



ENLIGHTEN

1 MARCH – 17 MARCH 2019

OVERVIEW

Enlighten Festival 2019 will include:

- Additional events within the Enlighten Festival marketing umbrella
- Cohesive event and destination marketing messaging
- Continuing with new precincts that encourages business participation

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1 MARCH – 17 MARCH 2019

1 MARCH – 17 MARCH 2019

EVENTS

KEY DATES



ILLUMINATIONS

Friday 1 – Sunday 10 March



LIGHTS! CANBERRA! ACTION!

Friday 8 March



CANBERRA BALLOON SPECTACULAR

Saturday 9 – Sunday 17 March



SYMPHONY IN THE PARK

Sunday 10 March



CANBERRA DAY

Monday 11 March



SKYFIRE


















Saturday 16 March



MARCH EVENT CALENDAR 2019

1 MARCH – 17 MARCH 2019

ENLIGHTEN

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
				1 	2 	3 
4 	5 	6 	7 	8 	9 	10 
11 	12 	13 	14 	15 	16 	17 

Our Partners



for you



Australian National University

City Renewal
Authority



Australian Government
National Capital Authority

ENLIGHTEN

1 MARCH – 17 MARCH 2019

Expanded Footprint

Introduced in 2018, Enlighten will once again continue working with Precinct Partners the City Renewal Authority and the Australian National University.



1 MARCH – 17 MARCH 2019

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1 MARCH – 17 MARCH 2019

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Enlighten Festival Pillars

Bring the suite of extended events under the Enlighten Festival brand via 3 key Pillars

EAT

Night Noodle Markets
Enlighten Alley

SEE

Illuminations
Lights! Canberra! Action!
Balloons Spectacular
Symphony in the park
Canberra Day
Hit 104.7 Skyfire

EXPLORE

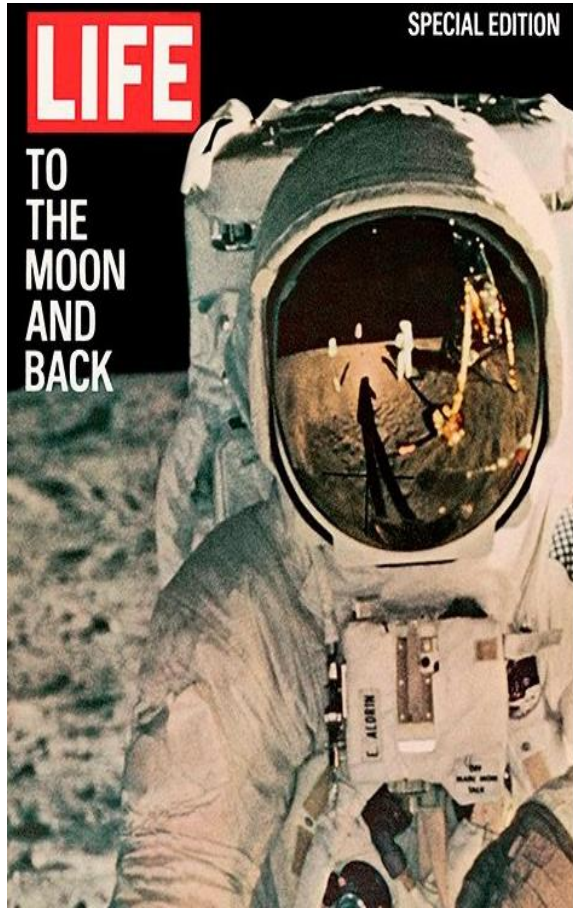
Attractions after dark
New Precincts

1 MARCH – 17 MARCH 2019

EVENTS

Moon Landing

2019 represents 50 years since the Moon Landing. In 2019, Events ACT are seeking to include an element of this celebration within each of their events. You are welcome to include this within your program.



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EVENTS

2019 CELEBRATION OF GAY LAW REFORM

2019 marks the 50th anniversary of gay law reform beginning in Australia (which was kicked off at the ANU law school).

In 2019, Events ACT are seeking to include an element of this celebration within each of their events. You are welcome to include this within your program.



Gay Law Reform



ILLUMINATIONS



**ENLIGHTEN
MAINSTAGE**



**FOOD AND
BEVERAGES**



INSTALLATIONS



**ROVING
ENTERTAINMENT**



KIDS ACTIVITES



LIGHTS! CANBERRA! ACTION!



BALLOON SPECTACULAR





SYMPHONY IN THE PARK, CBR DAY, SKYFIRE

MARKETING

ENLIGHTEN

1 MARCH – 17 MARCH 2019

1 MARCH – 17 MARCH 2019

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- Canberra - VARIETY SEEKERS



- Regional NSW - EVENT SEEKERS



Target Audience

- Enlighten portfolio all family friendly, community events
- Synergies with broad target audience
- Individuals & families of all ages from Canberra & >4 hour drive



Geographical Target Market

Attendance of Enlighten within the local ACT community is strong. In 2019 marketing efforts will continue to drive event local awareness, attendance and ticket sales but with a **stronger focus on Regional NSW.**



- >4HR DRIVE MARKET
- REGIONAL NSW
- LOCAL ACT MARKET

1 MARCH – 17 MARCH 2019

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KEY MESSAGES

For the Enlighten Festival	For community events
Key message	Key Message
The Enlighten Festival. Eat. See. Explore. 1 to 17 March	Lights. Canberra. Action. Friday 8 March part of The Enlighten Festival
Sub Messages	Sub Messages
Includes 10 nights of spectacular illuminations and so much more	Movies, short films, good times Eat. See. Explore from 1 to 17 March
Call to Action	Call to Action
Full program of festival events available at enlightencanberra.com.au	Full program of festival events available at enlightencanberra.com.au

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PAID

Campaign	Jan	February				March					April				May			
	WC 27 Jan	WC 3 Feb	WC 10 Feb	WC 17 Feb	WC 24 Feb	WC 3 Mar	WC 10 Mar	WC 17 Mar	WC 24 Mar	WC 31 Mar	WC 7 Apr	WC 14 Apr	WC 21 Apr	WC 28 Apr	WC 5 May	WC 12 May	WC 19 May	WC 26 May
Regional NSW - Enlighten																		
Canberra - Enlighten																		
Canberra - Community events																		

CHANNELS:



Regional NSW

- TV
- Social media
- Digital news sites

Local

- Content
- Social media
- Digital news sites
- Radio
- Print
- Outdoor

OWNED

Websites	Blogs	eNewsletters	Social Media
visitcanberra.com.au	✓	Monthly	Facebook Instagram Twitter
enlightencanberra.com.au	✓		Facebook Instagram
eventsact.gov.au		Weekly	



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1 MARCH – 17 MARCH 2019

GET INVOLVED

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1 MARCH – 17 MARCH 2019

1 MARCH – 17 MARCH 2019

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The Details

	Tour or other activity	Activate Canberra	Collaborative Sponsor
Interest	I have an idea for a tour or other activity	I want to get involved, but I am not sure how	I have a BIG IDEA or some \$ and I want to be part of Enlighten
What can I do?	You have a tour or an activity that fits with Enlighten Festival Brand that you want to promote within the festival	Think an Enlighten cocktail, themed dinner or city dressing or light up your venue.	Think anything from sponsoring programming to promoting your brand or business.
What you will get from us?	Enlighten Event Guidelines, listing on Enlighten Festival website. Digital Toolkit	Digital Toolkit – Contains Enlighten artwork and templates to assist with the digital production of menus, flyers and other items	Once we have an idea of your objectives we will create a tailored sponsorship package for your consideration.
	Your event will need to meet Enlighten Festival criteria.	Retail Activation Kit – May contain factsheet with key event information, window decals, button badges, posters.	Entitled to sponsorship benefits including options for branding, signage, marketing support, logo placement, hospitality, program inclusion, activate on site etc.
Cost	Borne by you	Cost is determined by you	Variable but can be \$ and VIK
How do I sign up?	We will contact all participants who have attended this session within the next 2 weeks with details on this	Send us an email letting us know you are interested: events@act.gov.au	Contact us to arrange a chat. events@act.gov.au
Deadline	We will contact you within 2 weeks	15 th December	15 th December

Activate Canberra – Light Up



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1 MARCH – 17 MARCH 2019

Activate Canberra – Promote



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1 MARCH – 17 MARCH 2019

1 MARCH – 17 MARCH 2019

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Activate Canberra – Theme



Frugii
November 12 at 10:27pm · 🌐

Honey Honey ice cream available at Frugii Dessert Laboratory from Tuesday 14th November 2017, through to Sunday 3rd December 2017 inclusive.

If you purchase the MM themed ice cream, take a creative photo (use hashtag's #mammamainoz #frugii) and post to instagram for your chance to to win:-... See More



Become a Sponsor

- Do you have a BIG IDEA or a business to promote?
- Think anything from sponsoring programming to promoting your brand or business as part of the event.
- Sponsor benefits can include:
 - branding, signage, marketing support, logo placement, hospitality, program inclusion, activate on site etc.

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1 MARCH – 17 MARCH 2019

Enlighten Festival Team

- Vickii Cotter: Enlighten Festival Executive Producer
- Ross Triffitt: Enlighten Festival Sponsorships
- Brodie Nicholls: Enlighten Festival Marketing Manager
- Melanie Eldred: Enlighten Festival Event Manager

CONTACT US: vickii@visabel.com.au or events@act.gov.au marked to the attention the person or area you need to be connected with.

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THANK
YOU

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