

Positively

PENRITH

REAL

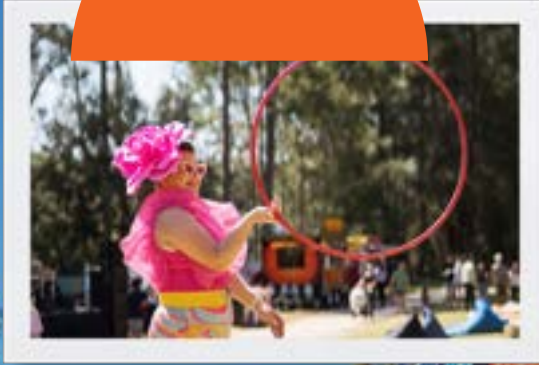
FESTIVAL

12-14 SEPTEMBER **TENCH RESERVE**

Sponsorship Proposal 2025

 **PENRITH
CITY COUNCIL**

realfestival.com.au



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WHAT IS REAL FESTIVAL?

Real Festival is Penrith City Council's flagship event, highlighting the River, Environment, Arts and Lifestyle of Penrith.

In 2024, Real Festival returned for the second year after the 3-year hiatus due to COVID-19 and significant site upgrades to Tench Reserve.

Real Festival attracted over 50,000 attendees across 3 days in 2023 and 45,000 over 2 days in 2024. This was nearly double attendance figures from the event in 2019. These numbers make Real one of the largest events held in the Penrith region and is continuing to grow.

Popping up on the picturesque banks of the Nepean River, Real Festival embodies the vibrant essence of Penrith's lifestyle, creativity, and local environment. By day, the Nepean River becomes a playground for water enthusiasts and a hub for lifestyle workshops catering to families. As dusk falls, Tench Reserve transforms into an illuminated playground with stunning projections and lighting installations.

Real Festival offers the perfect backdrop for enjoying a bite to eat from some of Sydney's best food trucks through to unwinding at the riverside bar. An abundance of activities, entertainment and experiences are on offer to suit families, singles and couples of all ages.

Real Festival presents an opportunity for sponsors to extend their brand's reach to festival attendees not only from Penrith but also from Greater West and South West Sydney. With a substantial influx of attendees from beyond the region, sponsoring Real Festival provides a strategic avenue to showcase your business to a diverse and expansive audience. Tailored sponsorship packages are available to suit your specific marketing objectives.

Event Details

**12 – 14
September 2025**

Location
Tench Reserve (Nepean River)
Jamisontown

Attendance
***45,000+**

Audience Target Market
Young Families, Young Professionals, Foodies, Creatives

Cost
Free to attend

**2024 numbers calculated across two days*





ATTENDEE SNAPSHOT

Our Attendees

45,000

ATTENDEES

FROM

27,500

ATTENDEES IN 2019!

Attendance

20,000

FRIDAY

25,000

SATURDAY

13%

NEW ATTENDEES

87%

RETURN ATTENDEES

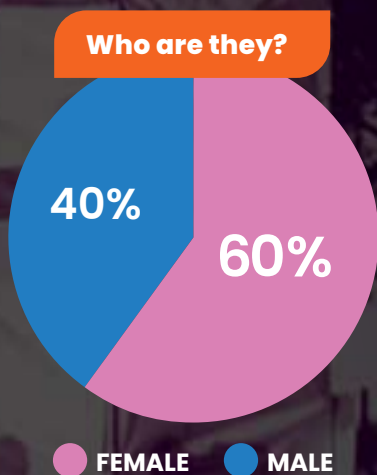
More economic benefit

\$4,815,000

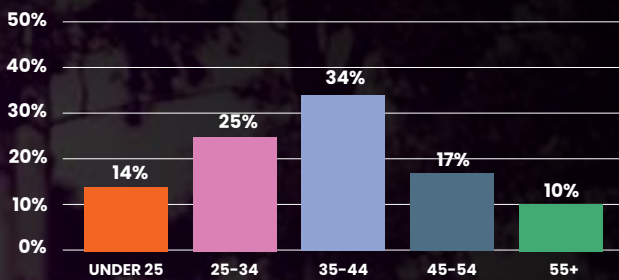
A RETURN ON INVESTMENT OF

\$12.95 PER
\$1 SPENT

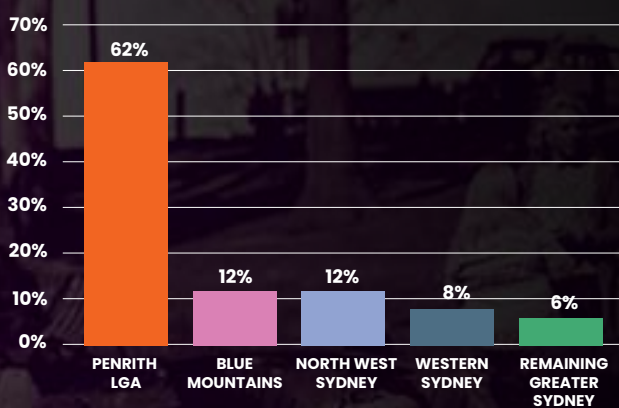
THE ESTIMATED BENEFIT OF
THE 2024 REAL FESTIVAL TO
PENRITH'S LOCAL ECONOMY IS



Age Group



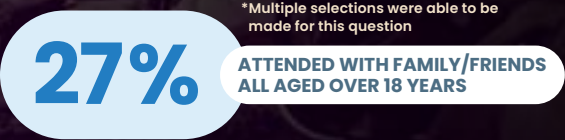
Origin



Attendee experience



Attended with

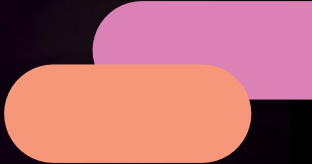


2024 Event Inclusions

ROLLER RINK
PERFORMANCES
RIVER ACTIVITIES
ILLUMINATED ART
WORKSHOPS



MARKET STALLS
FOOD TRUCKS
FESTIVAL BAR
LIVE MUSIC



REAL'S TARGET MARKET

Real Festival offers something for everyone. The integrated campaign will be targeted towards the following markets:



Families

Age

25 – 50

Family Status

Coupled families with children & single parent families

Location

Local, Western Sydney, Sydney and Surrounds

Psychographics

- Want to engage their children in new experiences
- Want to explore new places
- Looking for fun ways to build memories with their children
- Seek affordable family experiences



Young Adults

Age

18 – 35

Family Status

Singles or Couples

Location

Local, Western Sydney, Sydney and Surrounds

Psychographics

- Foodies & Health Conscious
- Socially aware individuals
 - Healthy
- Seeking unique food experiences
- Open to experiencing new things



Creatives

Age

18 – 70

Family Status

Individuals

Location

Local, Western Sydney, Sydney and Surrounds

Psychographics

- Art, Craft, Music Lovers
- Followers of artistic trends
- Socially, ethically and environmentally conscious
- Seek out new and unique creative experiences
- Open to experiencing new things



MARKETING CAMPAIGN

A targeted and integrated marketing campaign will run in the lead up to Real Festival.

The marketing campaign will focus on key messages and strong creative elements to build exposure, awareness and motivate target markets to attend the festival.

Your brand will sit alongside Real Festival's in a dynamic six-week marketing campaign developed around key experience pillars and program highlights.

2024 Results

THE 2024 CAMPAIGN INCLUDED A MIX OF DIGITAL, SOCIAL MEDIA, ONLINE, PRINT, OUT OF HOME ADVERTISING AND NATIONAL TV COVERAGE

reaching over

5,000,000

people

with an estimated value of more than

\$150,000



Digital

Digital campaign activity will incorporate leveraging SEO, Google search and display, AdWords and strategic partnerships such as Broadsheet, Concrete Playground and Western Sydney Mums to maximize reach and effectiveness.

2024 RESULTS

41,558 page visits,
with 46.65% engagement rate

Users visited the website 1.7 times each

692 program downloads,
with a 97% engagement rate

41,558 page visits,
with 46.65% engagement rate

2,134 downloads of the food truck line up

Sweet and Sips line up: 1371 downloads

Social

Content-driven strategies across Real Festival social channels, supported by partners and Visit Penrith and Penrith City Council channels will further leverage the paid digital spend. Demographic and geographic targeted paid advertising across Facebook, Instagram and YouTube will drive additional reach and engagement.

2023 RESULTS

Facebook followers increased by 33% to 4000

Facebook reach: 177,800 users

Instagram followers increased by 105% to 1,200

Instagram reach: 13,342 users

2024 RESULTS

Facebook followers increased by 37.5% to 5,500

Facebook reach: 180,960 users

Instagram followers increased by 75% to 2,103

Instagram reach: 129,927 users

Editorial, PR and

Media Partners

The campaign aims to secure editorial coverage from major TV and radio stations, lifestyle websites and metropolitan and local newspapers.

2024 RESULTS

23 media items were reported

One Major TV feature with Sunrise
broadcasting live from Real Festival

8 features in local and metro newspapers
including the Blue Mountains Gazette and
Western Weekender

Print and Outdoor

A range of digital and printed collateral including billboards, banners and flyers will be distributed across the Penrith LGA and Blue Mountains.

2024 RESULTS

210,500 pieces of Real Festival collateral
including posters, postcards and featured
content in Our Place (Penrith LGA resident
publication) were distributed to Penrith
LGA residents via letterboxes, places of
business and at events and festivals

Outdoor advertising across 12 x key
locations throughout Penrith CBD,
St Marys Town Centre and Blue Mountains.

SPONSORSHIP OPPORTUNITIES

The reach of Real Festival and the marketing campaign is the perfect opportunity for your business to create brand awareness alongside a much-loved flagship event.

Penrith City Council is offering multiple opportunities for your business to be involved with Real Festival.

SPONSORSHIP LEVELS

Platinum Sponsor \$40,000

Gold Sponsor \$20,000

Silver Sponsor \$10,000

Bronze Sponsor \$5,000

Event Sponsor \$2,500

Bespoke and in-kind package may also be considered and tailored to suit your needs. Reach out to the Events Team to discuss what's possible.

DISCLAIMER

Council, in its full and unfettered discretion, may decline any offer for sponsorship, whether cash and/or in-kind, from any individual or organisation. Council is not compelled to provide a reason for declining any sponsorship offer received.

SPONSORSHIP INCLUSIONS

Benefits	Platinum \$40k	Gold \$20k	Silver \$10k	Bronze \$5k	Event Sponsor \$2.5k
At Event Opportunities					
Naming rights to main festival attraction	*				
Naming rights to Open Air Arcade (exclusive to one package)		*			
Naming rights to Kids Zone (exclusive to one package)			*		
At event information booth/sponsor provided activity	*	*	*	*	
Signage opportunities at event (sponsor provided, or logo inclusion on Council printed signage)	*	*	*	*	
MC mentions (if applicable)	*	*	*	*	*
Pre-event and Marketing/Communications Benefits					
Combined media release announcing Real Festival Sponsors	*	*			
Logo inclusion on billboards	*	*			
Organisation name included in all media releases pre and post-event	*	*	*	*	
Organisation logo included in Council's quarterly print and digital newsletter - Our Place	*	*	*		
Organisation name and logo in EDM to Visit Penrith e-News subscribers	*	*	*		
Pre-event - logo inclusion on digital billboard at Coachmans Park, St Marys	*	*	*	*	*
Sponsor logos on event flyers/posters (where applicable)	*	*			
Sponsor recognition in paid advertising (where applicable)	*	*			
Sponsor recognition on Real Festival social channels (Facebook and Instagram)	*	*	*	*	*
Combined sponsor recognition on PCC social channels (Facebook and Instagram)	*	*	*	*	*
Sponsor recognition in post-event video	*	*	*	*	*
Sponsor recognition in post-event social media posts	*	*	*	*	*
Sponsor recognition on Real Festival website	*	*	*	*	*

* Partner deliverable will be determined as program planning is undertaken

REAL FESTIVAL CONTACTS

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