
Winterfest 2018

*Partnership
Opportunities*

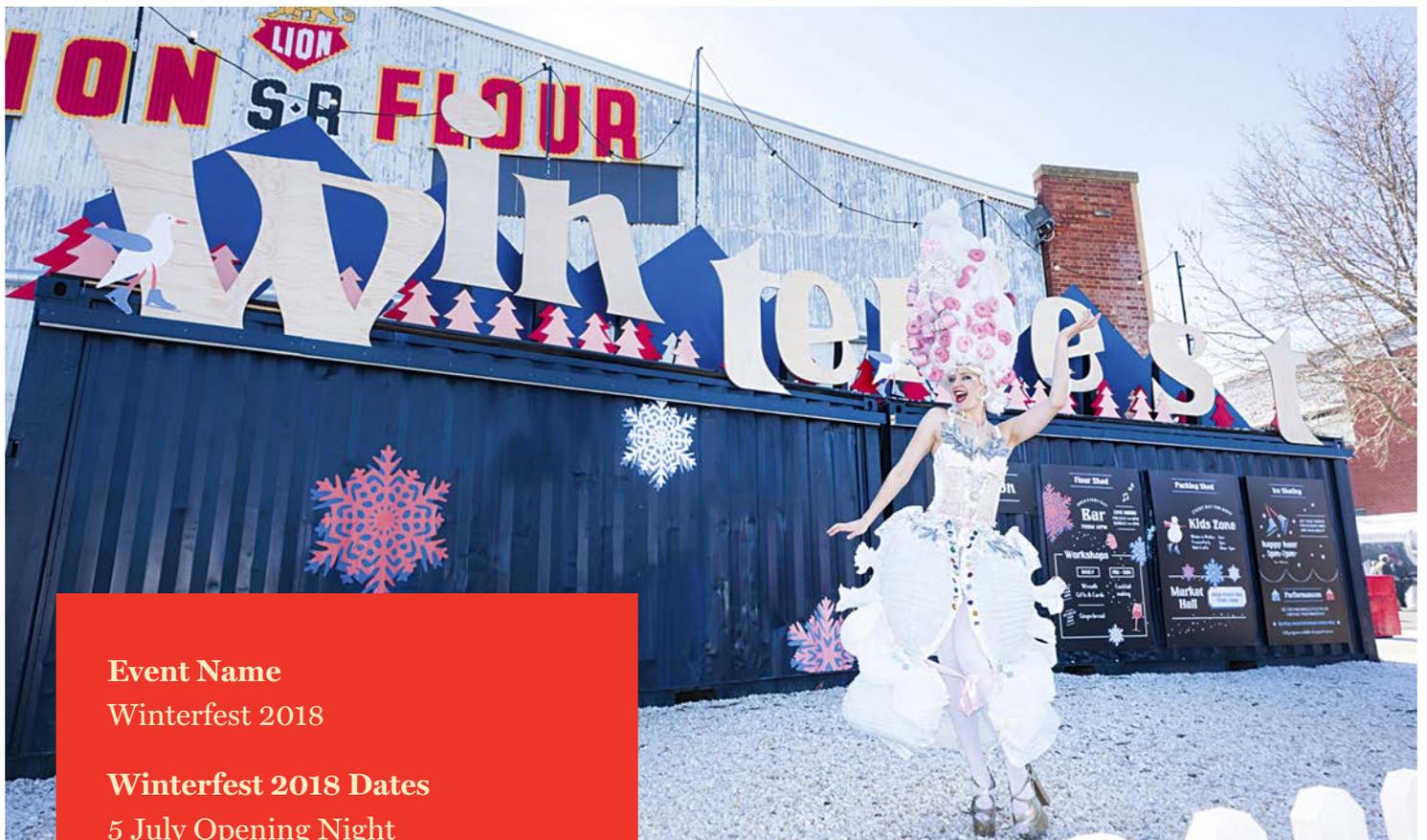


Our Port.

RenewalSA
people ▼ partnerships ▼ progress



Government
of South Australia



Event Name

Winterfest 2018

Winterfest 2018 Dates

5 July Opening Night
6 July – 22nd Inclusive

Winterfest 2018 Times

Sunday to Wednesday 10am – 8pm
Thursday to Friday 10am – 10pm
Saturday 10am – 11pm

Winterfest 2018 Location

Hart's Mill, Mundy Street,
Port Adelaide
<https://tinyurl.com/y9kg625d>

***57,000 people attended
over 10 days in 2017***

***13,510 people paid
to ice-skate***

***80,000 social media
interactions, 99.8% positive***

Winterfest 2017

Winterfest 2017 was a catalyst activation for Port Adelaide which delivered an authentic northern hemisphere style winter experience. Its day through to evening program was inclusive of a waterfront ice skating rink, performances, workshops, kids' activities, market stalls, live music and more. With curated infrastructure to set the scene, such as fire pits, rustic seats and a wooden alpine bar it activated the public realm at Hart's Mill in a new way and created a truly unique experience.

In 2017 57,000 people attended Winterfest over the 10 days of operation; of those 13,510 of the attendees paid to ice skate.

There were 80,000 Winterfest social media interactions from attendees with 99.8% being positive.

32% of attendees stated that they rarely visit Port Adelaide, and a large percentage indicated they would be likely to return.

Winterfest 2017 Audience

The audience was diverse with a skew towards families. There was substantial inbound intrastate tourism for Port Adelaide but with a significant potential to grow the interstate tourism numbers.

Broad targeting through social media channels allowed us to target metropolitan Adelaide and interstate users aged 18-65+.



About Renewal SA

Renewal SA provides an integrated approach to urban development on behalf of the Government of South Australia.

We do this using new ways of delivering urban revitalisation, we help create innovative places where people want to live, work and play. Winterfest does exactly that in Port Adelaide.

The State Government and the City of Port Adelaide Enfield are working together in partnership and with the local community to revitalise historic Port Adelaide, the last major undeveloped port waterfront in Australia. The revitalisation of the Port is about recreating a community with purpose, where people engaged in enterprise, innovation and ideas will work and once again reside. It will be a place of discovery, energy, culture and diversity – an eclectic, vibrant reflection of the South Australian character more broadly.

The long term vision for the partnership is to have more people living, working, investing and spending time in the Port. Renewal SA is committed to working closely with the community and key stakeholders to deliver this vision.

Winterfest is a key placemaking strategy aimed at bringing people into the Port during July when it would typically be quieter.

Winterfest 2018 Proposed Program

Following the overwhelming success of Winterfest 2017 we are growing the festival from 10 days to 17 days incorporating all three weekends of the July school holidays.

Winterfest 2018 will once again include ice skating, bars, great food, workshops, kids' activities, market stalls and some exciting new elements such as:

- **Short Days, Long Lunches – Celebrated Chefs preparing winter feasts on each Sunday of Winterfest 2018;**
- **Taste of Winter – Craft Brewers (Dark Ales, Stouts), Distillers (Whisky, Gin) & Fortified Wines (Port, Muscat & Mead); and**
- **Signature Concerts – Each Saturday enjoy some high profile ticketed shows.**

(Program concepts and content subject to change)

“We went to the Winterfest four times over the week. Congratulations on hosting such a fantastic event. It was great seeing such a family friendly environment. Lots of people chatting around the fires enjoying a drink and a meal, kids excitedly lining up for their ice skating session and live music, kids activities and markets inside the shed. The Port definitely came alive this week. Makes us very proud to call Port Adelaide our home.”

Jane - Facebook Review



Winterfest 2018 Marketing Plan

Winterfest 2018 will have a considerable marketing spend exposing it and its partners to a large audience.

The Marketing Plan may include:

- **Social Media** – Promotion via the Our Port Facebook and Instagram pages and paid channels
- **Digital Platforms** – Promotion across the Our Port and City of Port Adelaide Enfield websites
- **Direct Marketing** – Six EDMs will be sent to the Our Port database
- **Adshells** (bus shelters) – from the Adelaide CBD through to Port Adelaide
- **Media and Public Relations** – generating editorial content
- **Print Media** – Press advertisements in The Advertiser and Messenger Press
- **Outdoor Signage** – City of Port Adelaide Enfield and Project owned billboards will be skinned promoting Winterfest
- **Radio** – A radio campaign will be developed across various stations to target the diversity of audience interested in Winterfest
- **Opening Night** – Key stakeholders, partners and media will be invited, with the objective to create positive word of mouth and publicity and to drive early ticket sales.

(Marketing Plan subject to change)

Opportunity

As a partner of Winterfest 2018 you can access a unique platform for your brand. Partnership opportunities includes support from the innovative Winterfest activation team, plus the opportunity to leverage your brand through our content marketing team and public relations avenues.

Partners have:

- Brand recognition in a wide variety of mediums including media, print, online, radio, TV, social media, email and more
- The opportunity to create a bespoke package to connect you with new customers
- Access to a dedicated audience who enjoy entertainment, experience and participation
- Access to one of Australia's most unique festival locations – right on the Port's waterfront
- The opportunity to entertain your corporate guests, business associates, staff, VIP guests, family and friends
- Access to work closely with Winterfest 2018 to create a unique opportunity specifically for your brand
- The chance to integrate your brand into the family market that Winterfest attracts
- The ability to create engaging on-site brand activations and or sampling

The total PR Value for Winterfest 2017 was calculated at \$240,791*

**over a four week campaign*

Testimonials

“You all need to come down to the Port before Sunday to see the amazing Winterfest. You will have the absolute best time.”

Tony - Facebook



“ We went so many times. Love it. Well done to all the organizers & stall holders. Hope it’s on again next year.”

Natalie - Facebook



“Thanks for putting on such a great event in the Port area. The buildings were huge and full of cozy atmosphere. Lots to do for the kids of all ages and as a parent, I was so happy that most of it was indoors and no mud to drag around. The open fires were so good and there was plenty of space to ice skate. Thank you for a great day out!!”

Chloe Ann Hamilton - Facebook



Winterfest Assets Menu

We will work with you to create a package that can include a range of the assets from the following menu:

- Invitations to the Opening Night on Thursday, July 5, 2018
- Ice skating passes for staff and/or clients
- Work with the Winterfest team to create a unique on-site activation for your brand
- Sampling opportunities
- Link to partners home page from Winterfest 2018 website
- Acknowledgement of support in media release
- Logo on the Winterfest 2018 official website
- Logo on Winterfest posters (number TBC)
- Logo on official Winterfest flyers (number TBC)
- Logo on Adshels and Billboards
- Logo on Partner coreflutes at Winterfest
- Company name on Winterfest Program
- Acknowledgement on the Our Port social media channels

We want your partnership with Winterfest to be effective, valuable and innovative. Work with us to develop a new way to reach potential clients!

Port Adelaide Local Businesses

Winterfest is committed to supporting Port Adelaide based businesses. We would be happy to meet with you to discuss how we can help drive customers to your business and how Winterfest can offer you opportunities.

Partnership Package Costs

To discuss partnership opportunities, package costs or to discuss a customized package for your brand, please contact Alistair Cranney at Renewal SA.

Contact

Alistair Cranney
Project Manager - Winterfest

P: 08 8207 1408

M: 0437 676 177

alistair.cranney@sa.gov.au

renewalsa.sa.gov.au

portwinterfest.com.au