

Fairfield City Council's
CABRAMATTA

25
Years

MOON FESTIVAL

2025

PARTNERSHIP OPPORTUNITIES

Express your interest by Friday 20 June 2025



2024 WINNER
Best Multicultural Show/Event

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FairfieldCity
Celebrating diversity

CELEBRATING 25 YEARS OF CULTURE, COMMUNITY & CABRAMATTA

Sunday 28 September 2025
Cabramatta Town Centre

*'Winner of best multicultural
show/event 2024 – Western
Sydney Tourism Taskforce'*

The iconic Cabramatta Moon Festival marks a historic 25-year milestone in 2025 and will also host Australia's first ever National Lion Dance Competition. Being one of Australia's premier Southeast Asian cultural celebrations, this vibrant event is expected to attract over 100,000 visitors and participants, offering sponsors an unmatched opportunity to engage with one of Australia's most culturally diverse communities.

This proposal outlines exclusive sponsorship opportunities that provide strong return on investment, incredible brand exposure, and meaningful community connections.

WHY PARTNER WITH US?

- **Brand Visibility** – Connect with over 100,000 attendees and gain direct access to a large and diverse market.
- **Community Engagement** – Showcase your support for cultural inclusion and community development.
- **Positive Association** – Align with this award winning and one of Sydney's most celebrated and well-loved multicultural events.
- **Tangible ROI** – Receive comprehensive promotional benefits pre, during, and post-event.



EVENT SNAPSHOT



Date and times: Sunday 28 September 2025
Stalls & Rides: 9am – 8pm
Stage Entertainment: 11am – 8pm
Fireworks Finale: 8pm

Location: Road closures for the event include John Street, Park Road, Arthur Street, Dutton Lane, Railway Parade and Cabramatta Road West

Cost: Entry is FREE

Attendance: Previous years have attracted 90,000+ attendees and participants

#MOONFESTIVAL #CABRAMOONFEST
@DISCOVERFAIRFIELD @CABRAMATTA_ATASTEOFASIA
WWW.DISCOVERFAIRFIELD.COM.AU/MOONFESTIVAL

Due to promotional and printing requirements and ensuring all sponsorship benefits apply, the closing date for sponsorship is: **Friday 20 June 2025**



AUDIENCE DEMOGRAPHICS

Fairfield is one of the most culturally diverse cities in Australia. According to the 2021 Census, Vietnamese is the predominant ethnic group in Cabramatta, making up 38% of its approximate 22,000 residents, while Chinese make up 28%, and Cambodians account for 9%. At least 40 other ethnic groups are also represented

2021 Cabramatta, Census QuickStats

Event Target Audience

- Residents of Fairfield City and Greater Sydney
- Families and community groups
- Local and national businesses
- Day-trippers and tourists (domestic and international)
- Special interest and cultural groups

MARKETING & COMMUNICATIONS

Fairfield City Council delivers a tailored marketing campaign, strategically designed to promote sponsors alongside the festival brand.

**DIGITAL ADVERTISING
(SOCIAL MEDIA, EMAIL
NEWSLETTERS,
WEBSITES)**

**OUTDOOR SIGNAGE
(BILLBOARDS, STREET
BANNERS, POSTERS)**

**RADIO AND PRESS
ADVERTISEMENTS**

**PR AND MEDIA COVERAGE
(TV, PRINT, ONLINE)**

**INFLUENCER
AND COMMUNITY
PARTNERSHIPS**





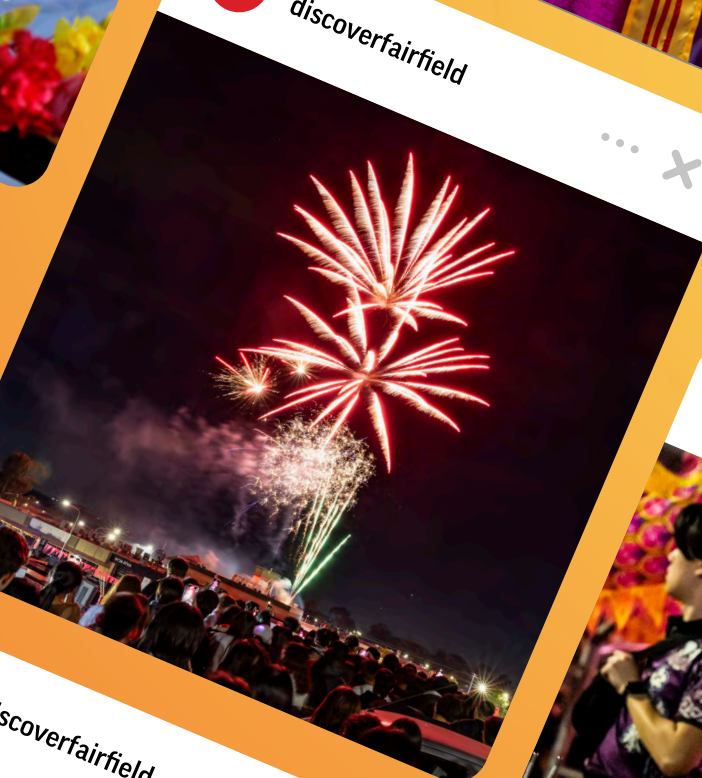
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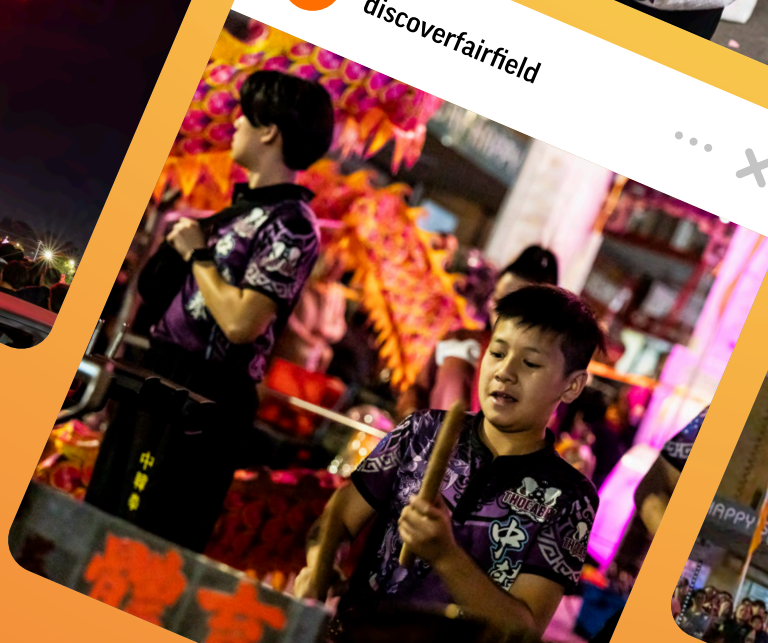
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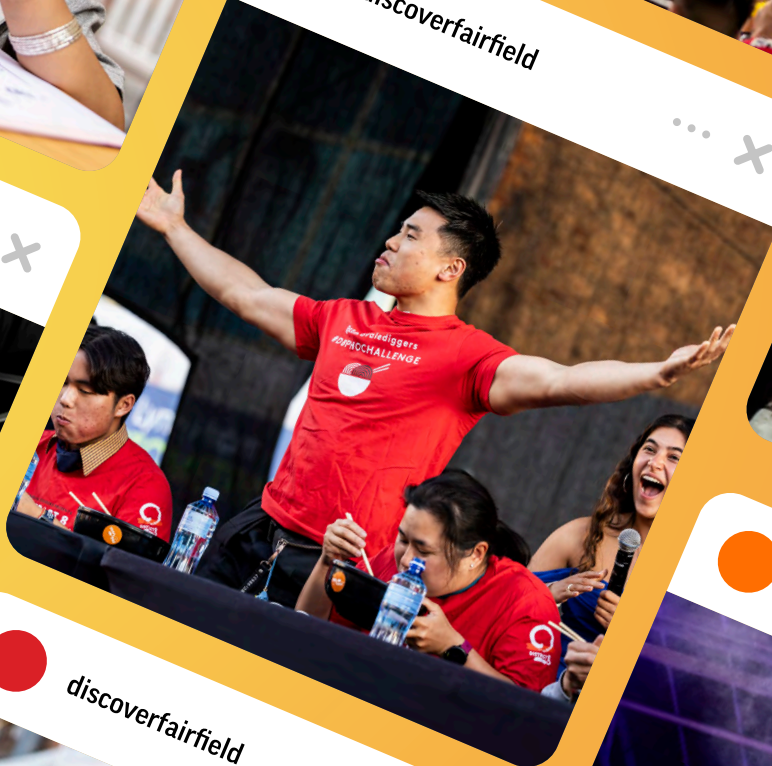




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*Sponsorship packages can be tailored to suite your investment needs. Contact us today:

Danielle McVernon

Major Events & Sponsorship Officer

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PRINCIPAL SPONSOR

UNDER OFFER

Exclusive opportunity

INVESTMENT
Your investment for
this comprehensive
sponsorship
relationship will be:
\$40,000
(+ gst)

SPONSORSHIP INCLUSIONS:

Branding & Acknowledgement

- Exclusive naming rights to a key event zone, branded as "[Company Name] Presents"
- Recognition as the Principal Sponsor in all relevant event promotions and media communications

Pre-Event Exposure

- Your company logo featured on a high-impact vinyl banner spanning John Street, Cabramatta, for a minimum of three (3) weeks leading up to the event
- Two (2) dedicated social media posts across official Council and event platforms, highlighting your sponsorship and involvement
- Opportunity to supply a sponsor-branded street banner for display on John Street for up to four (4) weeks prior to the event (pending approval and weather conditions)

On-site Activation

- Branded activation zone in a high-traffic, central location – ideal for product sampling, demonstrations, sales or display
- Power access and marquee structure included
- Opportunity to feature brand ambassadors or key personalities, with inclusion in the event program
- Sponsor signage displayed at agreed prominent locations
- Logo and message featured on event LED screens
- On-stage acknowledgements and certificate presentation

Hospitality & networking

- Six (6) invitations to an official sponsor presentation hosted by the Mayor of Fairfield City
- Six (6) VIP parking spaces close to the event site, available for sponsor representatives or guests

Media & Digital Recognition

- Prominent logo placement and acknowledgment as Principal Sponsor across event advertising, media releases, and where feasible, all promotional channels
- Company name and clickable logo link featured on the official Fairfield City Council Cabramatta Moon Festival websites: www.fairfieldcity.nsw.gov.au/moonfestival and www.discoverfairfield.com.au/moonfestival

Post-Event Deliverables

- Receive a comprehensive post-event report, including media performance, branding visibility, and audience engagement analytics



PRINCIPAL AMUSEMENT RIDES SPONSOR

Be the name behind the thrill. As the Principal Amusement Rides Sponsor of the 2025 Cabramatta Moon Festival, your brand will lead one of the festival's most exciting and family-friendly precincts — now bigger and better than ever, with space for more rides and attractions than in previous years.

INVESTMENT
Your investment for this comprehensive sponsorship relationship will be:
\$35,000
(ex gst) + *In-kind Contributions

SPONSORSHIP INCLUSIONS:

Branding & Acknowledgement

- Exclusive naming rights as the Principal Amusement Rides Sponsor
- Recognition across all relevant festival promotions, advertising, and media releases
- In-kind contribution: sponsor to supply branded inflatable archways at all key entry points to the expanded amusement rides zone, maximising on-site visibility and precinct branding

Pre-Event Exposure

- Your company logo featured on a high-impact vinyl banner spanning John Street, Cabramatta, for a minimum of three (3) weeks leading up to the event

On-site Activation

- A dedicated footprint for ticketed amusement rides, carnival games, and inflatables
- Prominent branded inflatable archways at zone entrances (supplied by sponsor)
- Logo and message featured on event LED screens
- On-stage acknowledgements and certificate presentation

Hospitality & networking

- Four (4) invitations to an official sponsor presentation hosted by the Mayor of Fairfield City
- Four (4) VIP parking spaces close to the event site, available for sponsor representatives or guests

Media & Digital Recognition

- Recognition as Principal Amusement Rides Sponsor across all event media, advertising, and collateral
- Opportunity to collaborate with Council's established Moon Festival branding to promote the new Amusement Rides Zone and related ride packages across digital and social media channels
- Company name and clickable logo link featured on the official Fairfield City Council Cabramatta Moon Festival websites: www.fairfieldcity.nsw.gov.au/moonfestival and www.discoverfairfield.com.au/moonfestival

Post-Event Deliverables

- Receive a comprehensive post-event report, including media performance, branding visibility, and audience engagement analytics

*In-Kind Contributions

- High-visibility branded archways at ride zone entrances, supplied in-kind by the sponsor



PRINCIPAL HOSPITALITY SPONSOR

INVESTMENT
Your investment for this comprehensive sponsorship relationship will be:
\$35,000
(+ gst)

Exclusive sponsorship opportunity

SPONSORSHIP INCLUSIONS:

Branding & Acknowledgement

- Exclusive rights as the official hospitality partner of the 2025 Cabramatta Moon Festival
- Recognition as the Principal Hospitality Sponsor across all event-related promotional materials

Pre-Event Exposure

- Your company logo featured on a high-impact vinyl banner spanning John Street, Cabramatta, for a minimum of three (3) weeks leading up to the event

On-site Activation

- Dedicated footprint to showcase your restaurant, culinary brand, or signature food offerings
- Branded dining area directly in front of your food setup, creating a premium hospitality experience for festivalgoers
- All infrastructure & equipment provided and supplied, ensuring a professional and seamless presentation
- Custom branded decals included in the space, with the opportunity to feature QR codes linking to special offers, digital menus, or general advertising
- A branded photo opportunity zone designed with event theming and sponsor branding — a high-impact, Instagrammable feature encouraging engagement and visibility
- Logo and message featured on event LED screens
- On-stage acknowledgements and certificate presentation

Hospitality & networking

- Four (4) invitations to an official sponsor presentation hosted by the Mayor of Fairfield City
- Four (4) VIP parking spaces close to the event site, available for sponsor representatives or guests

Media & Digital Recognition

- Logo recognition as Principal Hospitality Sponsor across event advertising, media releases, and where feasible, all promotional channels
- Company name and clickable logo link featured on the official Fairfield City Council Cabramatta Moon Festival websites: www.fairfieldcity.nsw.gov.au/moonfestival and www.discoverfairfield.com.au/moonfestival

Post-Event Deliverables

- Receive a comprehensive post-event report, including media performance, branding visibility, and audience engagement analytics



DINING SPONSOR

Exclusive sponsorship opportunity

Position your brand at the centre of one of Australia's most celebrated cultural food festivals. As the Dining Sponsor of the 2025 Cabramatta Moon Festival, your business will be aligned with an event renowned for its vibrant culinary landscape, attracting over 100,000 visitors. With a location surrounded by Cabramatta's most iconic eateries, your brand will receive unparalleled exposure and engagement in a high-traffic, culturally rich environment.

INVESTMENT
Your investment for this comprehensive sponsorship relationship will be:
\$30,000
(+ gst)

SPONSORSHIP INCLUSIONS:

Branding & Acknowledgement

- Exclusive naming rights as the Dining Zone Sponsor, with your brand featured across the dedicated dining precinct – positioned in the heart of the event site.
- High-visibility location nestled among Cabramatta's iconic eateries– ensuring unmatched branding exposure and continuous foot traffic.
- Recognition as the official dining partner of the 2025 Cabramatta Moon Festival across all promotional channels.

Pre-Event Exposure

- Your company logo featured on a high-impact vinyl banner spanning John Street, Cabramatta, for a minimum of three (3) weeks leading up to the event

On-site Activation

- Exclusive branded presence throughout the Arthur Street Dining Zone, including signage, bunting, and table decals.
- Option to host or co-brand interactive evening activations such as:
 - Food eating Competitions
 - Cultural or food-themed trivia
 - Product tastings or food/beverage samples
- Logo and message featured on event LED screens
- On-stage acknowledgements and certificate presentation

Hospitality & networking

- Four (4) invitations to an official sponsor presentation hosted by the Mayor of Fairfield City
- Four (4) VIP parking spaces close to the event site, available for sponsor representatives or guests

Media & Digital Recognition

- Logo recognition as Dining Sponsor across event advertising, media releases, and where feasible, all promotional channels
- Company name and clickable logo link featured on the official Fairfield City Council Cabramatta Moon Festival websites: www.fairfieldcity.nsw.gov.au/moonfestival and www.discoverfairfield.com.au/moonfestival

Post-Event Deliverables

- Receive a comprehensive post-event report, including media performance, branding visibility, and audience engagement analytics



PRIMARY MEDIA PARTNER

Exclusive sponsorship opportunity

INVESTMENT
Your investment for
this comprehensive
sponsorship
relationship will be:
\$30,000
(+ gst)

SPONSORSHIP INCLUSIONS:

Branding & Acknowledgement

- Exclusive recognition as the Primary Media Partner of the 2025 Cabramatta Moon Festival
- Prominent branding across event marketing, advertising, and public communications

Media Access & Coverage

- Priority access to interviews with key personnel, headline acts, and community leaders
- Behind-the-scenes access on event day, with dedicated coordination through Council's media representative for content capture and reporting
- Exclusive media accreditation for designated representatives

On-site Activation

- A dedicated double stall space in a high-traffic location for live crosses, content creation, interviews, and audience interaction
- Logo and message featured on event LED screens
- On-stage acknowledgements and certificate presentation

Hospitality & networking

- Four (4) invitations to an official sponsor presentation hosted by the Mayor of Fairfield City
- Four (4) VIP parking spaces close to the event site, available for sponsor representatives or guests

Media & Digital Recognition

- Logo recognition as Primary Media Partner across event advertising, media releases, and where feasible, all promotional channels
- Company name and clickable logo link featured on the official Fairfield City Council Cabramatta Moon Festival websites: www.fairfieldcity.nsw.gov.au/moonfestival and www.discoverfairfield.com.au/moonfestival

Post-Event Deliverables

- Receive a comprehensive post-event report, including media performance, branding visibility, and audience engagement analytics



MAIN STAGE SPONSOR

Exclusive sponsorship opportunity

Command the spotlight with exclusive branding of the festival's biggest attraction — the Main Stage. From traditional performances to headline acts, the main stage is the heart of the Cabramatta Moon Festival, drawing thousands of eyes.

INVESTMENT
Your investment for this comprehensive sponsorship relationship will be:
\$25,000
(+ gst)

SPONSORSHIP INCLUSIONS:

Branding & Acknowledgement

- Exclusive naming rights to the main stage, branded as: "[Company Name] Main Stage"
- Prominent logo placement on stage infrastructure, backdrops, and digital screens throughout the festival
- Acknowledged as the Main Stage Sponsor in all event promotions and media coverage

Pre-Event Exposure

- An exclusive top tier sponsor opportunity to have your logo included in a prominent vinyl banner across John Street,
- Cabramatta for a minimum of 3 weeks prior to the event date
- Opportunity to supply a sponsor-branded street banner for display on John Street for up to four (4) weeks prior to the event (pending approval and weather conditions)

Event Day Promotion

- Logo displayed on LED screens and physical signage surrounding the stage area
- On-stage acknowledgements throughout the festival program, particularly during headline and peak performances
- On stage acknowledgements & certificate presentation

Hospitality and networking

- Four (4) invitations to a VIP official presentation by the Mayor of Fairfield City
- Four (4) VIP parking spaces close to the event site (to be used for VIP guests and/ or stall staff)

Media & Digital Recognition

- Logo recognition as Main Stage Sponsor across event advertising, media releases, and where feasible, all promotional channels
- Company name and clickable logo link featured on the official Fairfield City Council Cabramatta Moon Festival websites: www.fairfieldcity.nsw.gov.au/moonfestival and www.discoverfairfield.com.au/moonfestival

Post-Event Deliverables

- Receive a comprehensive post-event report, including media performance, branding visibility, and audience engagement analytics



FIREWORKS SPONSOR

Exclusive sponsorship opportunity

Celebrate with a bang! Align your brand with one of the most anticipated moments of the Cabramatta Moon Festival — the spectacular fireworks finale that lights up the night sky and draws thousands of onlookers.

INVESTMENT
Your investment for this comprehensive sponsorship relationship will be:
\$20,000
(+ gst)

SPONSORSHIP INCLUSIONS:

Branding & Acknowledgement

- Exclusive recognition as the Fireworks Sponsor of the 2025 Cabramatta Moon Festival
- Prominent branding across event marketing, advertising, and public communications

Pre-Event Exposure

- Minimum of two (2) dedicated social media posts in the lead-up to the festival, promoting the fireworks as "Proudly Sponsored by [Brand Name]"
- Recognition in festival press releases, advertising, and select media coverage

Event Day Promotion

- Brand name featured in the festival LED screen slideshow, with emphasis during prime fireworks countdown slots
- On-stage acknowledgement prior to the fireworks finale, including verbal and visual brand recognition
- No on-site stall required – pure brand exposure, no staffing needs

Hospitality and networking

- Two (2) invitations to a VIP official presentation by the Mayor of Fairfield City
- Two (2) VIP parking spaces close to the event site (to be used for VIP guests and/ or stall staff)

Media & Digital Recognition

- Logo recognition across event advertising, media releases, and where feasible, all promotional channels
- Company name and clickable logo link featured on the official Fairfield City Council Cabramatta Moon Festival websites: www.fairfieldcity.nsw.gov.au/moonfestival and www.discoverfairfield.com.au/moonfestival

Post-Event Deliverables

- 15-second branded fireworks highlight video, professionally produced and shared with your organisation for promotional use
- Receive a comprehensive post-event report, including media performance, branding visibility, and audience engagement analytics



PLATINUM SPONSOR

INVESTMENT
Your investment for
this comprehensive
sponsorship
relationship will be:
\$20,000
(+ gst)

SPONSORSHIP INCLUSIONS:

Branding & Acknowledgement

- Naming rights to a selected activation zone on the event site — branded as “[Company Name] Presents”
OR
- A premium double stall space to showcase products, services, or interactive brand experiences
- Recognition as a Platinum Sponsor across event communications and promotional materials

Pre-Event Exposure

- Inclusion in selected social media posts and digital promotions
- Mention in relevant event marketing and media releases

On-site Activation

- Premium double stall site or co-branded activation zone in a high-traffic area
- Ideal for product displays, sampling, demonstrations, or experiential marketing
- Sponsor's logo and message included in promotional slideshow on event LED screens
- On stage acknowledgements & certificate presentation

Hospitality and networking

- Two (2) invitations to a VIP official presentation by the Mayor of Fairfield City
- Two (2) VIP parking spaces close to the event site (to be used for VIP guests and/ or stall staff)

Media & Digital Recognition

- Logo recognition as Platinum Sponsor across event advertising, media releases, and where feasible, all promotional channels
- Company name and clickable logo link featured on the official Fairfield City Council Cabramatta Moon Festival websites: www.fairfieldcity.nsw.gov.au/moonfestival and www.discoverfairfield.com.au/moonfestival

Post-Event Deliverables

- Receive a comprehensive post-event report, including media performance, branding visibility, and audience engagement analytics



TECHNOLOGY PARTNER

Exclusive sponsorship opportunity

Support innovation at one of Australia's most iconic cultural events. As the official Technology Partner of the 2025 Cabramatta Moon Festival, your brand will be positioned as a driver of digital engagement, smart event solutions, and future-focused enhancements.

SPONSORSHIP INCLUSIONS:

Branding & Acknowledgement

- Recognition as the official Technology Partner of the 2025 Cabramatta Moon Festival
- Acknowledged in promotional materials for providing digital promotion and/or technology support for event delivery
- Branding included wherever the festival's technology integrations are highlighted (e.g. digital programs, apps, LED screens)

Pre-Event Exposure

- Recognition in digital marketing campaigns (email, social media, web) where applicable
- Inclusion in technology-focused promotional content and media releases

On-site Activation

- One (1) fete stall space in a prominent area for tech displays, brand promotion, or interactive demonstrations
- Display of on-site event signage at prominent location (to be provided by sponsor at mutually agreeable locations)
- Sponsor's logo and message included in promotional slideshow on event LED screens
- On stage acknowledgements & certificate presentation

Hospitality and networking

- Two (2) invitations to a VIP official presentation by the Mayor of Fairfield City
- Two (2) VIP parking spaces close to the event site (to be used for VIP guests and/ or stall staff)

Media & Digital Recognition

- Logo recognition as Technology Partner across event advertising, media releases, and where feasible, all promotional channels
- Company name and clickable logo link featured on the official Fairfield City Council Cabramatta Moon Festival websites: www.fairfieldcity.nsw.gov.au/moonfestival and www.discoverfairfield.com.au/moonfestival

Post-Event Deliverables

- Receive a comprehensive post-event report, including media performance, branding visibility, and audience engagement analytics

INVESTMENT
Your investment for this comprehensive sponsorship relationship will be:
\$15,000
(+ gst)



FAMILY ZONE SPONSOR

Exclusive sponsorship opportunity

Position your brand at the heart of family fun during the 2025 Cabramatta Moon Festival. As the exclusive Family Zone Sponsor, your business will support an immersive and engaging space designed especially for children and families — now with a dedicated “Mini Mooners” area at Non-La Light featuring licensed character visits, crafts, and branded interactive fun.

INVESTMENT
Your investment for
this comprehensive
sponsorship
relationship will be:
\$15,000
(+ gst)

SPONSORSHIP INCLUSIONS:

Branding & Acknowledgement

- Exclusive naming rights to the Family Zone, branded as: “[Company Name] Family Zone”
- Recognition as the official sponsor of the family and kids’ entertainment area across all relevant promotional materials

Pre-Event Exposure

- Inclusion in family-focused digital promotions, including social media, event website, and email campaigns
- Mention in event press releases and marketing content highlighting kids’ programming

On-site Activation

- A dedicated branded footprint at Non La Light — transformed into a Mini Mooners kids zone featuring:
 - Children’s crafts and games
 - Licensed character appearances
 - Photo opportunities
 - Interactive family-friendly activities
 - All fully branded in your company’s logo and visual identity
- Exclusive branded signage throughout the Family Zone.
- Opportunity to provide giveaways, branded materials, and sponsor-led activities.
- Sponsor’s logo and message included in promotional slideshow on event LED screens
- On stage acknowledgements & certificate presentation

Hospitality and networking

- Two (2) invitations to a VIP official presentation by the Mayor of Fairfield City
- Two (2) VIP parking spaces close to the event site (to be used for VIP guests and/ or stall staff)

Media & Digital Recognition

- Logo recognition as Family Zone Sponsor across event advertising, media releases, and where feasible, all promotional channels
- Company name and clickable logo link featured on the official Fairfield City Council Cabramatta Moon Festival websites: www.fairfieldcity.nsw.gov.au/moonfestival and www.discoverfairfield.com.au/moonfestival

Post-Event Deliverables

- Receive a comprehensive post-event report, including media performance, branding visibility, and audience engagement analytics



GREEN SPONSOR

Exclusive sponsorship opportunity

Champion a cleaner, greener Cabramatta Moon Festival. As the official Green Sponsor, your brand will be aligned with the event's environmental and waste reduction initiatives, demonstrating a strong commitment to community sustainability.

SPONSORSHIP INCLUSIONS:

Program Impact

- Help drive the festival's waste minimisation strategy by supporting recycling, hydration, and reusable packaging initiatives
- Branding on hydration station signage, labelled as: "Water Station proudly supported by [Company Name]"
- Opportunity to supply branded reusable water bottles with kiosk supplied for distribution

Branding & Acknowledgement

- Official naming rights as the Green Sponsor of the 2025 Cabramatta Moon Festival
- Logo inclusion on Cabramatta town centre bins for a minimum of 4-weeks in the lead up to event day
- Logo recognition as Green Sponsor across event advertising, media releases, and where feasible, all promotional channels
- Company name and clickable logo link featured on the official Fairfield City Council Cabramatta Moon Festival websites: www.fairfieldcity.nsw.gov.au/moonfestival and www.discoverfairfield.com.au/moonfestival

INVESTMENT
Your investment for this comprehensive sponsorship relationship will be:
\$10,000
(+ gst)

TRANSPORT SPONSOR

Exclusive sponsorship opportunity

Drive community connection and visibility as the official Transport Sponsor of the 2025 Cabramatta Moon Festival. Whether supplying or funding a branded shuttle bus service, your support will help thousands of patrons travel safely and sustainably to and from the event.

SPONSORSHIP INCLUSIONS:

Program Impact

- Support accessible and inclusive transport options for thousands of festival attendees
- Contribute to a well-organised and visitor-friendly experience for one of Australia's largest multicultural festivals
- Promote active participation in public events for families, seniors, and those with mobility limitations

Branding & Acknowledgement

- Official naming rights as the Transport Sponsor of the 2025 Cabramatta Moon Festival

- Exclusive branding on the festival shuttle bus – logo, decals, and interior signage (sponsor to supply or fund shuttle service)
- Inclusion in all event transport promotions, including website, social media, community notices, and wayfinding materials
- Shuttle bus stops and signage co-branded with sponsor recognition
- Company name and clickable logo link featured on the official Fairfield City Council Cabramatta Moon Festival websites: www.fairfieldcity.nsw.gov.au/moonfestival and www.discoverfairfield.com.au/moonfestival

INVESTMENT
Your investment for this comprehensive sponsorship relationship will be:
\$10,000
(+ gst)

YOUTH ENGAGEMENT SPONSOR

Exclusive sponsorship opportunity

Support the next generation of event professionals and community leaders. As the Youth Engagement Sponsor of the 2025 Cabramatta Moon Festival, your brand will help fund a meaningful volunteer program for young people across Fairfield City—providing real-world experience, connection, and skill development in the event industry.

INVESTMENT
Your investment for
this comprehensive
sponsorship
relationship will be:
\$10,000
(+ gst)

SPONSORSHIP INCLUSIONS:

Program Impact

- Funding support for the Cabramatta Moon Festival Volunteer Program, targeted at youth across Fairfield City
- Sponsorship covers training, induction, uniforms, meals, and supervision for all event volunteers
- Designed to equip young people with hands-on skills, build friendships, and foster civic pride

Branding & Acknowledgement

- Logo recognition as Youth Engagement Sponsor across event advertising, media releases, and where feasible, all promotional channels
- Sponsor logo printed on all volunteer uniforms, worn on event day by program participants
- Company name and clickable logo link featured on the official Fairfield City Council Cabramatta Moon Festival websites: www.fairfieldcity.nsw.gov.au/moonfestival and www.discoverfairfield.com.au/moonfestival

CULTURAL CANVAS SPONSOR

Exclusive sponsorship opportunity

Celebrate the 25th anniversary by sponsoring a high-impact public art installation or mural, brought to life by a local artist or art collective. This sponsorship aligns your brand with creative placemaking, cultural pride, and community-led storytelling, while leaving a lasting visual legacy that lives on beyond the festival.

INVESTMENT
Your investment for
this comprehensive
sponsorship
relationship will be:
\$10,000
(+ gst)

SPONSORSHIP INCLUSIONS:

Program Impact

- Empower a local artist to share their cultural story through large-scale public art
- Contribute to the beautification and cultural storytelling of a high-traffic Cabramatta laneway
- Help create a lasting legacy piece that endures beyond the event — a mural celebrating 25 years of shared history and multicultural pride
- Engage thousands of attendees with a meaningful, Instagrammable feature that blends art, identity, and community

Branding & Acknowledgement

- Logo recognition as Cultural Canvas Sponsor across event advertising, media releases, and where feasible, all promotional channels
- Your logo featured prominently alongside the commissioned mural or art installation (plaque, signage, or embedded digitally via QR code)
- Company name and clickable logo link featured on the official Fairfield City Council Cabramatta Moon Festival websites: www.fairfieldcity.nsw.gov.au/moonfestival and www.discoverfairfield.com.au/moonfestival



SUPPORTING SPONSOR

Show your support for culture, community, and celebration. As a Supporting Sponsor of the 2025 Cabramatta Moon Festival, your brand will be recognised as part of one of Australia's largest and most vibrant cultural events.

INVESTMENT
Your investment for this comprehensive sponsorship relationship will be:
\$10,000
(+ gst)

SPONSORSHIP INCLUSIONS:

Branding & Acknowledgement

- One (1) standard stall space at the festival – ideal for displaying products, brand promotion, sampling, or sales
- Inclusion in event day promotional slideshow on LED screens
- Acknowledgement on event signage, digital platforms, and the official sponsor list

Pre-Event Exposure

- Inclusion in selected social media posts and digital promotions
- Mention in relevant event marketing and media releases

On-site Activation

- Premium stall site or co-branded activation zone in a high-traffic area
- Ideal for product displays, sampling, demonstrations, or experiential marketing
- Sponsor's logo and message included in promotional slideshow on event LED screens
- On stage acknowledgements & certificate presentation

Hospitality and networking

- One (1) invitations to a VIP official presentation by the Mayor of Fairfield City
- One (1) VIP parking spaces close to the event site (to be used for VIP guests and/ or stall staff)

Media & Digital Recognition

- Logo recognition as Supporting Sponsor across event advertising, media releases, and where feasible, all promotional channels
- Company name and clickable logo link featured on the official Fairfield City Council Cabramatta Moon Festival websites: www.fairfieldcity.nsw.gov.au/moonfestival and www.discoverfairfield.com.au/moonfestival

Post-Event Deliverables

- Receive a comprehensive post-event report, including media performance, branding visibility, and audience engagement analytics`



MEDIA PARTNER

SPONSORSHIP INCLUSIONS:

Sponsorship

- Sponsorship advertised in the promotion of the event as 'Media Partner'

Hospitality and networking

- Two (2) invitations to a VIP official presentation by the Mayor of Fairfield City
- Two (2) VIP parking spaces close to the event site (to be used for VIP guests and/ or stall staff)

Media profile

- Acknowledged with company logo as Media Sponsor during the promotion of Cabramatta Moon Festival celebrations, including promotional materials, media releases and advertising where possible

INVESTMENT
Your investment for this comprehensive sponsorship relationship will be:
\$10,000
(in-kind)

- Acknowledged with company name and web link on Fairfield City Council's website at www.fairfieldcity.nsw.gov.au/moonfestival AND discoverfairfield.com.au/moonfestival

Post event

- At the conclusion of the festival, you will receive a detailed post event report capturing promotion and event analytics.



WHAT YOU NEED TO KNOW

- Category exclusivity sponsorship is only available by negotiation. Exclusivity is at the discretion of Council.
- Logo size is proportionate to sponsorship level.
- All cash sponsorship payments are to be made upon receiving a Council issued Tax Invoice prior to the event and are to be paid in accordance with Council's payment terms as specified on invoice. Failure to do so could result in benefits not being delivered in a timely manner.
- Branding opportunity and naming rights is to one activation only and will be offered on a first in first served basis and according to suitability of sponsor products/ service to the area. To be manned and managed by the Sponsor.
- Acceptance of in-kind sponsorship will be at the Council's discretion and the value of goods or services will be calculated at retail price or invoice value and will only be considered if they are considered of value to the event.
- Sponsorship can be a combination of 90% cash and 10% in kind, with opportunity for Sponsor to provide equipment, services, product, technology, expertise or personnel deemed useful to the success of the event in trade for part of the sponsorship fee. If not deemed useful or an event requirement, it will not be accepted.
- Sponsorship that requires additional or larger stall structure from that offered at your sponsor level, an additional charge will apply. Additionally, food stalls will be charged additional fees if Council is to provide any required equipment.
- Sponsors are encouraged to budget additional funds to leverage their sponsorship investment and not solely be dependent on Council's marketing plan and initiatives.



RELIVE LAST YEARS EVENT



MOON FESTIVAL MAIN VIDEO
Click [here](#) to watch

2024 CABRAMATTA MOON FESTIVAL EVENT EVALUATION

Evaluation of audience data below is from face-to-face surveys conducted at the 2024 Cabramatta Moon Festival.

The surveys indicated:

61%
OF VISITORS WERE
FROM WITHIN THE LGA



**WOULD
YOU VISIT
CABRAMATTA
AGAIN?**

100%
WOULD VISIT
AGAIN!



**MAJORITY OF OUR
VISITORS WERE AGED
26-35 YEARS**

16-25
10%

36-45
17%

46-55
15%

OVER 55
3%

UNDER 16
15%

26-35
41%



63%
OF PEOPLE WERE
RETURNING VISITORS



**55% OF VISITORS MADE A
PURCHASE BETWEEN \$50 - \$100**



**54% ALSO VISITED LOCAL
CABRAMATTA BUSINESSES**



MEDIA REPORT – CABRAMATTA MOON FESTIVAL 2024

Click [here](#) to view for further data and statistics

OTHER SPONSORSHIP OPPORTUNITIES

Is your organisation looking for partnership opportunities in Fairfield City and Western Sydney?

Fairfield City is one of Australia's largest and most diverse communities. Council will produce a range of quality, high profile, public events in 2024/2025 including:

Illuminate NYE

Wednesday 31 December 2025
10,000+ attendees

Fairfield City Council's annual New Year's Eve family event that attracts over 10,000 people. The event is held at Fairfield Showground with rides and a spectacular fireworks display.



Cabramatta Lunar New Year Year of the Horse

February 2026
12,000+ attendees

Celebrate Lunar New Year, in the heart of Cabramatta. Fairfield City has one of the largest Asian populations in Sydney which therefore makes Cabramatta's Lunar New Year celebrations a highlight of the City's annual event calendar. A free event that is open to locals and visitors from all backgrounds and cultures. It celebrates the fantastic diversity of our City while also promoting cultural harmony in our community.



For more information, visit www.fairfieldcity.nsw.gov.au/Whats-on/Major-Events

CONTACT

For any enquiries or to discuss tailoring packages to suit your needs please contact:

Danielle McVernon

Major Events & Sponsorship Officer

M: 0419 982 558

E: dmcvernon@fairfieldcity.nsw.gov.au

Due to promotional and printing requirements and ensuring all sponsorship benefits apply, the closing date for sponsorship is: **Friday 20 June 2025**