



northern
beaches
council

taste of **Manly**

25-26 May 2019
Sponsorship and Activation
Proposal

Event Overview

Set along Sydney's most iconic strip of sand and right in the heart of Manly, Taste of Manly offers a weekend of indulgence - an unmissable event for the Northern Beaches and a popular event on Sydney's social calendar.

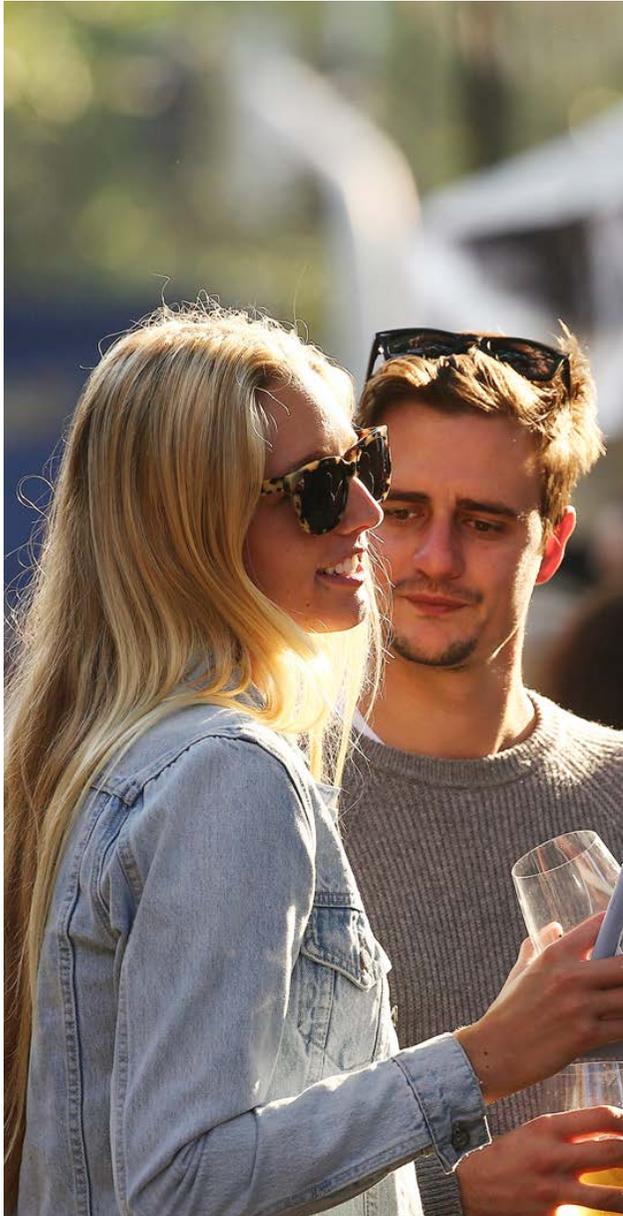
In its 33rd year, Taste of Manly will bring together the latest and greatest local restaurants and brewers, accompanied by Australia's finest wineries, all complemented by a line-up of talented musicians.

As a partner you'll reach some 84,000 food and wine enthusiasts from across Sydney and Australia, as well as many international guests - all who flock to Manly Beach over the weekend to experience the Festival.

This open event runs over two foodie-filled days and involves pop-up restaurants providing mouth-watering experiences, wine and craft beer stalls, live music and other attractions.

Free of single-use plastics, the festival also leads the way in delivering best practice in the areas of environmental protection and sustainability. Council, event organisers, sponsors and stallholder businesses all lead by example in the field of waste avoidance and resource recovery.

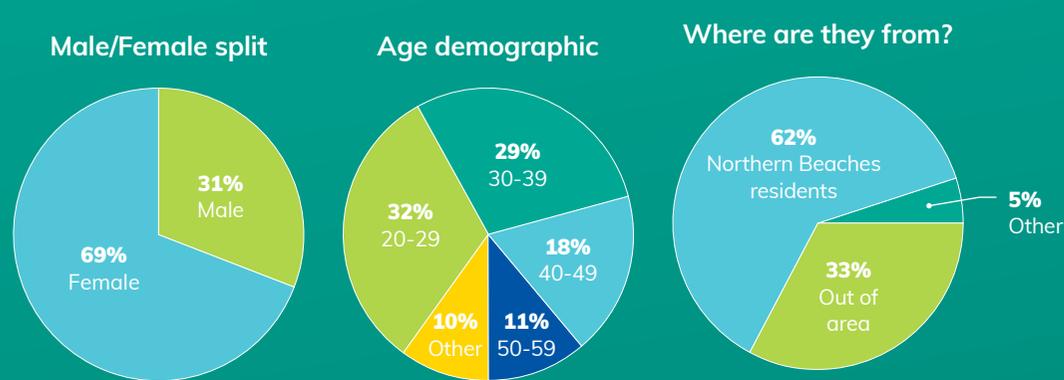




Fast Facts

Taste of Manly is the perfect opportunity to showcase your brand or product to a discerning Sydney audience with a Northern Beaches focus.

84,000+
People attended in 2018



77%
of visitors said the event exceeded their expectations

Social media statistics

Instagram

13,232 Followers

Reach - 19,276

Engagement - 1,581

Facebook

48,000 followers

Reach - 580,000

Engagement - 20,000

Twitter

6,900 followers

1,000 average reach per tweet

Website statistics

45,850 Page views



Partner With Us

Taste of Manly is proud to partner with high quality and premium brands to enhance the experience for our diverse, relaxed and food-loving visitors.

Join us for the opportunity to communicate your key brand messages, promote your product ranges and engage with over **84,000** consumers over the two days.

Partner With Us packages start at **\$10,000 + GST.**

We will work with you to design a bespoke sponsorship package to best suit your business and brand needs.



Why Partner?

Being involved in Taste of Manly can deliver a number of potential benefits:

- Activation space on-site at the event
- Platform to showcase your brand at one of the Northern Beaches most loved events
- Targeted marketing opportunity for your brand
- Naming rights across key elements of the festival including stages
- Involvement in print, digital & social media campaigns
- Involvement in PR opportunities
- Promotional logo recognition on a selection of printed collateral
- Prominent logo recognition on-site at the event
- Logo recognition on event website
- Partner with like-minded organisations to demonstrate commitment to waste avoidance and sustainability.



Brand Activation

Taste of Manly offers the opportunity to showcase your brand, engage with our diverse, relaxed and food-loving visitors via on-site activations.

Brand Activation packages start at **\$3,000 + GST**.



Potential on-site activations:

- Interactive stalls
- Experiential activations
- Roving opportunities
- Sampling activity
- We will work with you to design a bespoke brand activation to meet your brand objectives.





Marketing and Media Exposure

Taste of Manly event marketing includes a full program of marketing strategies and activities across a number of channels. In 2019, some of these may include:

Print advertisements:

- Local newspaper - Manly Daily (daily readership 140,000)
- Local publications e.g - Pittwater Life (monthly distribution 32,000) & Peninsula Living (monthly readership - 57,000 south & 30,000 north)
- Manly beach front flags

Digital:

- Northern Beaches Council website (northernbeaches.nsw.gov.au)
- Council's eNewsletters
- Special electronic direct mail to audiences of 57,000

Social Media:

Northern Beaches Council

- Facebook 48,000 followers
580,000 avg reach
20,000 avg engagements
- Twitter 6,900 followers
1000 avg reach per tweet
- Instagram 13,232 followers
19,276 avg reach per month

Outdoor Advertising

- Street banners & light pole banners (various locations within the Northern Beaches)
- On-site promotions

Media / PR Activity

- Council media releases and photo opportunities
- We will work with event partners to create suitable marketing opportunities
- We welcome the opportunity to leverage PR opportunities with your brand



Contact Us

Northern Beaches Council appreciates your interest in partnering at Taste of Manly 2019.

Partnering opportunities close Friday 29 March.

For all enquiries please contact:

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