Up Late offering, we will invite visitors to stay and explore our city's vibrant night-time offering when the Parramatta Lanes event wraps up at 10pm on Wednesday/Thursday and 10.30pm on Friday and Saturday.



# #1 GOLD PARRAMATTA LANES VENUE

Activate with live music and/or art on-site at your business and/or via a food stall pop-up at one of our Lanes locations in the city.

## COST OF STALL (IF REQUIRED)

**\$855 per night** (includes 3x3 pagoda, flooring, 1x 1.8m trestle table, lighting, service bench, 2x chairs, basic power, dry waste, shared hand wash basin, 2x 15 amp power, stall signage, labour & delivery) **Total for 4 nights = \$3420.**

**LIVE MUSIC/ ART at the cost of the business**

## EXAMPLES

### EATS

Get a food stall at one of our Lanes locations where you can serve grab & go menu items for visitors to pick up & takeaway.

### BEATS

Activate inside or outside your venue with live music, dance or roaming entertainment around the city.

### ART

Collaborate with a local artist to produce some live-art at your business venue during Lanes or put on some arts & crafts workshops for Lanes visitors to get creative, e.g. Paint and Sip.

### ANY OTHER IDEAS?

Pitch your idea to us for how you want to activate your business at Parramatta Lanes and we will take your idea into consideration. Please note activation eg. live music, workshops, entertainment etc is at the cost of the business.





# #1 GOLD PARRAMATTA LANES VENUE

## MARKETING PROMOTION

Gold Parramatta Lanes venues can expect to receive the following marketing support:

### WEBSITE

**AT Parramatta Average monthly visits 136,000**

- Your logo included in our partner section on our AT Parramatta website on the Parramatta Lanes Business Engagement landing page.
- Your business named on our Eats, Beats, Art page/s (depending on which theme/s your activation relates to). We will be driving traffic to this webpage via a range of marketing channels – see slide 6).
- Local Business Engagement promotion wrap-up inclusion in a Parramatta Lanes blog amplified via a paid campaign.

### SOCIAL MEDIA

**AT Parramatta Instagram and Facebook followers 44,700**

- 1x inclusion in organic social media pre-event promotion post with a special feature on the GOLD business' activation on Council social media channels.
- Inclusion in social media influencers/content creators promotion of Parramatta Lanes.

### EMAIL

**Number of people in database 23,885**

- Local Business Engagement promotion wrap-up in one dedicated Parramatta Lanes email.

### MEDIA

- Inclusion in a media release before the event.

### VOUCHER GIVEAWAY

- We will be activating with the AT Parramatta brand event container where visitors will be invited to play a game to win prizes.
- We will produce Lanes vouchers for our winners to spend at your business' activation during Parramatta Lanes (to be discussed but at no cost to your business).

### PRINT COLLATERAL

- Inclusion of your business within the Local Business Engagement promotion in the printed event program/map.
- Parramatta Lanes Venue posters/corflutes for you to display at your business activation.

### PHOTOGRAPHY

- Select photo files provided to your business after the event for use in your marketing channels (crediting @atparramatta).

### EVENT BRAND ACTIVATION

- Inclusion of your business voucher offering as part of our giveaways at our AT Parramatta brand event container (see below picture for reference).



# # 1 GOLD PARRAMATTA LANES CASE STUDIES

Last year several local businesses jumped on board to activate at Parramatta Lanes 2024 with some fantastic results:

## ECKERSLEY'S ART & CRAFTS



Council supported Eckersley's with an activation where event attendees could paint each other's portraits outside their store on Church Street, driving visitors to the activation with promotion on our event program, website & social channels.

*"What an incredible Parramatta Lanes!"*

*We had over 500 people over 4 nights painting their partners, family, friends and even pets! We even had a young girl enjoy it so much she came back after painting us a thank you magnet with the paints her mother purchased during the event". Eckersley's Art & Crafts*

## BABA GHANOIJ



Council supported Baba Ghanouj in activating outside their business venue with a Lebanese BBQ, drinks, and shisha. We drove visitors to this Parramatta Lanes venue via our marketing channels.

## GELATO MESSINA



Council supported Gelato Messina with a pop-up gelato stall at the Eat Street carpark, driving visitors to their stall with promotion on our event program, website & social channels.

# # 2 SILVER PARRAMATTA LANES VENUE

Create a **NEW** Parramatta Lanes themed menu item, special offer or promotion that we will drive our visitors to experience as part of the Parramatta Lanes event.

## EXAMPLES

- Grab & Go menu item from your business venue which customers can easily take away (either inside or outside your business venue).
- Lanes themed drink – create a new cocktail/mocktail or update an existing one & give it a name that relates to Parramatta Lanes.
- Lanes themed food – create a new food item on your menu or update an existing one & give it a name that relates to Parramatta Lanes.
- A Lanes Happy Hour special offer – reduced price or buy 1 get 1 free on food/drink items that you put on specially for a limited timeframe during Parramatta Lanes.
- Parramatta Up Late special offer/menu item – if your business is open late during Parramatta Lanes we will drive event attendees to enjoy a Parramatta Up Late special offer/menu item at your business when the event wraps up at 10pm on Wednesday & Thursday and 10.30pm on Friday & Saturday.
- For hotels – Lanes Stay & Play special offer or promotion – discounted stay, free breakfast, or extended checkout for visitors after their night at Parramatta Lanes.
- For cafes – Morning after Lanes – breakfast special menu item or coffee.
- Lanes promotion – as long as this relates to our pillars of eats, beats, or art, we are open to your ideas on what your Lanes promotion could be.

## ANY OTHER IDEAS?

If you have anything else you'd like to pitch, send it our way and we'll let you know whether it is something we can support as part of the Silver Lanes package.





# #2 SILVER PARRAMATTA LANES VENUE

## MARKETING PROMOTION

Silver Parramatta Lanes venues can expect to receive the following marketing support:

### WEBSITE

AT Parramatta Average monthly visits 136,000

- Your business potentially named on our Eats, Beats, Art page/s (depending on which theme/s your activation relates to). We will be driving traffic to this webpage via a range of marketing channels – see slide 6).
- Local Business Engagement promotion wrap-up inclusion in a Parramatta Lanes blog amplified via a paid campaign.

### SOCIAL MEDIA

AT Parramatta Instagram and Facebook followers 44,700

- 1x inclusion in organic social media pre-event promotion post with a special feature on the SILVER business' activation on Council social media channels.

### EMAIL

Number of people in database 23,885

- Local Business Engagement promotion wrap-up in one dedicated Parramatta Lanes email.

### VOUCHER GIVEAWAY

- We will be activating with the AT Parramatta brand event container where visitors will be invited to play a game to win prizes.
- Potential inclusion in the Lanes voucher program for our winners to spend at your business' activation during Parramatta Lanes (to be discussed).

### PRINT COLLATERAL

- Potential inclusion of your business within the Local Business Engagement promotion in the printed event program/map.
- Parramatta Lanes Venue posters/corflutes for you to display at your business activation.

## EVENT BRAND ACTIVATION



# #2 SILVER PARRAMATTA LANES CASE STUDIES

Last year several local businesses jumped on board to produce some limited-edition Parramatta Lanes themed menu items which we supported with marketing promotion across website, social & print channels.

LILYMU



Chef Roy's exclusive Parramatta Lanes snack menu and Parramatta Lanes themed Four Pillar's cocktails.

NICK & NORA'S



Parramatta Lanes Café Noir cocktail and 2x fresh salmon sashimi tacos

BOMBAT MASALA



Parramatta Lanes panipuris called Parra-Tikkis.



# #3 BRONZE PARRAMATTA LANES VENUE

Do you have an **EXISTING** special offer or promotion that our visitors can enjoy during Parramatta Lanes (22-25 October) that you would like us to promote on our marketing channels to drive visitors to before, during, or after the festival?

## EXAMPLES

- Existing Lunch Specials – for office workers who have come into the office to go to Parramatta Lanes after work or for people visiting Parramatta Lanes on Saturday 25 October who arrive in Parramatta before the event.
- Existing Happy Hour promotion that will be on during Parramatta Lanes.
- Existing Special Offers that will be on during Parramatta Lanes.
- Existing Live Music or Art offering that you normally provide as part of your usual business operations.
- Or if your business is up late/you are extending your trading hours during Parramatta we will drive our event attendees to your business.

## ANY OTHER IDEAS?

Let us know what existing special offers and promotions you have that might be suitable to promote to visitors as part of the Parramatta Lanes offering. We'll provide marketing support to help promote these.





# #3 BRONZE PARRAMATTA LANES VENUE

## MARKETING PROMOTION

Bronze Parramatta Lanes venues can expect to receive the following marketing support:

## WEBSITE

AT Parramatta Average monthly visits 136,000

- Featured on the specific Parramatta Lanes local business engagement landing page.

## SOCIAL MEDIA

AT Parramatta Instagram and Facebook followers 44,700

- 1x inclusion in organic social media pre-event promotion post with a special feature on the BRONZE business' activation on Council social media channels.

## EMAIL

Number of people in database 23,885

- Local Business Engagement promotion wrap-up in one dedicated Parramatta Lanes email.



# NEXT STEPS

Contact us to submit your Expression of Interest to be part of Parramatta Lanes program\*.

## SUBMISSION LINK

[Parramatta Lanes local business opportunities EOI | AtParramatta](#)

Please respond by **COB Monday 18 August** to be considered.

## CONTACT

Marketing & Communications Team

[marketing@cityofparramatta.nsw.gov.au](mailto:marketing@cityofparramatta.nsw.gov.au)

\*All submissions will be considered, and we will endeavour to align your promotion with our initiatives. Submissions must be received by the stated closing date for offers to be considered for inclusion. All submissions will need to be approved by Council officers based on meeting the selection criteria and final promotional opportunities will be at the discretion of the editorial team.



# THANK YOU



WHERE IT'S  
**PARRAMATTA**

