

# Sponsorship Prospectus



April 11 – 13, 2025

BENALLA STREET ART FESTIVAL

# Benalla - See the art in everything

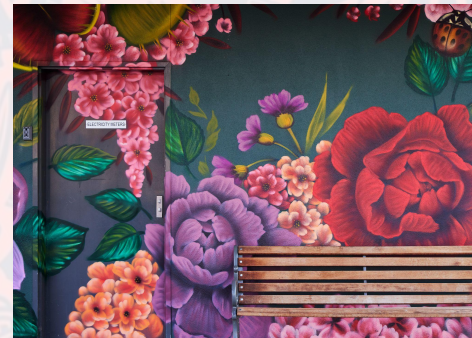
In mid-2014, a small group of Benalla business-minded people conceived the notion of a street art festival, envisioning Benalla as the regional street art capital of Australia in a decade.

This ambitious vision materialised within a mere three months exceeding expectations, following the festival's inaugural event in 2015. The festival, which created over 80+ contemporary murals over five years across Benalla and its rural villages, unfortunately faced cancellation in 2020 due to the impacts of COVID.

In 2023, after extensive community involvement, the Council decided to breathe new life into the festival for a 2024 event. A Committee, comprised of community and business representatives, have overseen the revitalised event.

The Benalla Street Art Festival stands as a symbol of both economic and community development, instilling optimism and pride across generations.

The 2025 Benalla Street Art Festival is poised to be a vibrant celebration of arts and culture, showcasing accessibility, diversity and inclusion.



Photography: Holly Hawkins

TOP: Travis Price. LOWER LEFT: Amanda Valdes. LOWER RIGHT: Sofles

BENALLA STREET ART FESTIVAL

Photography: Holly Hawkins  
Featuring: Tommy Day, David Bromley, David Lee Pereira

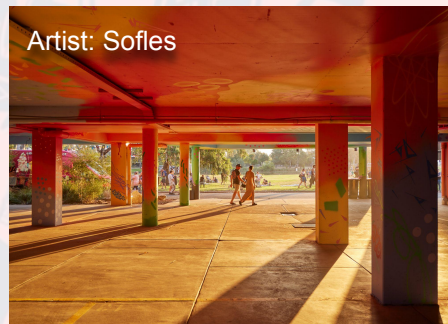


**Between 5,000 – 7000 visitors were detected per day during the festival - 45% higher than normal visitation numbers.**

# Be part of supporting Australia's premiere regional street art event

The Benalla Street Art Festival, **returning April 11-13**, promises a captivating experience for art enthusiasts and visitors alike. This annual event transforms the city into a vibrant outdoor gallery, showcasing the talents of local and internationally renowned street artists.

Beyond the visual spectacle, the festival offers a **diverse range of fringe activities**, ensuring there's something for everyone. From interactive workshops and guided tours to bus excursions and artist talks, the program is designed to engage and inspire.



With a proven track record of attracting thousands of attendees, the Benalla Street Art Festival has solidified its position as a cultural highlight in the region. The 2024 festival saw an impressive turnout of **over 50,000 people**, underscoring its enduring appeal.

By supporting this iconic event, you're contributing to its growth and helping to **establish Benalla as a world-class destination for art and culture**. The goal is to achieve this prominent status by 2027, making the Benalla Street Art Festival a must-see event on the national arts calendar.

BENALLA STREET ART FESTIVAL

Photography: Holly Hawkins  
LEFT: REKA ONE. RIGHT: Amanda Valdes

**Significant increase in spend for the 2024 Street Art Festival with an additional 6.7M total spent compared with the 2019 event.**



# 2024 Visitation and Spend

- Visitation during the Benalla Street Art Festival increased significantly with 5,500 to 7,000 unique devices detected per day (up from 1500 to 3,000 average).

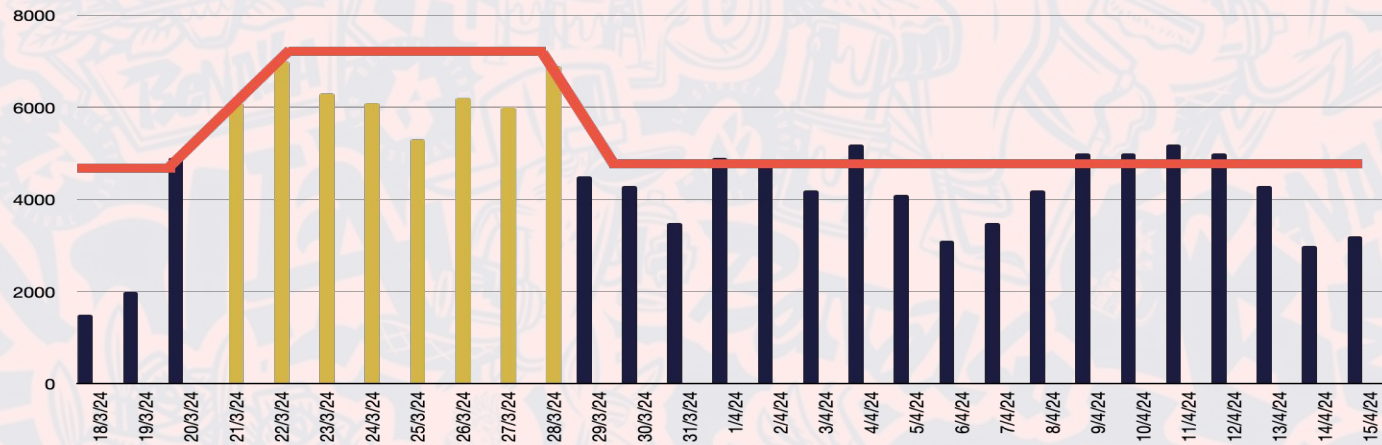
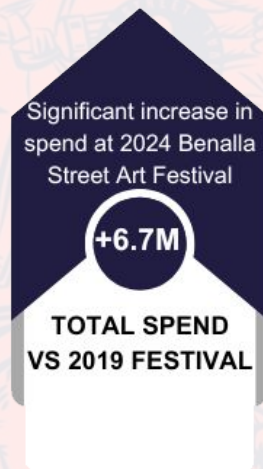
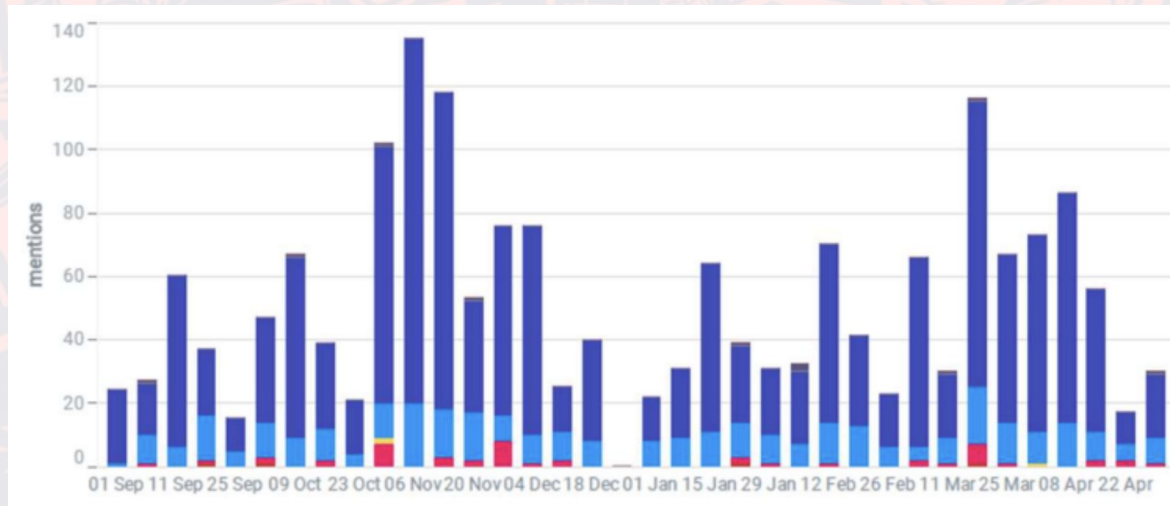


Fig. 1 Unique detection across all sites. (Sage Automation)



BENALLA STREET ART FESTIVAL

# 2024 Media Exposure



Online

Newspaper

FM Radio

Magazine

TV

Over a 244 day period:

- Cumulative potential reach of 3.9M
- Advertising Sales Revenue (ASR) of AUD \$4.8M
- Most effective medium - online

Highest  
volume

135

Mentions  
on  
6 Nov

Largest  
potential  
reach

660K

People  
reached on  
6 Feb

Highest  
ASR valued  
at

\$675K

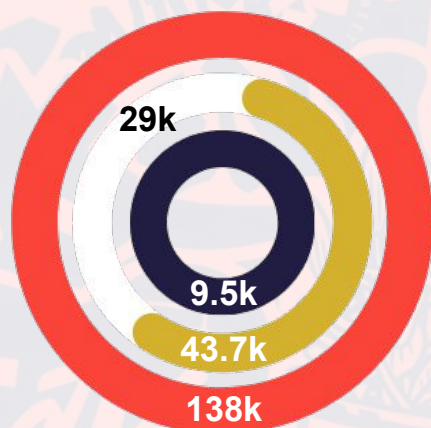
Achieved  
on  
18 Mar

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# 2024 Digital Exposure

## Facebook

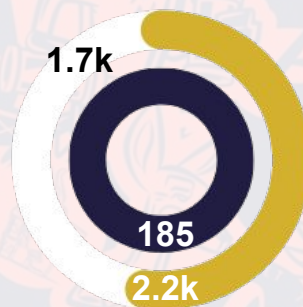
- 1 Sep 2023 – 31 Mar 2024



- Visits
- Reach
- Paid Reach
- Paid Impressions

## Benalla Art Gallery E-news

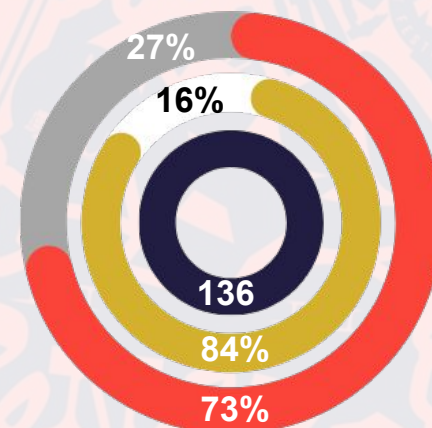
- 77% open rate.
- Highly engaged database



- Click throughs to BSAF website
- Email delivered
- Emails opened

## Digital Programme (Issuu)

- 4,878 Impressions
- 2,453 Reads
- 3:02 avg. read time



- Downloads
- Mobile access
- Desktop access
- Website embed
- Issuu Access Direct

Photography: Holly Hawkins  
Benalla Street Art Festival Closing Party



**The library saw the most significant  
increase in pedestrian traffic with about  
1800 unique visitors**

## Vision

Our aspiration is for the Benalla Street Art Festival to evolve into a nationally renowned celebration of arts and culture, showcasing diversity, inclusivity, and accessibility.



## Objectives

Establish a premier, culturally inclusive event with diverse content on par with major metropolitan cities.

Appoint a Festival Director/Curator to elevate it from a community event to a distinguished tourism attraction.

Secure the participation of local and world-renowned artists.

Implement targeted marketing campaigns aimed at increasing visitation from Melbourne and southern New South Wales in 2025, with plans for expansion to Sydney, Canberra, and international markets in subsequent years.

Enhance technology for collecting meaningful data on visitation trends.

Establish a lasting interactive Benalla Street Art Trail after the festival.

## Benefits

The Benalla Street Art Festival, which ran from 2015 to 2019, played a crucial role in establishing Benalla as a cultural hub. This annual event has not only enriched the local community but has also attracted visitors from the surrounding High-Country region.

By providing a platform for contemporary art, the festival continues to boost both the local economy and Benalla's reputation as a tourist destination.



BENALLA STREET ART FESTIVAL

## Curation

- The curator role is pivotal to ensuring the Festival's premier look and feel. The 2025 curator is yet TBA.

## Marketing

Benalla Street Art Festival's marketing exposure includes direct marketing efforts supported by editorial features, print media, printed program distribution and social media.

The promotional campaign also extends to metropolitan Melbourne as well as regional Victoria and interstate, capturing new and wider audiences for your business.



Photography: Holly Hawkins

TOP LEFT: Minna Leunig. BOTTOM LEFT: Melbourne Gin Company's pop up in The Merchant Benalla



# Sponsorship Packages

Inclusions	Top tier	Mid tier	Entry tier	Friend of the Benalla Street Art Festival
	\$10,000+GST	\$5,000+GST	\$2,500+GST	\$100 or higher
Limited-edition 2025 Benalla Street Art Festival tee.	✓	✓	✓	✓
Exclusive invitation to the Benalla Street Art Festival's official opening event. Acknowledgement as a sponsor in program.	✓	✓	✓	✓
Elevate brand recognition to connect with customers from Melbourne and across state borders, while attracting new regional patrons.	✓	✓	✓	
Prominent placement of your company logo on the festival promotional materials, including the Benalla Street Art Festival website, dedicated mentions on social media accounts, inclusion in digital programs, and extensive on-site advertising. *The logo will be used in one-colour only.	✓	✓	✓	
Ongoing acknowledgments by various hosts throughout the event/week.	✓	✓		
A designated on-site location, approved by Council, where you can set up a showcase of your products and services through the duration of the festival. The space will include some branding of the Street Art Festival but will hero your business. Created in conjunction with Council.	✓	✓		
Logo inclusion in the printed program (differentiated by sponsorship level), distributed throughout Benalla, North East Victoria and across the Melbourne metro area. *The logo will be used in one-colour only.	✓	✓		
Recognition of sponsorship at all public events throughout the festival.	✓			
Limited-edition framed print for your head office acknowledging your top tier sponsor in 2025.	✓			
<b>In kind sponsorships</b>	We gratefully welcome 'in-kind' contributions of any size, all of which will be recognised on our official website. From equipment and paints, to artists accommodation and helping to feed them throughout the festival. Every contribution counts. The success of the Benalla Street Art Festival is made possible by the generous support and community spirit of our sponsors.			

BENALLA STREET ART FESTIVAL

# Benalla Street Art Festival – Sponsorship 2025

Company/  
Organisation

Contact Name

Position

Mobile

Email

Address

Yes! I'd like to sign up to the following sponsorship package.  
\*Circle your commitment

<b>Top tier</b>	\$10,000 + GST	2025	2026
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<b>Mid tier</b>	\$5,000 + GST	2025	2026
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<b>Entry tier</b>	\$2,500 + GST	2025	2026
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<b>Friend of the Benalla Street Art Festival</b>	\$100 or more	2025	2026
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**In-kind (specify type)  
or Friend of Festival amount**

Signature:

Date:

This form along with payment must be completed by **March, 7, 2025** and returned to:

**Email** [benallastreetartfestival@benalla.vic.gov.au](mailto:benallastreetartfestival@benalla.vic.gov.au)

**Or Post** Benalla Street Art Festival 2025, Benalla Rural City Council

PO BOX 227, Benalla, Victoria 3671

## Payment options

### Direct Deposit

Benalla Rural City Council

BSB: 063 505

Account Number: 10167732

Reference: BenStreArt & the business/contact name

### By cheque

Cheque made payable to Benalla Rural City Council

### By credit card

Card Type: Master Card / Visa

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Security Code: \_\_\_\_\_

THANK YOU FOR SUPPORTING THE BENALLA STREET ART FESTIVAL

Inclusion of your details ensures we can acknowledge receipt of your kind sponsorship.

BENALLA STREET ART FESTIVAL



[benallastreetartfestival@benalla.vic.gov.au](mailto:benallastreetartfestival@benalla.vic.gov.au)



[benallastreetartfestival.com.au](http://benallastreetartfestival.com.au)



(03) 5760 2600



Official.Benalla.Street.Art.Festival



[benallastreetartfestival](https://www.instagram.com/benallastreetartfestival)



Coming soon