

A vibrant floral display at a festival. The foreground is filled with a dense field of colorful flowers, including purple pansies, pink tulips, and red and yellow flowers. In the background, a large Ferris wheel is visible against a blue sky with scattered white clouds. The scene is bright and festive.

Floriade

Floriade 2019

Accommodation Partner Invitation



Welcome!

Australia's biggest celebration of Spring blooms for its 32nd year this September & October.

Canberra's Commonwealth Park will once again come alive with Floriade and NightFest, inviting avid green thumbs, flower lovers and festival goers from across the country to delight in the wonders of Spring.

Floriade will run for 30 days with a program jam-packed of 100+ demonstrations and activities including live performances, workshops and masterclasses, exclusive displays, amusement park rides, shopping and entertainment for all ages and interests.

Entering its 12th year, NightFest will return for select nights of Floriade. Expect to be thrown into a world of intrigue as the flowers are illuminated under the cover of darkness along with entertainment and light shows.



About Floriade & NightFest

Over one million blooms create a stunning backdrop to an event filled with food, live music, shopping, demonstrations, talks and hands on activities that celebrate Spring. The theme of Floriade in 2019 is *World in Bloom*, which will celebrate the characteristics of different cultures.

Held in the heart of the city in Canberra's beautiful Commonwealth Park, Floriade 2019 will run from **Saturday 14 September to Sunday 13 October**. It is a free event open 9:30am – 5:30pm daily.

This vibrant festival presents an amazing and ever-changing visual display that encourages a high rate of return visitors from year to year and across the duration of the festival.

Last year over **480,000 visitors** came through our gates for Floriade & NightFest, including over 100,000 from interstate and overseas.

NightFest is Floriade's dark side. This ticketed event will be **held from Thursday October 3 to Sunday October 6**. From 6:30pm – 10:30pm the park is illuminated with colour and filled with roving entertainment, stalls and fantastic food, while our headline artists keep visitors entertained on the main stage.

Why Partner With Us?

Floriade engages with Canberrans and surrounding regions to build the profile of the people, products and organisations behind Floriade – including you.

We would like to offer you a platform to reach consumers and to achieve your objectives. This can be done in a range of ways such as an onsite activation focused on showcasing your properties or logo placement on our digital channels to increase your brand awareness.

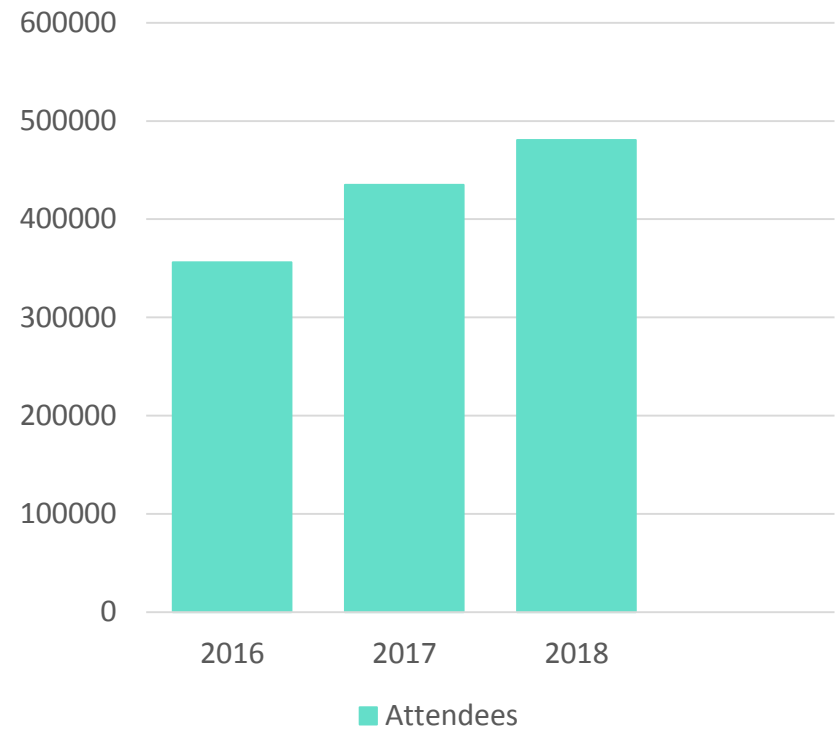
It is very important to us that a collaboration is worthwhile and valuable. Our sponsorship packages are negotiable and we would like to work with you to create a customised partnership that is worthwhile benefits both parties.





We continue to grow!

Floriade & NightFest Attendance



Floriade Snapshot

Floriade audiences continue to grow with visitors travelling from around Australia. In 2018, Floriade had **459,091** attendees.

The below is a snapshot of our attendees in 2018:

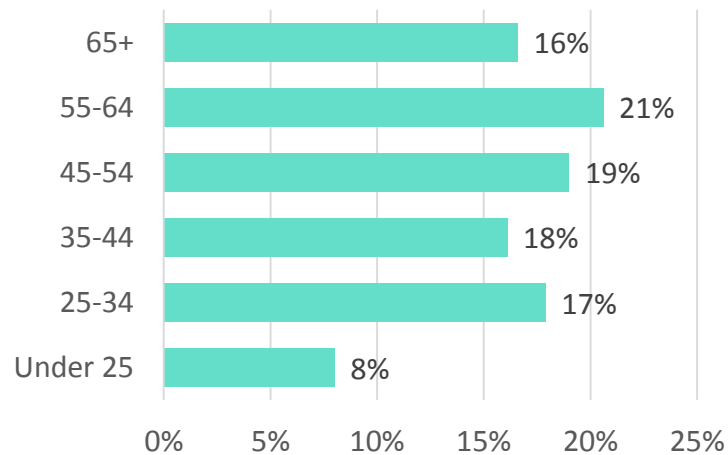


Female
72%



Male
28%

Age





Visitor Segments

The Floriade audience is mainly made up by individuals looking to experience different events and families wanting to create memories together. This means that our event brings in people who are excited to try new things and have do meaningful activities with the ones they love. They are engaged and curious about what is on offer, giving you an incredible opportunity to showcase your products or services.



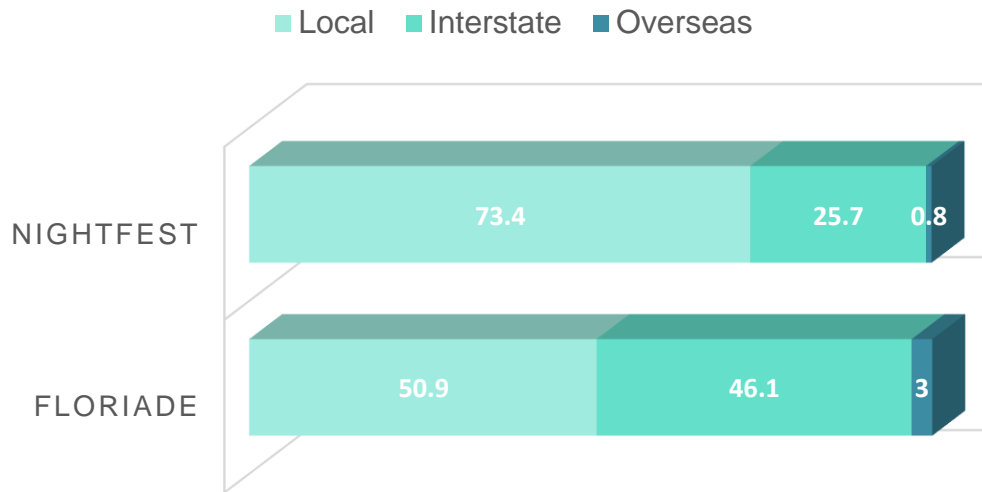
Variety Seekers – 31%



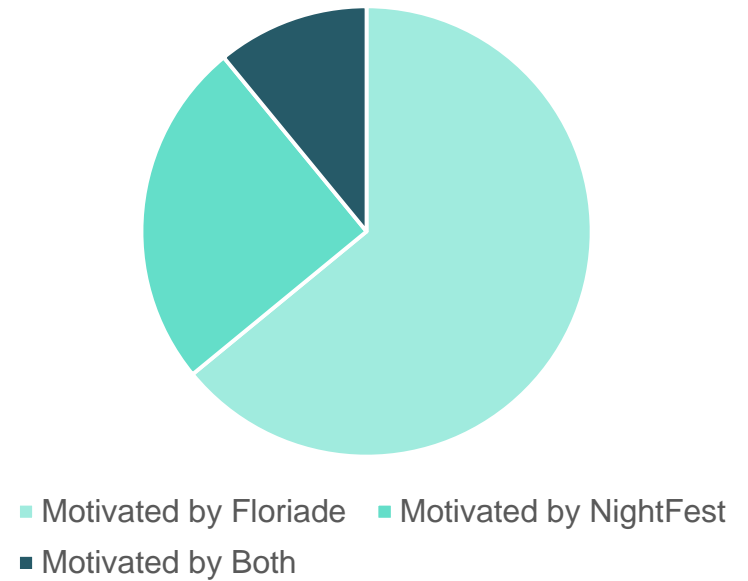
Family Memory Makers – 20%

Tourism Generation

Attendee Origins



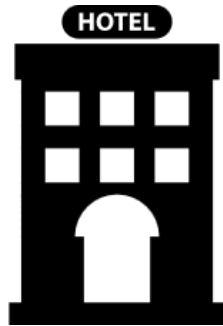
Visitor Motivations



Floriade & NightFest Economic Impact

Visitor Nights

Floriade & NightFest were responsible for generating 160,892 visitor nights in the ACT



Economic Impact

Floriade & NightFest generated in-scope expenditure of \$38.6 million for the ACT





Marketing Strategy

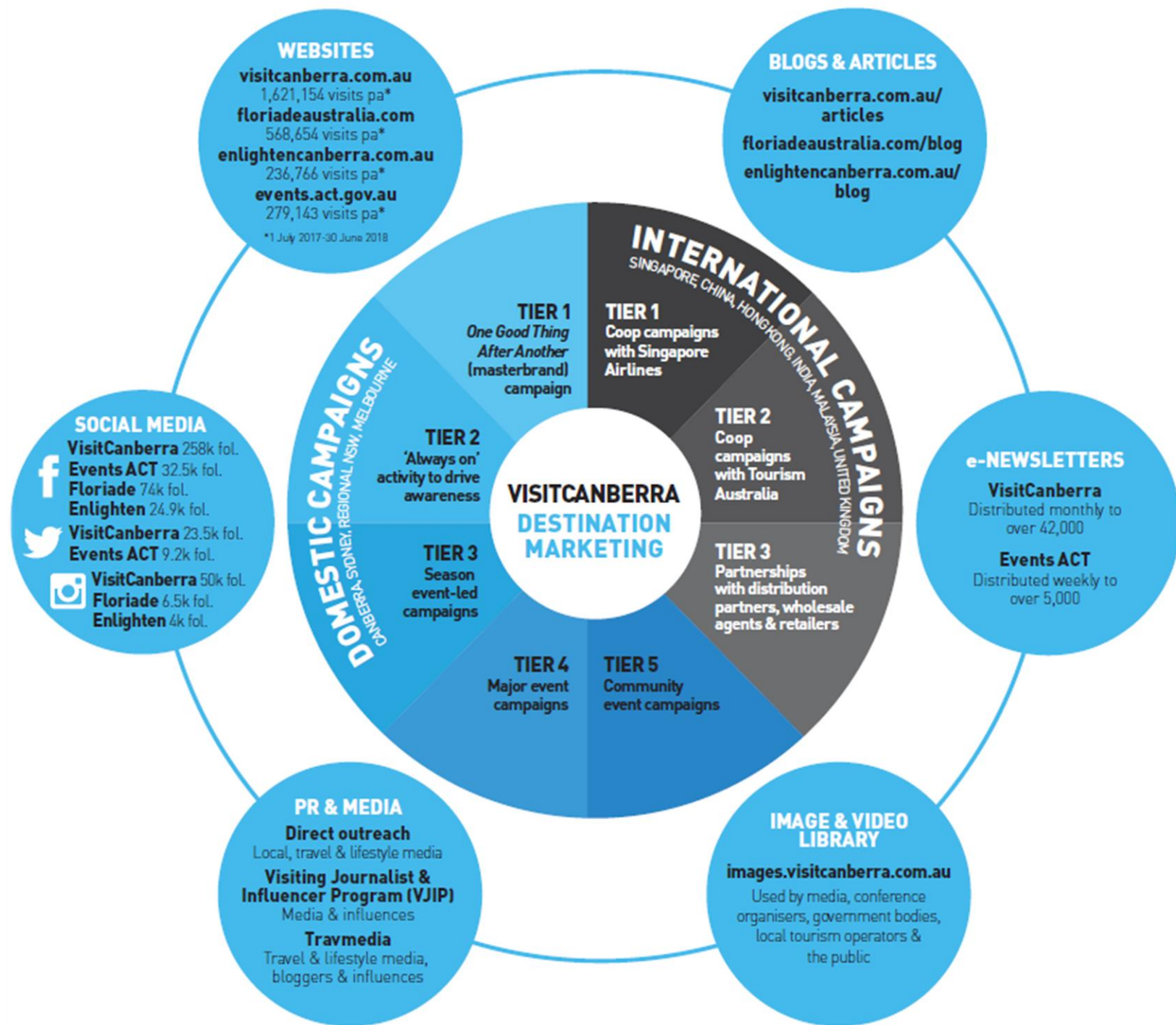
Canberra's tourism and event marketing body, VisitCanberra, will deliver a \$250k multi-tiered advertising and marketing campaign to promote Floriade and NightFest, as well as to encourage leisure visitation to Canberra during Spring. The above the line marketing campaign will be in market for three months from 12 August 2019. Campaign advertising will be delivered across print, digital, TV, radio and OOH channels in Sydney, regional NSW and Canberra markets. A breakdown of the campaign tiering is outlined below:

- Floriade & NightFest: \$180k, 12 August to 13 October 2019
- Spring: \$70k, 12 August to 16 November 2019

Negotiations are underway with four prominent local media partners to gain value in kind local media coverage and promotion to the value of \$100k.

All advertising activity will be supported by a national comprehensive PR and media outreach campaign and VisitCanberra, CBR, EventsACT and Floriade owned channels. The diagram on the following slide outlines the extensive reach of the VisitCanberra and Events ACT owned channels.

There is an opportunity for Floriade and NightFest event sponsors to be recognised through this campaign.



Digital Impact

6 401 914



Total impressions on Floriade social media

83 701



Total followers on Floriade social media

275 000



Total unique users on the Floriade website

6 361 300



Floriade

8 October 2018 · 🌐

OMG it's the last week of Floriade!

Don't miss out on seeing the beautiful 🌷 and book your stay at Avenue Hotel Canberra or Pavilion on Northbourne!

Book Now: <http://bit.ly/2N0T2vq...> See more



Total reach on the Floriade Facebook (over August, September & October 2018)

139 500



Events ACT shared a post.

22 September 2018 · 🌐

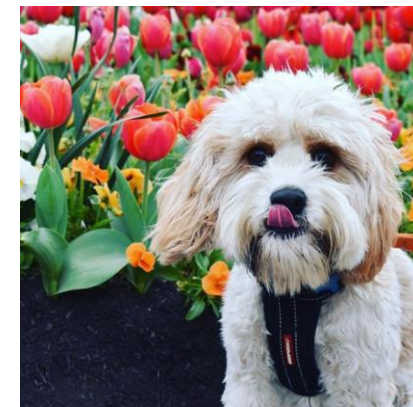
An upgraded VIP Floriade NightFest experience could be yours, just three steps away:

1. Purchase your ticket via Ticketek (check out the post below) between 22-25 September
 2. Tag who you've purchased a ticket for and what you're most looking forward to in 25 words or less on the post below.
 3. Wait for an email on Wednesday 26 September to see if you've won!...
- See more



Total reach on the Events ACT Facebook (over August, September & October 2018)

40 614



Total Floriade Instagram reach

Media Coverage

The Sunday Telegraph

SHORT BREAKS

FLOWER POP

Retro-inspired flowerbeds will pop up in Canberra's Commonwealth Park next month as the capital ushers in "pop culture" as the theme of this year's Floriade. Displays will be dedicated to figures including Marilyn Monroe, Ken Done, Where's Wally and the Rubik's Cube during the floral festival from September 15 to October 14. The last day is again Dogs' Day Out, featuring a superhero dress-up theme.

FLORIADEAUSTRALIA.COM



The Canberra Times

NATIONAL ACT FLORIADE

Floriade goes pop as spring weather turns it on



AUSTRALIAN FINANCIAL REVIEW

AFR WEEKEND

BLOOMING MARVELOUS

Floriade mecca for flower fanatics returns to Canberra this weekend with a pop culture theme. There'll be flowerbeds inspired by Marilyn Monroe, Australian artist Ken Done and Where's Wally, as well as live entertainment, food stalls and open-air cinema nights. Until October 14, Commonwealth Park, Canberra. floriadeaustralia.com



Festivals



81 FLORIADE: CANBERRA, ACT
15 Sep-14 Oct, floriadeaustralia.com

about regional

ARTS & CULTURE

Pop Culture beats through Floriade 2018 in Canberra

BY GLYNIS QUINLAN | 26 AUGUST 2018



Play, eat and stay: Floriade 2018





Floriade Accommodation Partner Opportunity

Accommodation Partner of Floriade Benefits

The Accommodation Partner of Floriade will receive the following benefits:

- On-site activation opportunity
- Logo on digital signage on-site at Floriade
- Exclusivity in the Accommodation category
- Designation of 'Accommodation Partner of Floriade'
- Logo incorporation in certain Floriade marketing collateral
- Logo acknowledgement on the high-traffic Floriade Australia website as the Accommodation Partner of Floriade
- "Stay" tile on the Floriade Australia website linking directly to the hotel booking page
- Link on Floriade Instagram directed to the "Stay" page on Floriade website
- Complimentary tickets to NightFest and official Floriade events
- Social media promotion through Floriade channels
- Opportunity to feature in the Floriade EDM





Accommodation Partner Investment

The Accommodation Partner of Floriade must have:

- The ability to deliver a cash investment of **\$20,000**
- The ability to deliver a minimum of **95 x FOC room nights**, including breakfast, for use across the event (14 September – 13 October 2019, no blackout dates and at least **15 family rooms**). **Where possible, journalists, key opinion leaders and competition winners staying in these rooms will provide promotions through their channels of the hotel.**
- **The ability to provide reporting on:**
Monthly room nights booked across campaign period of August to October (with year-on-year comparisons) Uptake of advertised special offer across campaign period of August to October

The Application Process

Written applications should be submitted to:

Maxine Monus

Sponsorship Officer

Phone: 0466 933 090

Email: maxine.monus@act.gov.au

Below is an outline of the timings for the application process are as below:

- **Tuesday 28 May:** Call for EOI's
- **Friday 14 June:** EOI's Close
- **Monday 24 June:** Stage 1 assessment completed and short listed applicants advised and may be invited to present
- **Friday 5 July:** Accommodation Partner applicants advised whether selected or unsuccessful





The Assessment Process

Prospective Accommodation Partners will be assessed on their ability to provide the required investment and VIK as well as their fit with Floriade.

The assessment process is managed in two stages:

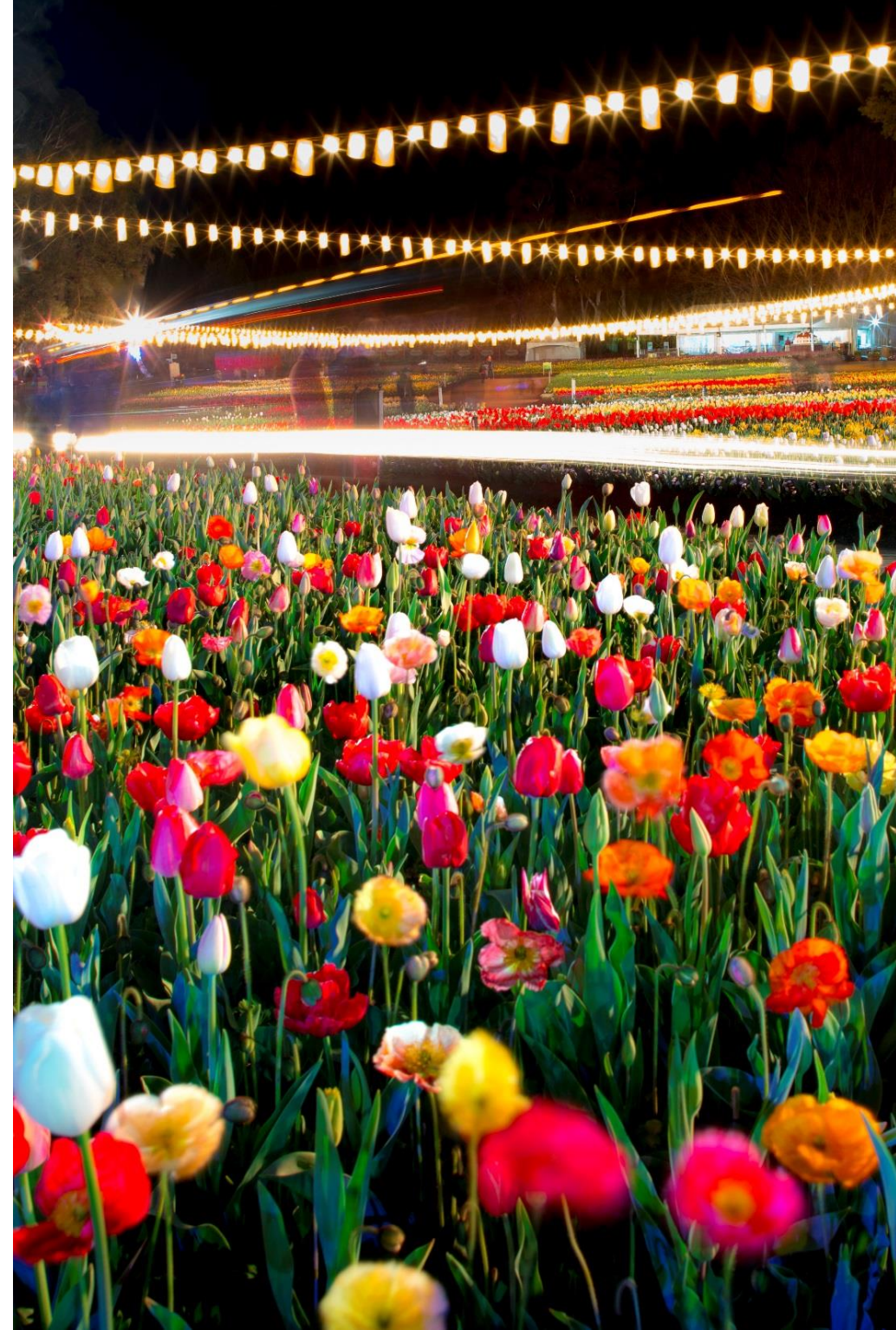
- **Stage 1:** An initial short listing of applicants who have submitted an EOI by the nominated closing date; and
- **Stage 2:** Short listed applicants may be invited to present to the Floriade Assessment Panel prior to a final decision is made.

Contact Us

We are excited to potentially work collaboratively with you to create and achieve a memorable and engaging experience.

If you have any questions please do not hesitate to contact us through the details below:

Maxine Monus
Sponsorship Officer
Phone: 0466 933 090
Email: maxine.monus@act.gov.au



Floriade

NIGHT
FEST

