

Sponsorship Packages 2026

Mark your calendar for
Sunday 22nd November

Support a thriving community event while showcasing your brand to thousands of attendees..

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1 April – 31 Dec 2026



Introduction

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 on O’Shanassy and Brook street, 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.

Since 2013, Sunbury StreetLife has continued to grow and thrive thanks to the valued support of Hume City Council, local businesses, sponsors, and the wider community.



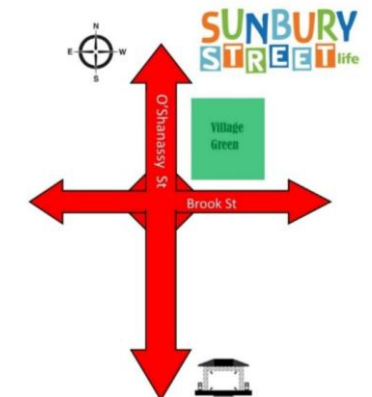
2025 Event Highlights



- Approximately 10,000 community members attended the event
- Over 120 stalls, featuring a mix of local businesses selling their goods, community groups, and activities
- \$3,400 raised for charity through the ***Kids Under Cover*** initiative, through our raffles and sale of business bags.
- 14 entertainers and groups performed across our two stages



**Building
brighter
futures**



2025 Sponsor review

*"Hi Sharyn,
Thanks again for organising such a great event. We were really happy to support StreetLife 2025 — it was a fantastic way to contribute to the local Sunbury community and be involved in such a positive event.
We were pleased to contribute a sponsorship dollar amount as well as some branded water bottles for the goodie bags, and it was great to see the event supporting so many local businesses.
The StreetLife volunteers and team made the admin process and 'getting involved' seamless and we would definitely recommend other businesses getting involved.
Thanks again for all the work that goes into making it happen.
Kind regards,
Sylvana
Nettelbeck Plumbing and Gas "*

nettelbeck
PLUMBING & GAS

With Thanks to Our 2025 Sponsors



Why Sponsor StreetLife 2026

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.

Position your brand at the heart of one of Sunbury's most loved community events.

Sponsorship Packages 2026

We would be delighted to welcome you as a sponsor for Sunbury StreetLife 2026!

Mark your calendar for **November 22rd, 2026** – it is the perfect event to support and get involved with!

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.

If your business is interested in participating this year, we encourage you to reach out soon. Confirming your sponsorship early 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 **April 2026 through December 2026**.

Custom benefits available upon request (Subject to approval).

We have 5 tiers of sponsorship.

Title Holder Champion:

Your premier, lead sponsorship position with maximum visibility and exclusive benefits. \$8000

Community Hero:

High-impact sponsorship showcasing your business as a key supporter of local culture and community connection. \$5000

Festival Partner:

A valued contributor helping bring the StreetLife experience to life, with great brand exposure and engagement opportunities. \$2500

Local Supporter:

An accessible entry point for businesses who want to show support, increase visibility, and connect with the local crowd. \$1000

Friend of StreetLife:

For businesses or individuals who want to be involved at a grassroots level and demonstrate community spirit. \$250

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			
Logo Promotion on LED screen beside the Main Stage	X	X	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 120 Business Bags (<i>business supplied</i>)	X	X	X	X	X
Professional Corporate Headshots	X				
Custom benefits available upon request (Subject to approval)					

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 Branding

Logo promotion on LED screen beside 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 120 Business Bags

Place your promotional material (flyers, samples, business cards, etc.) in our well-loved business bags, sold on event day. 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.

Be part of the celebration

- **Don't miss the opportunity to be part of Sunbury StreetLife 2026.**
Sponsorship opportunities are now open, and we encourage businesses to confirm their involvement as soon as possible to maximise exposure and assist with event planning.
- To secure your place, please confirm your sponsorship **by end of July.**
- Join us in celebrating 10 years of Sunbury StreetLife—support the local community, showcase your brand to thousands of attendees, and be part of one of Sunbury's most loved events.
- For more information or to express your interest, please contact the Committee President via email or phone.

Sharyn Snook

President – Sunbury StreetLife

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