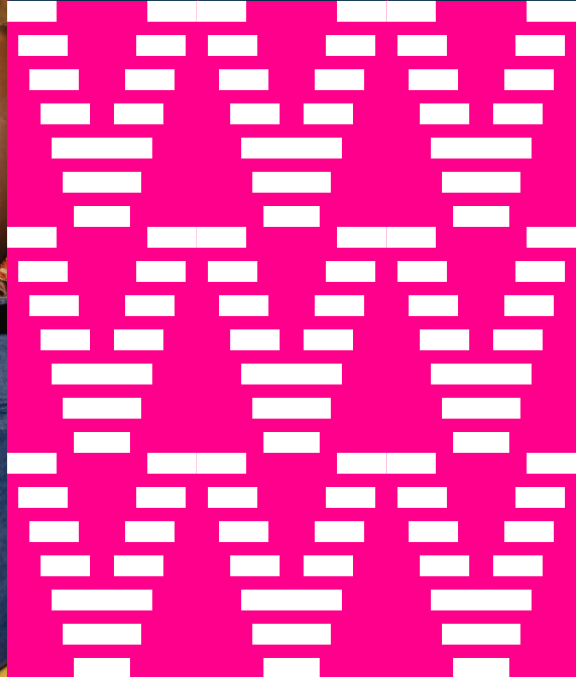
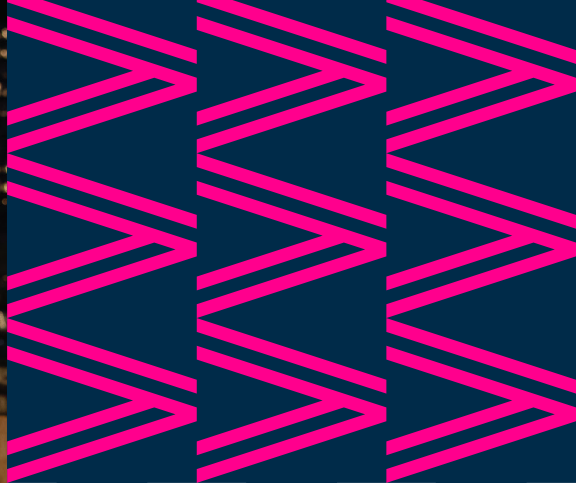




PARRAMATTA EVENTS PROSPECTUS



WHERE IT'S
PARRAMATTA



Photo credit: Ken Leanfore

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.



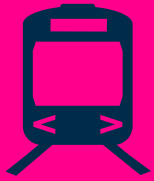
Interested in a Festival Partnership?

Kathrine Holland, Partnerships Lead – Events & Festivals
0402 209 683 | kholland@cityofparramatta.nsw.gov.au



A CITY OF GROWTH & INNOVATION

LIGHT RAIL



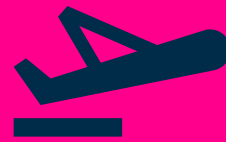
Parramatta Light Rail is transforming the way workers, residents, and visitors move around the Parramatta area. Stage 1 of this game-changing megaproject is now operational, and Stage 2 is moving ahead. It's estimated by 2026 around 22,000 people will use the service every day. [1]

CITY ON THE MOVE



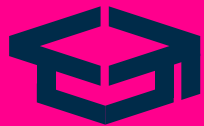
Parramatta Station is the fourth busiest station in Sydney and the busiest outside of the Sydney CBD. Metro West, which is currently under construction, will double Parramatta's rail capacity and decrease travel times. [2][3]

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



Five 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



Parramatta is a growing cultural and creative powerhouse, with creative industries adding \$180 million to the economy. The critical link between Western Sydney and Eastern Sydney CBD, Parramatta acts as a bridge for cultural exchange and economic activity and is well on its way to becoming the epicentre of culture and creativity.[6]

[1] Parramatta Light Rail, Parramatta Light Rail Contracts Signed, December 2018, <http://www.parramattalightrail.nsw.gov.au/news/parramatta-light-rail-contracts-signed>.

[2] City of Parramatta, Parramatta Integrated Transport Plan, April 2021, https://s3.ap-southeast-2.amazonaws.com/hdp.au.prod.app.pcc-participate-files/2716/2027/3188/Parramatta_CBD_Integrated_Transport_Plan_Report_V1.6.pdf

[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/nsw/push-for-pm-to-commit-money-to-building-20b-metro-line-to-sydney-s-west-20190522-p51q0w.html>.

[4] Sydney Morning Herald, 'Radically faster': Parramatta at centre of NSW's high-speed rail future, May 2022, <https://www.smh.com.au/national/nsw/radically-faster-parramatta-at-centre-of-nsw-s-high-speed-rail-future-20220511-p5akev.html>

[5] Western Sydney University, First-of-its-kind Engineering Innovation Hub tops out in Parramatta, February 2021, https://www.westernsydney.edu.au/newscentre/news_centre/story_archive/2021/first-of-its-kind_engineering_innovation_hub_tops_out_at_6_hassall_street_in_parramatta

[6] NSW Creative Industries: An Economic Snapshot, April 2019, <https://static1.squarespace.com/static/58b62fb837c581c6dd7d7151/t/5cc63b2be83b420001b74f27/1556495173543/NSW+Creative+Industries+-+BYP+Group+-+corr+290419.pdf>

Photo credit: Sara Vita

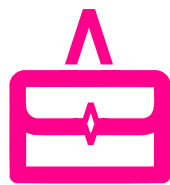




Photo credit: Maja Baska

PEOPLE AT PARRAMATTA

WORKFORCE



Parramatta is 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.

OCCUPATIONS

35%
WORKPLACE PROFESSIONALS

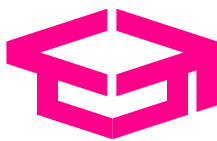
With **14%** clerical/admin, **13%** managers, **9%** trades and **26%** made up of community and personal service, sales, labourers and machinery operators and drivers.

CULTURALLY DIVERSE*

1 in 5
RESIDENTS

Have Chinese ancestry followed by English, Australian, Indian and Korean*. **53%** of our residents were born overseas, compared to **39%** in Greater Sydney, **29%** NSW and **27%** Australia. Of those residents born overseas, the top 5 countries of birth are India, China, South Korea, Hong Kong and Philippines.

EDUCATION*



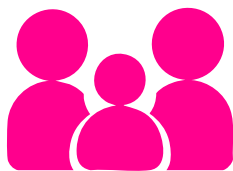
44% hold a Bachelors Degree or higher (people aged 15+) with **11%** holding a Trade Qualification.

HOUSEHOLD INCOME



\$2,046 is the median weekly income.

DEMOGRAPHICS*



35% couples with children, **23.4%** couples no children, **9%** single parent family, **22%** one person household and **7%** older couples without children.

*Source: Australian Bureau of Statistics, Census of Population and Housing 2021 compiled by id profile

PARRAMATTA LANES

Photo credit: Ken Leanfore

EATS
BEATS
ART



PARRAMATTA LANES



Find that feeling at Parramatta Lanes, one of Sydney's biggest street festivals, showcasing eats, beats and art.

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

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

FEATURES

- Large artwork installations
- 8 stages with over 100 performers including DJs, musicians and performers
- Brand activations and sampling
- Interactive games
- 70+ food stalls incorporating the most on trend social media trends
- Pop-up bars

VISITATION & DIGITAL REACH

- 200,000 attendees in 2024, up from 180,000 in 2023
- 75% of attendees are aged 18–44, with 50% aged 18–34
- Over one-third of visitors travel from outside the Parramatta LGA
- 2.3 million+ digital reach across social media, email, and web platforms

PARTNERSHIP OPPORTUNITIES

-  Laneway Takeovers
-  Music Stage Partnerships
-  Activation Space
-  Roaming Sampling
-  Art Collaborations

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

PARRAMATTA LANES SPONSORSHIP PACKAGES 2026



	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	6 x 3m space for brand activation
Festival Signage	20	10	10	-
Activation Space	Additional 9 x 6m space for brand activation	Additional 6 x 3m space for brand activation	Additional 6 x 3m space for brand activation	6 x 3m space for brand activation
City Happenings EDM inclusion 25,000 recipients	Y	Y	Y	N
Written Sponsor Acknowledgement within solus EDM to over 25,000 recipients	Y	Y	Y	N
Social Media organic post	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	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 Transit Advertising Decals – up to 4	Y	Y	N	N
Logo on Out of Home Quad Totems in City Centre	Y	Y	N	N
Logo on Ground Decals in Parramatta CBD	Y	Y	N	N
Logo on Festival Map – 30,000 prints	Y	Y	N	N
INVESTMENT	80k ex GST	50k ex GST	45k ex GST*	20k ex GST*

*Activation costs remain responsibility of sponsor.



Photo credit: Ken Leanfore



THE OPTUS PYRAMID

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".

"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

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**



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: James Horan

NEW YEARS EVE

Photo credit: Ken Leonfore



New Year's Eve at Parramatta is an annual family-focused celebration produced by City of Parramatta. This feel good event attracts families and young adults looking to ring in the New Year closer to home, at a place that feels familiar without compromising on event experience.

DATE & LOCATION

31 December
The Crescent, Cattle Paddock and Coronation Hill

FEATURES

- Large Music Stage – featuring line-up of popular music acts
- Family Stage and activities
- Food vendors and retail stores
- Brand activations
- 9pm fireworks

VISITATION & DIGITAL REACH

- 60,000 attendees in 2024, up from 40,000 in 2023
- Family-friendly event with strong appeal to millennials aged 22–42
- 35,000+ views to the event landing page on atparramatta.com

PARTNERSHIP OPPORTUNITIES

-  Family Zone
-  Music Stage Partnerships
-  Activation Space
-  Sampling Rights

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

NEW YEARS EVE SPONSORSHIP PACKAGES

	PLATINUM SPONSORSHIP	CRESCENT SPONSORSHIP	CADDLE PADDOCK (FAMILY ZONE) SPONSORSHIP	CORONATION HILL MUSIC STAGE SPONSORSHIP	ACTIVATION ONLY SPONSORSHIP
Sponsorship Asset	Festival wide sponsorship – major presenting partner rights of all 3 sections of NYE (Exclusive partnership)	Sponsorship of the Cresent Stage	Sponsorship of a performance main stage	Sponsorship of Coronation Hill Music Stage	6 x 3m space for brand activation
Logo Placement on festival signage	20	10	10	10	-
Activation Space	Additional 9 x 6m space for brand activation	Additional 6 x 3m space for brand activation	Additional 6 x 3m space for brand activation	Additional 6 x 3m space for brand activation	6 x 3m space for brand activation
Stage Signage	9 x Stage signage placements (3 per stage)	3 x Stage signage placements	3 x Stage signage placements	3 x Stage signage placements	-
MC Announcements	6 per stage, 18 x live announcements	6	6	6	-
City Happenings EDM Inclusion 25,000 recipients	Y	Y	Y	Y	N
Written Sponsor Acknowledgement within event EDM to 25,000 recipients	Y	Y	Y	Y	N
Sponsor Message on Radio Advertising	Y	N	N	N	N
Blog Inclusion amplified through paid channels	Y	Y	N	N	N
Activation Feature Inclusion within New Year webpage/ program feature	Y	Y	Y	Y	N
Logo on Digital Screens Parramatta Square, and PHIVE	Y	Y	Y	-	N
Logo on Ground Decals in Parramatta CBD – up to 80	Y	Y	Y	-	N
Logo on Festival Map and A1 Signage	Y	Y	Y	-	N
INVESTMENT	60k ex GST	30k ex GST	20k ex GST*	15k ex GST*	15k ex GST*

*Activation costs remain responsibility of sponsor.



Photo credit: Ken Leanfore

AUSTRALIA DAY

2024
VISITATION:
24,000
PEOPLE

Photo credit: Ken Leonfore



Uniquely programmed against a spectacular backdrop of hot air balloons, a big bbq and live entertainment, this spectacular event welcomes all to Parramatta Park.

DATE & LOCATION

26 January
Cattle Paddock at Parramatta Park

FEATURES

Balloon Glow

A spectacular Hot Air Balloon Illumination and lighting display, timed to a curated music playlist with pyrotechnics. Includes live music and free family activities.

Balloons and Breakfast

A magical morning with tethered hot air balloon rides, food vendors and free activities for all.

- Large Music Stage – featuring line up of popular music acts
- Family Stage and activities
- Food vendors and retail stores
- Brand activations
- 9pm Fireworks

VISITATION

- 24,000 attendees in 2024
- A family-focused event attracting local and regional audiences

PARTNERSHIP OPPORTUNITIES

- 👨‍👩‍👧 Family Zone
- 🎵 Music Stage Partnerships
- 🌟 Activation Space
- 📺 Sampling Rights

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

AUSTRALIA DAY SPONSORSHIP PACKAGES

	PLATINUM SPONSORSHIP	BBQ STAGE SPONSORSHIP	ACTIVATION ONLY SPONSORSHIP
Sponsorship Asset	Event wide sponsorship – major presenting partner rights	Sponsorship of BBQ Stage	6 x 3m space for brand activation
Logo Placement on Festival Signage	20	10	-
Stage Signage	6 x Stage signage placements (3 per stage)	3 x Stage signage placements	N
Activation Space	9 x Stage signage placements (3 per stage)	Additional 6 x 3m space for brand activation	6 x 3m space for brand activation
MC Announcements	6	6	-
City Happenings EDM Inclusion 25,000 recipients	Y	Y	N
Written Sponsor Acknowledgement within Event EDM to 25,000 recipients	Y	Y	N
Influencer Campaign Allowance	Y	Y	N
Sponsorship Message on radio commercials	Y	N	N
Blog Inclusion amplified through paid channels	Y	Y	N
Activation Feature Inclusion within Australia Day webpage/program feature	Y	Y	N
Logo on Digital Screens Parramatta Square and PHIVE	Y	Y	N
Logo on Print Ads CALD media	Y	Y	N
Logo on Ground Decals Parramatta CBD	Y	Y	N
Logo on Festival Map and A1 Signage	Y	Y	N
INVESTMENT	20k ex GST	10k ex GST*	2k ex GST*

*Activation costs remain responsibility of sponsor.



Photo credit: Ken Leanfore

Photo credit: Ken Leanfore

LUNAR NEW YEAR

**2025
VISITATION:
16,000
PEOPLE**

Photo credit: Ken Leanfore



A yearly Lunar New Year celebration in the heart of Parramatta CBD that blends sounds, arts, performances and delicious food for a huge day of culture.

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 Entertainment Stage
- Food Trucks
- Art Installations
- Happy Dragon Bar
- Traditional customs and activities

🔥 VISITATION & DIGITAL REACH

- 16,000 attendees in 2025, up from 10,000 in 2024
- Strong engagement from local LGA residents, including CALD communities—particularly Chinese, Korean and Vietnamese
- Popular with families, festival enthusiasts, and foodies from up to 20km away
- 45,000+ views to the event landing page on atparramatta.com

🔥 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 and Epping	Sponsorship of a cultural feature such as a music stage or food workshops	6 x 3m space for brand activation
Festival Signage	20	14	Inclusion on 10 x map signs
Activation Space	9 x 3m space Parramatta and Epping	6 x 3m space Parramatta or Epping	6 x 3m space Parramatta or Epping
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 IG & FB	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 marketing channels	Y	N	N
Logo on Ground 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.



Photo credit: Ken Leanfore

LUNAR NEW YEAR
SPONSORSHIP PACKAGES
EPPING COMMUNITY SUPPORTER

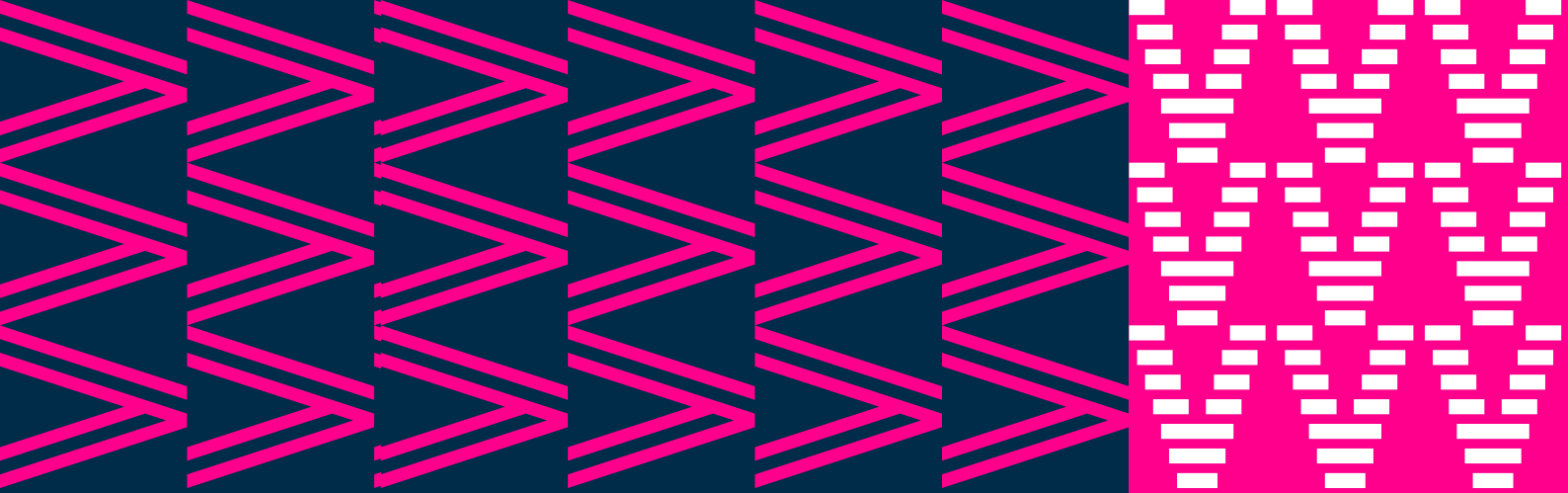
The perfect opportunity for small to medium businesses to get involved in supporting and celebrating this important cultural festival.

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 & 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.





WHERE IT'S
PARRAMATTA

Interested in a Festival Partnership?

Kathrine Holland, Partnerships Lead – Events & Festivals
0402 209 683 | kholland@cityofparramatta.nsw.gov.au