

Sponsorship Packages 2025

Sunday 23rd November



Sunbury StreetLife

1 July 2025

Sunbury StreetLife

Sunbury StreetLife Festival is a dynamic showcase of the Sunbury community, celebrating the heart and soul of the town through its businesses—small, medium, and large—and its diverse community groups. More than just a market or street fair, StreetLife reflects Sunbury’s unique character, creativity, and community spirit. Held in the heart of Sunbury and proudly organised by dedicated local volunteers, the festival brings together residents, visitors, and neighbouring Hume communities from across Melbourne for a day of connection, discovery, and celebration. It is a vibrant reminder of what makes Sunbury special—and why it continues to thrive as a growing hub just beyond the city.

It is a free event and offers specialty food, home wares, gifts, activities, community information, children’s activities, and special shows for attendees. For the past 12 years, the event has thrived thanks to the continued support of Hume City Council, local businesses, sponsors, and community members.





Why Sponsor StreetLife 2025

Enhanced Brand Exposure

Your brand will receive high visibility throughout the event—from signage, sites to branded merchandise—aligning with your target customers and increasing recognition across the region.

Support for Community and Local Growth

By sponsoring the event, you demonstrate your dedication to the local community, helping to foster economic growth, support small businesses, and encourage cultural connections.

Favourable Public Relations and Media Attention

StreetLife consistently garners significant media interest. As a sponsor, you will gain valuable exposure through press coverage, boosting your public image and highlighting your role in community development.

Expanded Social Media Presence

Each year, StreetLife generates a substantial online buzz. Sponsorship lets you engage in these digital conversations, strengthen your brand's social presence, and reach a wider audience through co-branded and targeted content.

Meaningful Customer Interaction

Engage directly with festival attendees through customized experiences, product demos, giveaways, or brand activations. It is an excellent chance to connect with potential customers and highlight your business.



Sponsorship Packages 2025

We would be delighted to welcome you as a sponsor for Sunbury StreetLife 2025!

It is a fantastic opportunity to boost your brand visibility, give back to the local community, and contribute to the continued success of this dynamic event.

Mark your calendar for November 23rd, 2025 – it is the perfect event to support and get involved with!

If your business is interested in participating this year, we encourage you to reach out soon. Confirming your sponsorship by **Monday, July 28** will help us with planning and ensure you receive the full benefits of maximum exposure.

We are excited about the opportunity to collaborate with you. Sponsorship benefits will be active from **August 2025 through June 2026**.

We have 5 tiers of sponsorship.

Title Holder Champion: Your premier, lead sponsorship position with maximum visibility and exclusive benefits

Community Hero: High-impact sponsorship showcasing your business as a key supporter of local culture and community connection.

Festival Partner: A valued contributor helping bring the StreetLife experience to life, with great brand exposure and engagement opportunities.

Local Supporter: An accessible entry point for businesses who want to show support, increase visibility, and connect with the local crowd.

Friend of StreetLife: For businesses or individuals who want to be involved at a grassroots level and demonstrate community spirit.

Sponsorship levels & Benefits	Title Holder Champion \$8,000	Community Hero \$5,000	Festival Partner \$2,500	Local Supporter \$1,000	Friend of StreetLife \$250
• Social media banner to promote your involvement in the event	X	X	X	X	X
• Promoted Social Media Posts	X Can included link to bus page	X Can included link to bus page	X Can included link to bus page	X Group post only	X Group post only
• Boosted social media shout-out in the lead up to event day	X	X			
• Website Exposure	X Linked to bus website	X Linked to bus website	X	X	X
• Live MC Mentions	X	X	X		
• Stage speaking opportunity during the event	X				
• Main Stage Naming Rights	X				
• Main Stage Banner Display	X	X			
• Stage Skirt Branding provided by sponsor			X	X	
• Logo on All Printed Materials	X	X	X		
• Mention in Official Press Release	X	X	X		
• Complimentary StreetLife Stall Site	Complementary 6m x 3m site & unbranded marquee & access to power Main Street exposure	Complementary 3m x 3m site & unbranded marquee	Complementary 3m x 3m site, 25% off an unbranded marquee	Complementary 3m x 3m site	
• Inclusion in 150 Business Bags	X	X	X	X	X
• Professional Corporate Headshots	X				
• Custom benefits available upon request (Subject to approval)	X				

Tailored packages and in-kind sponsorships are also available, based on agreed value so please contact us for more information, sunburystreetlifeacc@gmail.com

Breakdown on benefits

Custom Social Media Banner

Receive a branded sponsorship banner to proudly share on your social media channels, highlighting your involvement in local events. It's a great way to show community support and build positive sentiment around your business

Social Media Mentions

Take advantage of our wide-reaching social media presence! As a sponsor, your business will be featured across our platforms, helping you engage with a diverse audience and reinforce your role in the community. The more content you provide, the more we can amplify your message!

Promoted Social Media Posts

Increase your visibility through targeted, paid social posts that spotlight your sponsorship. These tailored promotions help your brand stand out and reach a wider, more relevant audience.

Website Exposure

Secure a dedicated space on the StreetLife website, putting your brand in front of visitors as they browse event information. This ongoing exposure helps drive traffic to your business and builds recognition among festival-goers.

Live MC Mentions

Get real-time recognition during the event with shout-outs from the event MC. It is a powerful way to engage the crowd and highlight your business's values to an attentive audience.

Main Stage Naming Rights

Feature your brand prominently on signage or screens at the festival's main stage. This high-visibility opportunity links your name to the festival's biggest moments and boosts your brand presence throughout the event.

Breakdown on benefits continued

Main Stage Banner Display

Showcase your brand with pull-up banners positioned at the main stage—an ideal way to gain visibility during headline moments of the event.

Stage Skirt Branding

Your custom wrap (dimensions to be confirmed) will be displayed around the base of the main stage, offering bold, eye-level promotion throughout the festival.

Logo on All Printed Materials

Your business logo will feature on all promotional flyers, providing widespread exposure and reinforcing your brand identity to the public.

Mention in Official Press Release

Receive formal recognition in our event press release, extending your brand's reach through media and public relations coverage.

Complimentary StreetLife Stall Site

Enjoy a FREE on-site stall to promote your products or services directly to festival attendees. This hands-on opportunity encourages customer interaction and strengthens brand presence. Stall size and extras depend on your sponsorship tier.

Inclusion in 150 Business Bags

Place your promotional material (flyers, samples, business cards, etc.) in our well-loved business bags, sold on event day to support Kids Under Cover – Building Brighter Futures. This boosts your reach and supports a great cause.

Professional Corporate Headshots

Receive up to five high-quality digital headshots courtesy of The Garage Studio, taken in their Sunbury location—perfect for professional profiles and business marketing.



If your business is interested in being part of this year's Sunbury StreetLife Festival, we encourage you to reach out as soon as possible. To ensure optimal exposure and assist with event planning, we kindly request confirmation of your sponsorship by **28th July**.

We would be delighted to welcome you as a sponsor for **Sunbury StreetLife 2025**—a wonderful opportunity to support the local community, elevate your brand visibility, and contribute to the continued success of this exciting event.

Thank you for your time and consideration.

For further information or to express your interest, please contact the Committee President via **email or phone**.

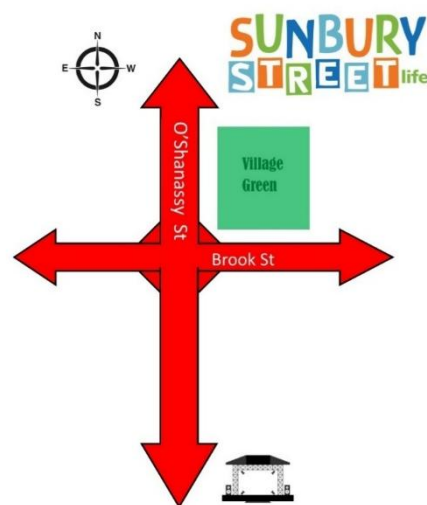
Warm regards

Sharyn Snook

President – Sunbury StreetLife

Email – sunburystreetlifeacc@gmail.com

Mobile: 0409 028 400





Sponsorship Application 2025

- | | |
|---------------------------------|--------------------------|
| 1. Title Holder Champion \$8000 | <input type="checkbox"/> |
| 2. Community Hero \$5000 | <input type="checkbox"/> |
| 3. Festival Partner \$2500 | <input type="checkbox"/> |
| 4. Local Supporter \$1000 | <input type="checkbox"/> |
| 5. Friend of StreetLife \$250 | <input type="checkbox"/> |

MAIN CONTACT:

BUSINESS NAME: _____

ADDRESS: _____

EMAIL: _____

WEBSITE: _____

SOCIAL MEDIA LINK: _____

I will be attending on the day and will require as per my sponsorship package:

- | | |
|---------|--------------------------|
| SITE | <input type="checkbox"/> |
| MARQUEE | <input type="checkbox"/> |
| POWER | <input type="checkbox"/> |

If your selected sponsorship package includes a marquee but you would prefer to use your own branded marquee, please let us know in advance.

Please note: All marquees must be secured with weights of at least 48kg per leg, as this is a requirement for event safety on the day.

On acceptance for sponsorship the following must be supplied to the organizers:

- ☐ Certificate of Currency for proof of insurance (if you are having a stall on the day)
- ☐ High resolution logo in JPEG format for advertising purposes

An invoice for your sponsorship will be sent via email. Payment is required by the due date unless alternative arrangements have been discussed and agreed upon in advance.

Agreement

I _____ confirm my agreement to the inclusions outlined in the sponsorship pack for the Sunbury StreetLife Festival, scheduled for Sunday, 23rd November 2025, and express my intent to participate as a sponsor.

I would like a receipt. Yes / No

Signature _____

Date: ____ / ____ / ____