



MANDURAH CHRISTMAS

A CITY OF MANDURAH EVENT

Partnership
Prospectus 2026

Mandurah Christmas 2026

Event Overview

Christmas is a magical time in Mandurah, with an epic calendar of events, and light installations around every corner. Mandurah's City Centre becomes a hive of activity throughout December and January.

The beloved Mandurah Christmas Pageant is back in December for our whole community to enjoy. The evening will be bursting with all things Christmas including the community pageant parade, Santa's Grotto, a Christmas movie, activities, rides and stalls.

The Mandurah Christmas Lights Trail will be back, bigger than ever before, with bright new additions plus festivities that'll entertain into the evening. Workshops and live entertainment will be programmed every evening until Christmas Eve.

Carols in The Park is returning once again, with a full evening of high-end entertainment bringing together families and friends in a festive celebration of Christmas spirit against the scenic backdrop of Mandurah's Western Foreshore.

New Year's Eve features two spectacular fireworks displays to celebrate the New Year, paired with food trucks and family-friendly activations.

Why you should partner with us

1. The opportunity to increase your business brand awareness and reach a large local audience and connect with intrastate and interstate visitors.
2. Be part of an integrated marketing campaign with a potential reach of over 30 million people.
3. Long-term brand loyalty through exposure and positive associations with a much-loved Mandurah event.
4. Opportunity to network with other major partners, local businesses, and influential community members.





100,000

Mandurah Christmas Lights
Trail attendees



4,000

Carols in the Park
attendees



15,000

Mandurah Christmas
Pageant attendees



33.5 mil

Mandurah Christmas
campaign reach



41,000

City of Mandurah Facebook
page followers



60,000

Visits to City of Mandurah
website per month



CHRISTMAS LIGHTS TRAIL

MAJOR PARTNER

One opportunity available | \$30,000+GST

The Christmas Lights Trail transforms Mandurah into a vibrant and immersive festive destination, attracting thousands of visitors to experience more than 35 spectacular light installations throughout the City Centre and Marina precincts. The trail also features five accessible audio-described light experiences and captivating virtual reality attractions, creating an inclusive and engaging celebration for visitors of all ages.

As the Presenting Partner, your brand will be prominently positioned alongside one of Western Australia's most recognised Christmas tourism experiences, benefiting from extensive exposure across event marketing, digital platforms, and on-site activations.

To enhance the visitor experience and encourage repeat visitation, the Christmas Lights Trail is supported by a diverse program of free weekly activations, including:

- Tuesday Christmas movie nights showcasing family-friendly festive favourites
- Wednesday night markets featuring local artisans, handcrafted products and seasonal food offerings
- Thursday silent disco events delivering a unique and inclusive experience for all age groups, featuring haptic vests
- Live music performances featuring carollers, buskers and local artists across key event locations
- Creative workshops and craft activities hosted at Keith Holmes Reserve and the Eastern Foreshore, offering hands-on festive experiences for families
- Santa meet and greets on Sunday, Monday and Wednesdays, where visitors can enjoy a free photo opportunity with Santa in the iconic VW Combi Van.

Partnership Benefits

As the Christmas Lights Trail Presenting Partner, your organisation will receive:

- Exclusive presentation rights to the Christmas Lights Trail
- Prominent website acknowledgement across event promotional channels
- Inclusion in cinema advertising
- Branding on City Centre event banners
- Recognition in event media releases
- Invitation to media/photo opportunities where applicable
- Dedicated social media mentions throughout the campaign
- Acknowledgement through the event automated public address system
- 15-second advertisement on the Eastern Foreshore Main Screen from 4 December to 3 January
- Opportunity for on-site brand activation and customer engagement
- Invitation to City of Mandurah stakeholder and partner functions
- Access to approved event imagery for marketing use during the 2026 event period

Additional Opportunities

- Premium activation site in a prominent location along the Christmas Lights Trail
- Direct engagement with attendees through product sampling, competitions, giveaways and interactive experiences
- Collaborative content opportunities to showcase your organisation's support of Mandurah's festive celebrations

For a full list of benefits, please refer to inclusions table on page 14



INDIVIDUAL LIGHT INSTALLATION

PARTNER

35 opportunities available | \$2,500+GST each

As the presenting partner of one of the 35 light installations featured on Mandurah's iconic Christmas Lights Trail, you'll have the opportunity to align your brand with one of the region's most anticipated festive attractions.

As an Individual Light Installation Partner, your organisation will be directly connected to a unique and memorable trail experience, creating meaningful engagement with thousands of visitors who explore the lights throughout the Christmas season. This partnership provides a cost-effective opportunity to demonstrate your support for the local community while increasing brand visibility across event marketing channels and on-site activations.

Your business will receive recognition through the official Christmas Lights Trail web page, social media promotion, event marketing materials, and a dedicated acknowledgment at your partnered installation. Sponsors will also have the opportunity to activate their brand onsite, and feature advertising on the Eastern Foreshore Main Screen during the festive period, maximising exposure to residents and visitors alike.

Help create magical Christmas memories while positioning your brand at the heart of Mandurah's festive celebrations.

Partnership Benefits

- Presentation rights to an individual light installation
- Website acknowledgment and inclusion in trail promotions
- Inclusion/acknowledgement in two collective "Thank you to our Lights Trail Partners" social posts (with tagging)
- Opportunity for onsite business activation
- Onsite business listed/branding at your partnered light installation

For a full list of benefits, please refer to inclusions table on page 14



CHRISTMAS PAGEANT

MAJOR PARTNER

One opportunity available | \$15,000+GST

The Mandurah Christmas Pageant is one of the City's most anticipated festive celebrations, bringing the community together for an evening of colour, creativity, and Christmas spirit. Drawing thousands of spectators to the City Centre each year, the pageant features a vibrant procession of decorated floats, performers, community groups, schools, sporting clubs, and local organisations, creating a memorable experience for families and visitors alike.

As a cornerstone event within Mandurah's Christmas program, the Christmas Pageant offers sponsors the opportunity to align their brand with a cherished community tradition while benefiting from extensive exposure before, during, and after the event.

Partnership Benefits

- Presentation rights to the Christmas Pageant
- Feature listing in the Online Event Program/web event listing
- Acknowledgement on the City of Mandurah website
- Inclusion in cinema advertising campaigns
- Brand exposure on City Centre event banners
- Dedicated social media mentions and promotional content
- Recognition in event media releases
- Acknowledgement through the event's automated public address system
- One 15-second advertisement on the Eastern Foreshore Main Screen running throughout the festive season (4 December to 3 January)
- Opportunity to activate your business onsite, creating meaningful engagement with attendees
- Opportunity to lead the Christmas Pageant and collaborate on float entry
- Invitations to City of Mandurah stakeholder functions and networking opportunities
- Opportunity to run additional activations throughout December to complement the existing events schedule
- Opportunity to provide branded giveaways to parade participants or attendees, engaging directly through product sampling, giveaways, or interactive activities
- Logo inclusion on parade marshal/volunteer information
- Access to approved event imagery for marketing use during the 2026 event period

For a full list of benefits, please refer to inclusions table on page 14



CAROLS IN THE PARK

MAJOR PARTNER

One opportunity available | \$10,000+GST

Carols in the Park is one of Mandurah's most cherished Christmas traditions, bringing the community together for an evening of festive entertainment, live music, and family-friendly celebrations. Set against the backdrop of the City's beautiful foreshore, the event attracts thousands of attendees who gather to enjoy performances from local artists, community groups, choirs, and special guests, culminating in a magical night of Christmas spirit and community connection.

As a key event within Mandurah's Christmas program, Carols in the Park provides sponsors with the opportunity to align their brand with a highly anticipated and well-attended community celebration while enjoying significant exposure across a broad range of marketing and event platforms.

Partnership Benefits

By partnering with Carols in the Park, your organisation will align with one of Mandurah's signature festive events, connecting with thousands of residents and visitors during a highly anticipated community celebration. Partner benefits include:

- Presentation rights to the Carols in the Park event
- Feature listing in the Online Event Program/web event listing
- Acknowledgement on the City of Mandurah website
- Inclusion in cinema advertising campaigns
- Brand exposure on City Centre event banners
- Dedicated social media mentions and promotional content
- Recognition in event media releases
- One 15-second advertisement on the Eastern Foreshore Main Screen running throughout the festive season (4 December to 3 January)
- Opportunity to activate your business onsite, creating meaningful engagement with attendees
- Invitations to City of Mandurah stakeholder functions and networking opportunities
- Opportunity to provide branded giveaways to attendees, engaging directly through product sampling, giveaways, or interactive activities
- Access to approved event imagery for marketing use during the 2026 event period
- Meet and Greet opportunities with headline act

For a full list of benefits, please refer to inclusions table on page 14



NEW YEAR'S EVE

MAJOR PARTNER

One opportunity available | \$15,000+GST

Celebrate the arrival of the New Year with one of Mandurah's most spectacular annual events. The New Year's Eve Fireworks partner will be aligned with a memorable community celebration that attracts approximately 10,000 residents and visitors to the Mandurah foreshore precinct.

The evening features two spectacular fireworks displays at 9.00pm and midnight, delivering 8-10 minutes of breathtaking entertainment and creating unforgettable moments for families, visitors, and local residents. As a partner, your brand will be associated with the excitement, celebration, and community connection that defines Mandurah's New Year's Eve festivities.

Partner Benefits

- Presentation rights to the New Year's Eve Fireworks event
- Feature listing in the online event program/web event listing
- Acknowledgement on the City of Mandurah website
- Inclusion in cinema advertising campaigns
- Brand exposure on City Centre event banners
- Recognition in event media releases and publicity
- Dedicated social media mentions and promotional content
- One 15-second advertisement on the Eastern Foreshore Main Screen throughout the festive season (4 December to 3 January)
- Opportunity to activate your business onsite, engaging directly with event attendees
- Invitations to City of Mandurah stakeholder functions and networking opportunities

Additional Opportunities

- Host a VIP hospitality experience, providing exclusive viewing opportunities for clients, staff, or guests
- Prominent association with one of Mandurah's largest public celebrations, delivering significant brand exposure to a broad and diverse audience
- Align your organisation with a safe, family-friendly community event that marks the beginning of the New Year and creates lasting memories for attendees
- Access to approved event imagery for marketing use during the 2026 event period

For a full list of benefits, please refer to inclusions table on page 14

Christmas Pageant	Christmas Lights Trail	Carols in the Park	New Year's Eve	Individual Lights Trail Presentation Rights
Online Event Program/web event listing				
✓	✓	✓	✓	
Website Acknowledgment				
✓	✓	✓	✓	✓
Cinema Advertisement				
✓	✓	✓	✓	
City Centre Event Banners				
✓	✓	✓	✓	
Press Release Mention				
✓	✓	✓	✓	
Social Media Mentions				
✓	✓	✓	✓	✓
MC Announcements				
		✓		
Acknowledgement on Event Automated PA System				
✓	✓		✓	
1 × 15s Ad on Eastern Foreshore Main Screen (4 Dec – 3 Jan)				
✓	✓	✓	✓	
Promotion on Event Vision Screens				
		✓		
Opportunity for Business Activation				
✓	✓	✓	✓	✓
Invite to City of Mandurah Stakeholder Functions				
✓	✓	✓	✓	
Onsite Branding at Partnered Light Installation				
	✓			✓





For further information contact

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