

LUNAR NEW YEAR

Partnership Prospectus





WHY PARTNER WITH FESTIVALS AT PARRAMATTA

Parramatta has never stopped transforming. Our City is entering a new era of transformation, catalysed by city shaping infrastructure and investment. With a population expected to reach 400,000 by 2036, Parramatta has undeniably become 'Where it's AT'.

Parramatta is a melting pot of cultures, ideas and commerce which draws people from across the globe who want to visit, live and experience the heart of a global metropolis.

Parramatta's entertainment, arts and cultural venues are already developing a national and international reputation for fostering new talent and creating cutting edge performances and world-class events. With an incredible array of restaurants, bars, retail and corporate residents such as Deloitte, Walker Construction, Sydney Water, Endeavour Energy, NAB and Westpac, Parramatta is a bustling and exciting modern city. With an established and proven portfolio of large events and festivals that consistently draw record crowds, Parramatta presents rich ground for brands looking to connect.

AN ERA OF TRANSFORMATION

Metro West, Parramatta Light Rail and the Western Sydney Airport nearby are city shaping infrastructure that will see Parramatta enter a new era of connectivity to Greater Sydney. The soon-to-be-completed Powerhouse Parramatta, the redevelopment of the Riverside Theatres and Civic Link, a green and activated pedestrian spine from Parramatta square to the Parramatta River will provide a transformative new day for the CBD.

A HUB FOR LEARNING AND INNOVATION

Parramatta is home to several top tier universities and educational institutions including University of Western Sydney (UWS), University of New England (UNE), Charles Sturt and Swinbourne Universities, and TAFE NSW making it a melting pot of ideas, people and innovation.

Interested in a Festival Partnership?

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A CITY OF GROWTH & INNOVATION

LIGHT RAIL



The Parramatta Light Rail has transformed the way workers, residents, and visitors move around the Parramatta area. It's estimated by 2026 around 28,000 people will use the service every day. [1]

CITY ON THE MOVE



Parramatta Station is the fourth busiest station in Sydney and the busiest outside of the Sydney CBD. Metro West, which is currently under construction, will double Parramatta's rail capacity and decrease travel times. [2][3]

NATIONAL & GLOBAL REACH



Parramatta will be a central interchange point to the new Western Sydney Airport - opening in 2026 - and a potential fast rail hub, connecting Newcastle and Wollongong (4)

EDUCATIONAL INSTITUTIONS



Six educational institutions are continuing to invest in the future of knowledge and learning in Parramatta; fostering Australia's most educated, diverse, and talented workforce

ENGINEERING INNOVATION HUB



The first of its kind in Australia, this campus provides cross-functional collaboration and creative inspiration between students, educators, industry professionals and researchers. (5),

CULTURAL ECOSYSTEM



Home to a growing 5.8% of NSW's creative industries workforce, the stories of tomorrow are being written in Parramatta today (5)

[1] Parramatta Light Rail, Parramatta Light Rail Contracts Signed, December 2018

[2] City of Parramatta, Parramatta Integrated Transport Plan, April 2021,

[3] Sydney Morning Herald, Push for PM to commit money to building \$20b metro line to Sydney's west, June 2019 <https://www.smh.com.au/national/>

[4] Sydney Morning Herald, 'Radically faster': Parramatta at centre of NSW's high-speed rail future, May 2022

[5] Western Sydney University, First-of-its-kind Engineering Innovation Hub tops out in Parramatta, February 2021,

[6] NSW Creative Industries: An Economic Snapshot, April 2019,





PEOPLE AT PARRAMATTA

WORKFORCE

With Parramatta's being home to global-best practice health precincts, universities and close to major infrastructure projects, it's easy to see why its workforce is diverse and highly skilled.

- 35% are workforce professionals
- 14% clerical/admin
- 13% managers
- 9% trades and
- 26% made up of community and personal service, labourers and machinery operators and drivers.

HOUSEHOLD INCOME

\$2046 median weekly income

EDUCATION

44% hold a Bachelors Degree or higher compared to 39% in Greater Sydney, 29% NSW and 27% Australia

CULTURALLY DIVERSE*

- 1 in 5 residents have Chinese ancestry followed by English, Australian, Indian and Korean
- 53% of our residents were born overseas.
- Of those residents, the top 5 countries of birth are India, China, South Korea, Hong Kong and Philippines.

FAMILY COMPOSITION*

- 23.4% couples no children
- 9% single parent family
- 22% one person household
- 7% older couples without children

LUNAR NEW YEAR



A yearly Lunar New Year celebration that encapsulates art, cultural activities, music and food with a large community festival in Epping and a lively Lunar Nights Festival in Parramatta Square

🌟 DATES & LOCATIONS

Lunar Night Festival – Parramatta Square
Friday 20 February

Lunar Community Festival – Boronia Park,
Epping
Saturday 21 February

🌟 FEATURES

Cultural Stage
Food Trucks and Stalls
Art and Food workshops
Live music
Cultural activities
Art Installation

🌟 VISITATION

2025: 16,000 people
LGA residents
CALD community
Chinese, Korean, Vietnamese, South
Asian community
Festival enthusiasts up to 20kms away
45,000 website landing views

🌟 PARTNERSHIP OPPORTUNITIES

- ★ Major Partnership
- ✨ Activation Space
- 🎁 Sampling Rights
- 🍷 Bar Partnership
- 🖌 Major Art Installation

**Bespoke opportunities created on request. Full sets of rights and benefits supplied upon request.*

LUNAR NEW YEAR SPONSORSHIP PACKAGES

	MAJOR SPONSORSHIP**	CULTURAL SPONSORSHIP**	ACTIVATION SPACE ONLY
Sponsorship Asset	Festival wide sponsorship Parramatta + Epping	Sponsorship of a cultural feature such as music stage or food workshops	6x3m space for brand activation
Festival Signage	20	14	Inclusion on 10 x map signs
Activation Space	9 x 3 space Epping and Parramatta	6 x 3 space Epping or Parramatta	6 x 3 space Epping or Parramatta
MC Announcements	4	4	1
EDM Inclusion 25,000 recipients	Y	Y	N
Written Sponsor Acknowledgement: EDM 25,000 recipients	Y	Y	N
Social Posts	Y	Y	N
Blog Inclusion	Y	N	N
Activation Feature inclusion At Parramatta webpage	Y	Y	N
Logo on Digital Screens Parramatta Square and PHIVE	Y	N	N
Logo on CALD or selected local	Y	N	N
Logo on Floor decals Parramatta CBD	Y	N	N
Logo on website	Y	Y	N
INVESTMENT	40k ex GST*	15k ex GST*	8k ex GST*

*Activation costs remain responsibility of sponsor.
 ** Maximum of 2 x major sponsorships and 2 x cultural sponsorships available



Photo credit: Ken Leantore

LUNAR NEW YEAR SPONSORSHIP PACKAGES EPPING COMMUNITY SUPPORTER

The perfect opportunity for small to medium businesses to get involved in supporting and celebrating this important cultural festival. Our Community Supporters will receive logo placement on selected advertising appearing within Epping Town Centre, will be acknowledged on social media, within our website and selected on site signage.

	COMMUNITY SUPPORTER
Social Posts - IG and FB	Acknowledgement within 1 x social post
Community Partner Festival Signage	Logo on 2 x Signage Panels at event
Logo on Website Footer	Y
Verbal acknowledgement at opening event	Y
Logo on selected local marketing e.g café posters	Y
INVESTMENT	\$5k ex GST*

*Activation space not included



