



# BUSINESS OPPORTUNITIES



Channel  Mandurah

# CRAB FEST



**Mandurah Crab Fest is an award winning, free community event coordinated by the City of Mandurah.**

Crab Fest is one of the largest free community events in Western Australia, attracting over 100,000 locals and visitors over the two days. The festival celebrates the lifestyle, local culinary produce, location, culture and talent that makes Mandurah a unique destination.

As the City's single largest integrated marketing campaign, boasting a potential reach of over 46 million, Crab Fest provides a unique opportunity for brand and sponsorship alignment.

Recently Mandurah Crab Fest won a Gold Medal at the prestigious Perth Airport WA Tourism Awards in the major festivals and events category for two years running and Bronze in the National Awards, cementing the importance and popularity of this major annual event.

Partnerships which benefit the community, festival audience and fit with the festival theme are sought for 2019 and the City will work closely to ensure that sponsorships are tailored and are mutually beneficial.

## Crab Fest delivers:

- A mass audience over a two-day period
- An audience that is loyal to the event
- An established track record in organisational capacity
- The ability to offer direct public contact, interaction directly with the audience
- Heritage and provenance
- A tried and tested established event
- Category exclusivity
- Opportunity to tap into a successful marketing communications platform
- Numerous activation opportunities
- Customer and client engagement and hospitality opportunities
- Extensive leveraging and promotional opportunities
- Direct sales opportunities
- Uniqueness of offering
- The ability to extend the functional geographic reach of the event and time-frame
- A solid reputation
- Proven management expertise
- Ability to measure response to the event via market research to it's rate payers and patrons via survey monkey

## Audience Interests:

- Gourmet Food
- Celebrity Chefs
- Entertainment
- Mandurah
- Family Fun
- Music
- Entertainment
- Travel
- Sustainability
- Market Stalls
- And of course the Blue Manna Crab

## TOTAL MARKETING REACH:



46,000,000+

## AUDIENCE NUMBER:



Over 100,000

## AUDIENCE ORIGIN:



39%  
local



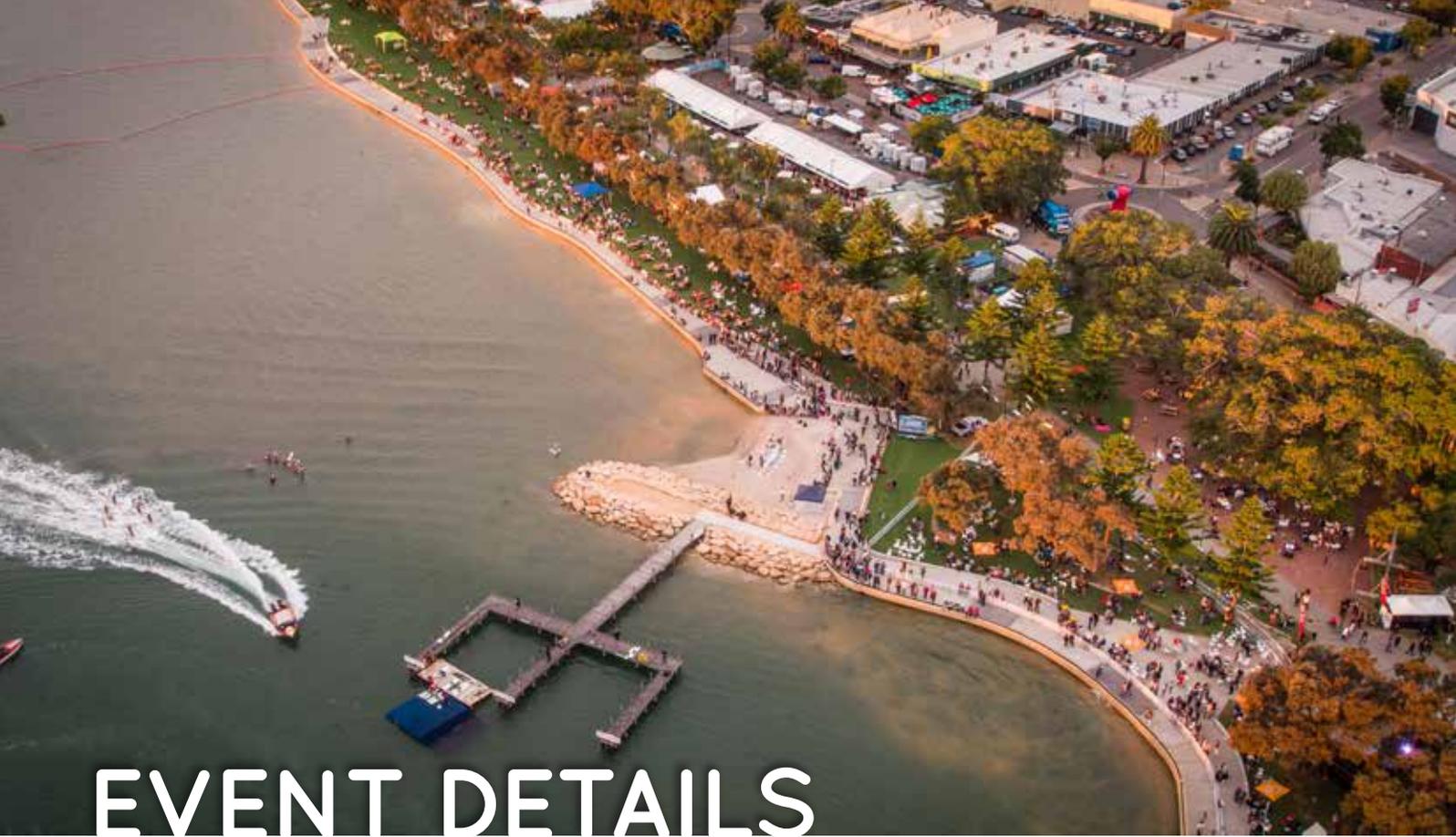
49%  
intrastate



3%  
interstate



10%  
international



# EVENT DETAILS

## Event Dates:

Saturday 16 & Sunday 17 March 2019

## Time:

10am -8.30pm & 10am -5pm

## Location:

Mandurah's Eastern Foreshore and Mandjar Square

## Crab Fest's Highlights:

- Free entertainment zones:  
Cooking – Children – Music
- National and international stage talent
- Food stalls highlighting the iconic Blue Manna Crab and fresh local produce
- Food experiences
- Cooking demonstrations
- Artisan market stalls
- Water activations
- Licenced areas overlooking the estuary
- Spectacular fireworks over the water
- Art and performances
- Ambassadors
- Roving entertainment





## Music Stage

1 Sponsorship Package Available

Old Price - ~~\$25,000~~

**NEW PRICE - \$15,000**

**Presentation Rights:** Music Stage Presented by .....

### Logo On:

- Program
- Sponsors page on website
- Opportunity to promote signage/collateral for a backdrop or banners on the stage
- TV advertisement

### Recognition on:

- Stage schedule
- Press Release mention
- Social media

### Stage:

- 1 x 30 second logo on vision screen
- MC announcements
- Recognition on social channels referencing the Music Stage

### Optional:

- 1 x 3m x 3m marquee within "sponsor area" of footprint
- Opportunity to provide prizes for promotions
- Signage on stage
- Competitions in lead up to the festival and during the event
- Mascot at event

## Children's Stage

1 Sponsorship Package Available

Old Price - ~~\$15,000~~

**NEW PRICE - \$8,000**

**Presentation Rights:** Children's Stage Presented by .....

### Logo On:

- Program
- Online
- Opportunity to promote signage/collateral for a backdrop or banners on the stage

### Recognition on:

- Stage schedule
- Social media

### Stage:

- 1 x 30 second logo on vision screen
- MC announcements

Includes exclusive mascot opportunity in Children's area only

Recognition on social channels referencing the Children's Stage

## Cooking Stage

\* 1 Sponsorship Package Available - ~~\$25,000~~

**Presentation Rights:** Cooking Stage Presented by .....

### Logo On:

- Program
- Online
- Opportunity to promote signage/collateral for a backdrop or banners on the stage
- TV advertisement

### Recognition on:

- Stage schedule
- Press Release mention
- Social media

### Stage:

- 1 x 30 second logo on vision screen
- MC announcements
- Recognition on social channels referencing the Cooking Stage

### Optional:

- 1 x 3m x 3m marquee within "sponsor area" of footprint
- Opportunity to provide prizes for promotions
- Signage on stage
- Competitions in lead up to the festival and during the event
- Mascot at event

*\* Sponsorship package subject to supply and installation of Cooking Stage*





# ACTIVITY SPONSORSHIPS

## NEW: Beach Club

Presentation rights to this 'NEW to 2019' The beach club is situated in the heart of Crab Fest with uninterrupted views of the water.

This NEW activation is aimed at those who want to stay a while longer and relax in style on the foreshore's white sandy beach and enjoy a mocktail or two from the beach cabana.

- Flag banners on beach
- MC Announcement
- 1 x logo ad on screen
- 1 x 30 second ad on screen
- Recognition in printed program
- Social media references
- Opportunity to add branded furniture/ promotional items
- Logo on website

## Fireworks Sponsor

1 Sponsorship Package - \$15,000

Presentation rights to fireworks over one of our most beautiful waterways

- MC announcement
- 1 x logo ad on screen
- 1 x 30 second ad on screen
- Logo on website
- Facebook & social media references
- Recognition in printed program
- Opportunity to provide prizes for festival competition/s
- Logo on TVC
- Social media



## Business Mascot Opportunity

Old Price

Weekend ~~\$10,000~~ | 1 Day ~~\$7,500~~ | Half Day ~~\$4,000~~

### NEW PRICE

Weekend \$5,000 | 1 Day \$3,000 | Half Day \$2,000

- Opportunity for company mascot to roam the event (excluding stage presence)
- Exclusive roaming rights (Excluding Children's area (that already has an exclusive mascot opportunity))

## Shuttle Bus Sponsor

1 Sponsorship Package Available - \$7,500

- Perfect for targeting people coming into the area
- Sign on A frame at Mandurah train station and at temporary bus stop on Ormsby Terrace.
- Opportunity for your volunteers to hand out your promotional materials at the Mandurah Train Station
- Inclusion of special offer online
- Recognition online & in the event program
- Advertisement on vision screen at event (4 per day)

## Cooking Stage

Old Price

5 Sponsorship Packages Available - ~~\$4,000~~ each

### NEW PRICE

5 Sponsorship Packages Available - \$2,500 each

- Logo on event website on relevant page
- Banner on stage during demo x 1
- Product highlighted & demo'd on stage during 1 x 45min segment
- Opportunity for Product Ambassador/s to co-present segment
- Gift bags on seats
- Opportunities to give audience prize/s
- Up to 4 promo staff can be supplied to encourage attendance/participation (Approval will be required from the Cooking Stage Presentation Rights Sponsor)





## Selling Spot

**4 Sponsorship Packages Available** - \$1,000 each

- Stage takeover for 8 minutes to demo product
- Opportunity to 'giveaway' prize during the segment

## Vision Screen Advertisements

**\$800**

- 4 x 30 second advertisements on large vision screen over one day

## Seating Areas

**3 Sponsorship Packages Available** - \$3,000 each

**Presentation rights:** Presented by .....

- Co-signage of the area
- Opportunity to have 4 x flag banners in the area
- Logo on the website & online map

## Gourmet Food Stalls or Continental 'Take Home' Food Stalls

**Old Price**

**1 x Sponsorship Package Available** - ~~\$10,000~~

**NEW PRICE**

**1 x Sponsorship Package Available** - \$5,000

**Continental food:** Presented by.....

- Brand recognition on all area signage
- 4 x Sponsorship flag banners in the area (Sponsor to provide)
- 1 x 3mx3m marquee
- 10 x vision screen advertisements per day
- Recognition on Crab Fest website and in program

## Online Advertising

**Advertising Opportunities Available** - \$500 each

**Premium Listing**

- Link to website at top of page or 1 x CTA MREC from February - March on [crabfest.com.au](http://crabfest.com.au)

## Program Advertising

**2 Advertising Opportunities Available** - \$1,200 each

- 1 x print advert size TBA
- 1 x ad online on Crab Fest website
- Print distribution - 35,000



# PROMOTIONAL SUPPORT

Mandurah Crab Fest will facilitate and coordinate promotional support and advertising for the event. This will include:

## Advertising:

- Television
- Radio
- Print
- Freeway Billboards
- Road Side Banners - Mandurah
- PR
- Event Posters

## Event Footprint:

- Event Signage
- Stage Signage
- Decals
- Event Footprint Collateral
- Stage Schedules
- Event Map

## Digital:

- Display Advertising
- Social Media
- E-Newsletters
- Blog Guest Spots

## Event:

- Cooking Ambassador
- Prize Giveaways
- Event Program

## Website:

- All advertising drives to the Crab Fest website
- Contains important event information - maps, stage schedules, menus, sponsors, local business offers, road closures.



The information in this document and all accompanying documents is commercial-in-confidence. No part of this document, or the accompanying documents, may be disclosed in any manner to a third party without prior consent of the City of Mandurah.



Channel **7** Mandurah  
**CRAB FEST**

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