



MELBOURNE International Arts FESTIVAL

Be part of the arts festival
everyone is talking about.

Partnership Overview



Unique, unmissable
and unforgettable
experiences

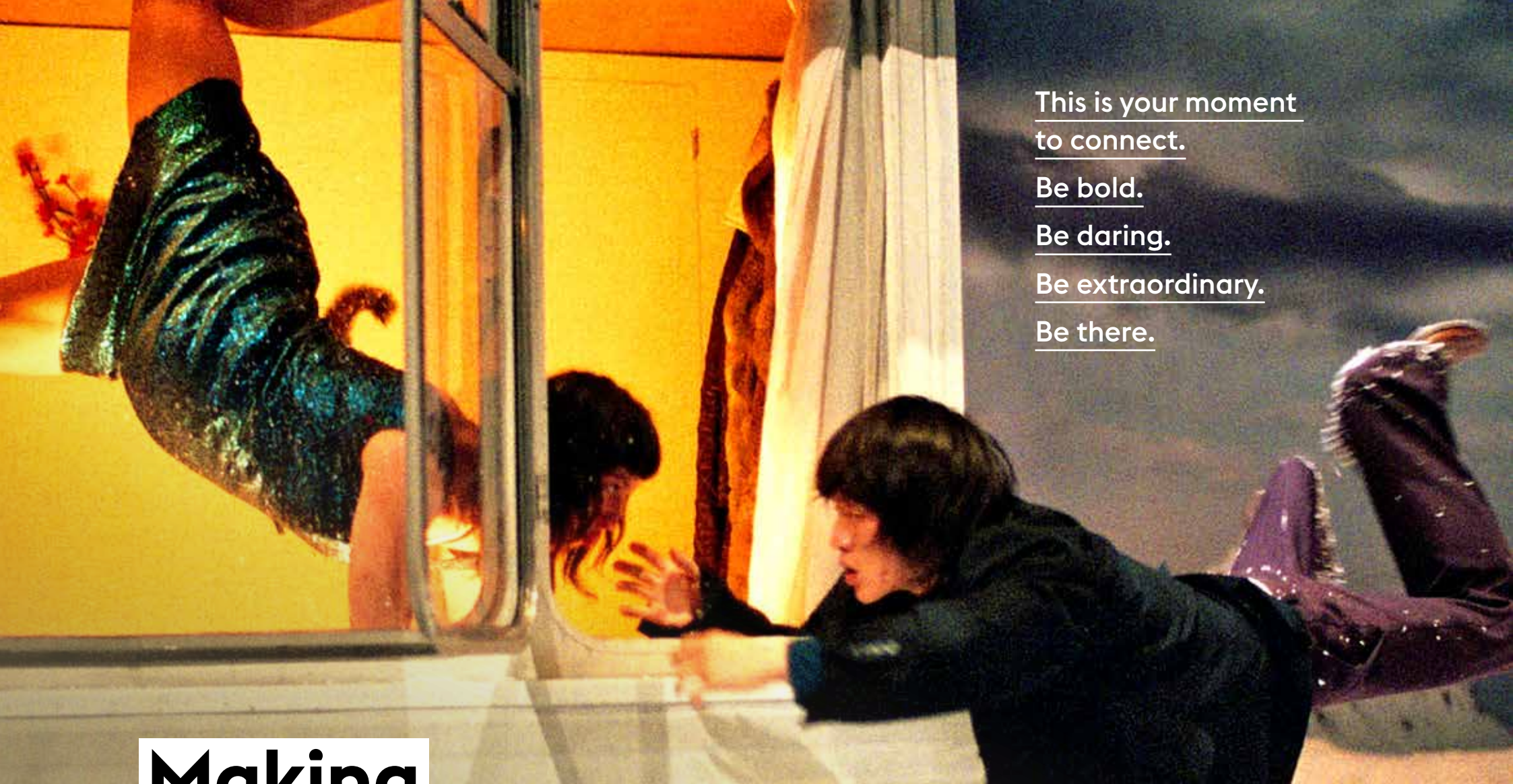
Melbourne's Flagship Cultural Event

Most Australians appreciate and enjoy the arts. 74% think that the arts make for a richer and more meaningful life. 70% agree that it is exciting to see new styles and types of arts[^].

For over 30 years, Melbourne International Arts Festival has showcased the latest works from the world's leading artists in theatre, dance, music and visual arts.

In partnering with the Festival you'll discover a premium and content-rich environment in which to engage discerning audiences and express your brand in new and exciting ways.

[^] Australia Council, 2017



This is your moment
to connect.

Be bold.

Be daring.

Be extraordinary.

Be there.

Making Meaningful Connections

In the battle for customers' hearts and minds, Melbourne International Arts Festival gives you a competitive edge.

By sharing in your target audience's passion for the arts, you'll have the opportunity to make deeper and more meaningful connections, ensuring your brand resonates at each stage of the journey from consideration to purchase to advocacy.

Melbourne Festival can lend your brand authenticity and credibility with premium audiences, opening the door to long-lasting relationships that can't be replicated by other forms of marketing investment.



Partnership Opportunities

Melbourne International Arts Festival offers a premium, high profile and versatile platform for marketing activity.

We'll work with you to create B2B and B2C marketing programs, tailored to your needs.

Consumer

- Brand profiling and alignment
- Promotions and activations
- Ticketing
- Money-can't-buy experiences
- Content
- Data acquisition

Business

- Events
- Networking and hospitality
- Government relations
- Case studies
- Staff engagement


Community

- Corporate social responsibility
- Community engagement

Tailored Solutions

The Festival offers a comprehensive approach to partnerships, including:

- Partnership concept creation
- Account management
- Consumer engagement strategy
- Digital content and integration
- Event design and management
- Ticketing and invitations



The 19-day spectacular of art, dance and interactive performance has drawn to a close for the year, but not without national and international acclaim.

— BEAT

2019 Festival Facts

LAUNCH
Wed 17 July

ON SALE
Fri 19 July

FESTIVAL
2–20 October

Iconic locations
including Arts Centre Melbourne,
Melbourne Recital Centre and
Kings Domain

National advertising campaign
in market July–October

\$30m annual media coverage

60+ events
over 19 days

1200+ artists
from 13 countries

185K+ visitors

A vibrant outdoor festival scene in a city square. In the center, a large fire burns on a sandy area, with thick white smoke rising into the air. A man in a long, dark, fur-like cloak stands near the fire, and another man is bent over, tending to it. A large crowd of people, many in traditional or festival attire, is gathered around the fire. In the background, modern city buildings are visible under a bright, cloudy sky. A large, modern building with a glass facade is on the right. In the foreground, a person's arm with a tattoo is visible on the right side.

**19 days
of unmissable
experiences**

Showcasing the best
local and international

Theatre

Dance

Music

**Visual
Arts**

**Special
Events**



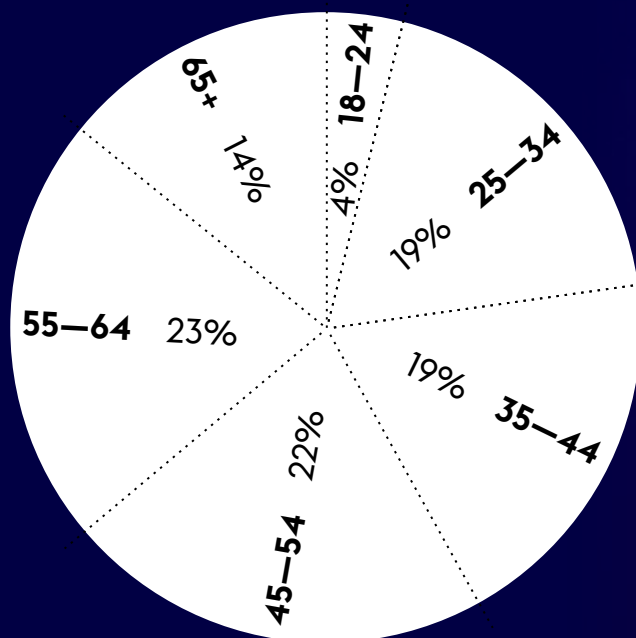
Audience

Attendances at the Festival range between 165,000 to 200,000 people each year.

Gender

74% Female

Age —Average 47.7

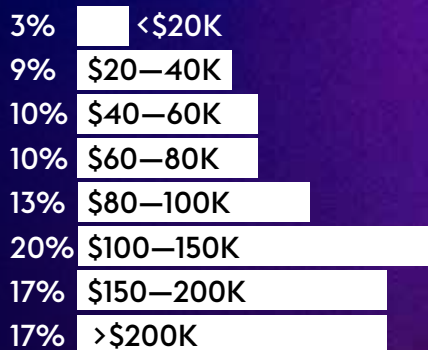


Audience Segments

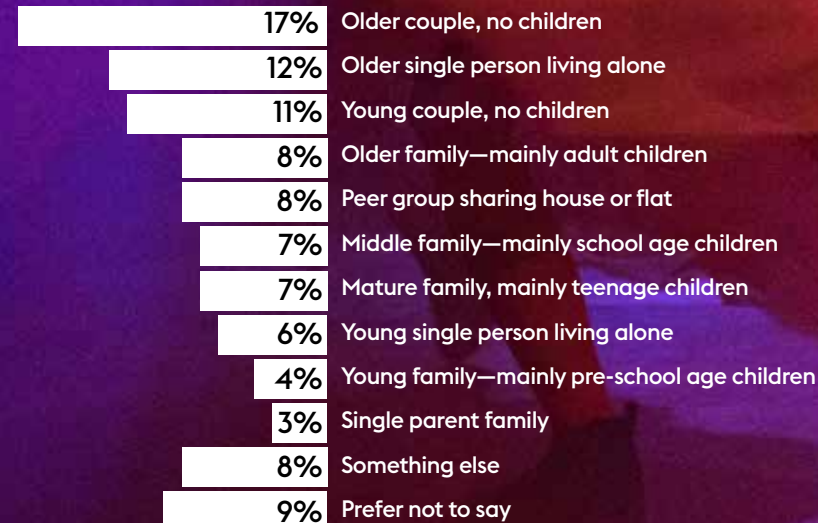
The Festival attracts three main groups of audience from Victoria, Australia and beyond:

- Lovers of the classics and heritage work: major opera, theatre, music and dance
- Explorers of the contemporary: new work, experimental work, the cutting edge of the arts
- Communities and the curious: free work, work in public spaces and the community-specific work

Annual Household Income



Household Structure

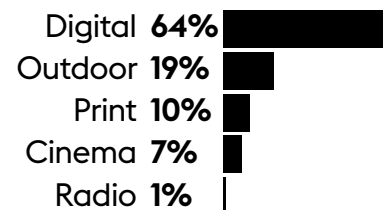




Festival Profile

Four Month Advertising Campaign

Channel breakdown by %



Marketing Assets

140k Program Guides distributed

28m+ digital advertising impressions

36k+ enews subscribers
(32% average open rate)

365k+ unique website visitors
(↑ 40% on 2017)

Signage throughout CBD
& iconic venues

Social Media

Online buzz = sales.

Be a part of the conversation online.

f 62k+ likes (↑ 8% on 2017)

g 60k+ followers (≈ 2017)

i 25k+ followers (↑ 19% on 2017)

o 532k+ views (↑ 30% on 2017)

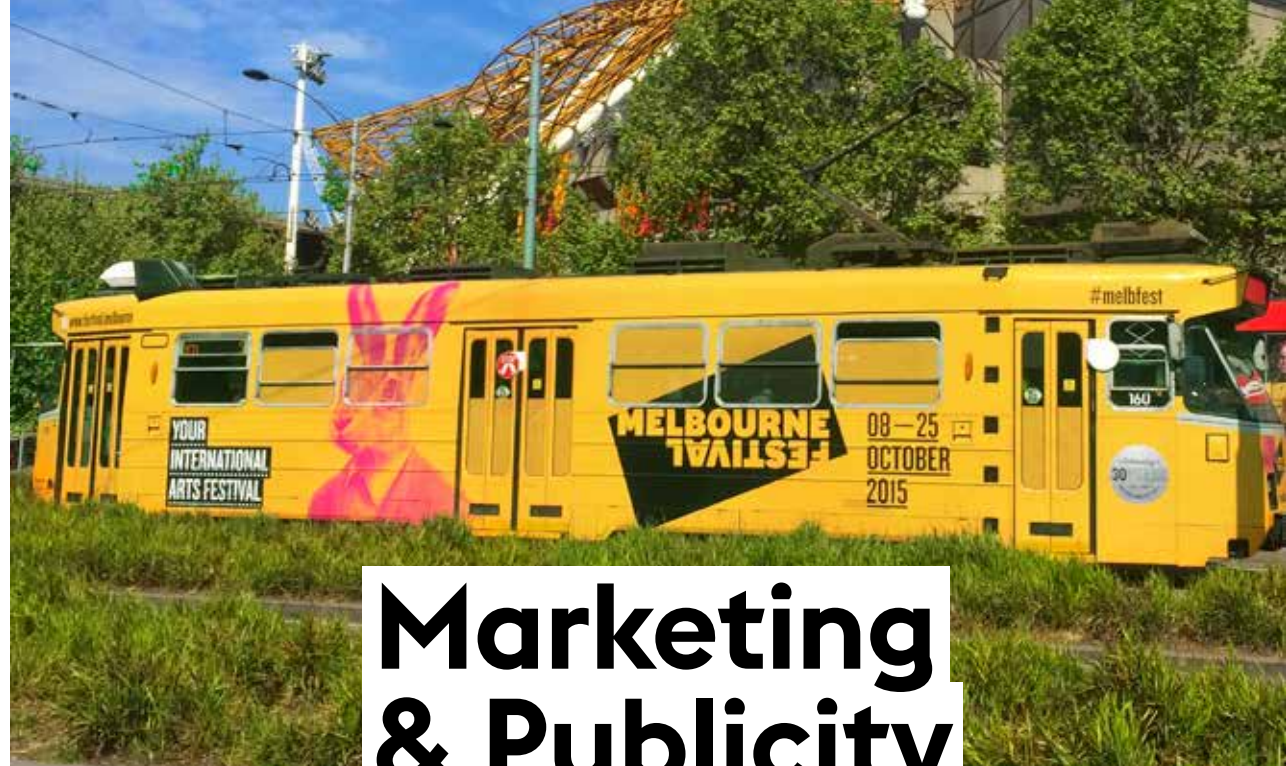
Media Profile

\$30m publicity exposure



**63% of
Victorians
are aware of
Melbourne
Festival^**

^ Audience Atlas Victoria,
Arts Victoria, 2014



Marketing & Publicity



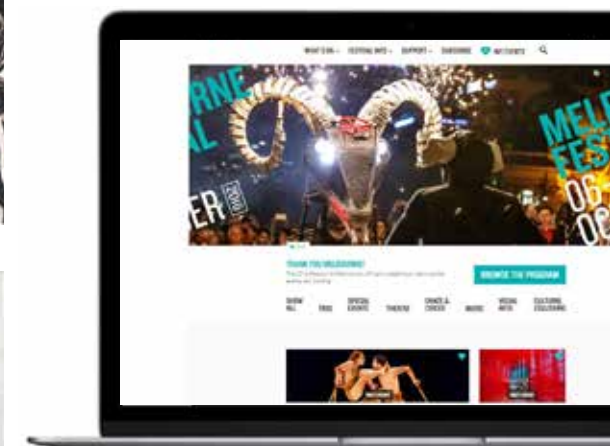
**\$30m+ annual
media coverage**



As a Festival Partner you'll benefit from a 4 month advertising campaign and access an array of marketing and publicity assets to achieve your objectives.



**National
advertising
campaign**





Extraordinary Outcomes

355k+ social media reach



21% of Festival Audience more favourable to the brand as a result of the sponsorship^

China Southern Airlines

Partnered with Melbourne International Arts Festival to launch the China Southern Airlines brand in Melbourne

- Naming Rights to an annual concert in the Sidney Myer Music Bowl
- Up to 24K people per year attend performances sponsored by China Southern Airlines
- 21% of Festival Audience are more favourable to the brand as a result of the sponsorship
- More than 355K people saw social media posts mention China Southern Airlines in relation to the Festival





Contact

To discuss how you can
be involved contact:

Nathan Reynolds
Head of Development
0409 332 281
n.reynolds@festival.melbourne

CREATIVE  VICTORIA