

Sponsorship
Opportunities

Events Season
2024/2025



Destination Profile

The Stage

On the shores of Port Phillip Bay lies Frankston City, a vibrant creative city bordering metropolitan Melbourne and the northern entrance of the Mornington Peninsula.

Home to over 141,000 residents, and welcoming over 800,000 visitors annually, locals and visitors have long celebrated Frankston City's unique blend of urban, natural and coastal experiences, creating an enviable lifestyle. The city was voted Victoria's 3rd Top Tourism Town in 2022 and 2023, and is home to Australia's Best Street Art Tour inducted into the Australian Street Art Awards Hall of Fame in 2024. Frankston's Big Picture Fest and Block Party was also awarded silver for Best Street Art Festival in the same year.

Frankston City Council is committed to attracting and delivering world-class events that emphasise the city's unique lifestyle experiences and contribute to making the city one of Victoria's most enviable places to live, work and play.

With over 300,000 attendees from across Frankston City, Mornington Peninsula, Casey and along the bayside corridor into Metropolitan Melbourne, Frankston's events are uniquely positioned to expose your business to a dynamic range of potential customers across the south-east region.



Click here to discover
Frankston's events scene



Acknowledgement of Country

Frankston City Council acknowledges the Bunurong people of the Kulin Nation as the Traditional Custodians of the lands and waters in and around Frankston City, and value and recognise local Aboriginal and Torres Strait Islander cultures, heritage and connection to land as a proud part of a shared identity for Frankston City.

141k+

Engaged residents – 70% of attendees are residents

800k+

Visitors annually

Fans

From Mornington Peninsula, Casey/ Cardinia and Metro Melbourne

100k+

Access to Council's social media fan-base

170k+

Major event attendance – average 50% new attendees

83%

Average satisfaction score with Council's Major Events



Imagine Frankston & What's On Frankston web

388k+ views annually



Imagine Frankston Facebook

27k+ followers



Imagine Frankston Instagram

12k+ followers



Frankston City Council Facebook

33k+ followers



Frankston City Council Instagram

8k+ followers



Frankston City Council X

4k+ followers



Frankston City Council Linked In

13k+ followers

Frankston Profile

Like nowhere else, Frankston is a fascinating juxtaposition of CBD, stunning coastline and hidden bushland - where laneways meet the sea.



CBD by the Sea



Street Art & Sculpture



Proximity



Vibrant Music Scene



Melbourne CBD (1hr, 20min)
757 services per week



Melbourne CBD (45min, 55km)
Melbourne Airport (60min, 77km)

Sponsorship Opportunities

IMAGINE Frankston



Frankston's Christmas Festival

Saturday 30 November 2024
Davey Street, Frankston



The Block Party

Saturday 22 March 2025
Frankston City Centre



Waterfront Festival

7-8 February 2025
Fri 5-10pm, Sat 12-10pm
Frankston Waterfront



Mayor's Party in the Park

Sunday 13 April 2025
Cruden Farm, Langwarrin



Big Picture Fest

Mon 17 - Sun 23 Mar 2025
Frankston City Centre



South Side Festival

Fri 9 May - Sun 18 May 2025
Various locations

Sponsorship Package Options



Frankston's Christmas Festival

Sat 30 Nov 2024 4:30-9:30pm
Frankston Arts Precinct,
Davey Street, Frankston
Free Event

Frankston's Christmas Festival is Melbourne's longest running single-day Christmas event. More than an event for kids; it is an annual reason for friends, couples, and families to get together and celebrate the start of the festive season.

The event is shaping up to be an exciting Festival this year with new elements including a European Christmas Village, Locals Lane (featuring local small businesses), new Rides Precinct, Ugly Sweater photo shoots, Looney Tunes Christmas Show, and the relaunched Christmas Parade. The festival also coincides with 'The End of the Line' music event, presented as part of Always Live, which takes place the same night in the Events Precinct. The festival brings the wider community together to kick start celebrations of Christmas in the City!

The event is welcoming a new wave of attendees from teens through to young adults looking for a festival night out with friends. To meet this growing demand for a more inclusive festive vibe, the event is elevating offerings including new experiences for all ages.

- **40,000+ attendees**
- **13K+ event social media followers**
- **Over 60,000 unique visits to the website**
- **5K subscribers**
- **20+ artists and performers**
- **30+ food stalls**



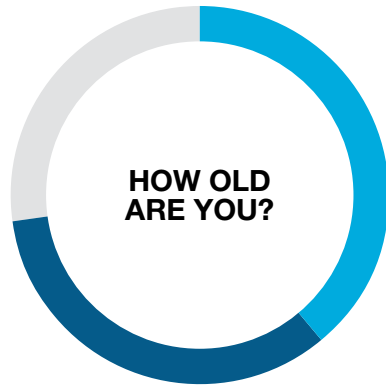
[Visit the website](#)

FCF 2023

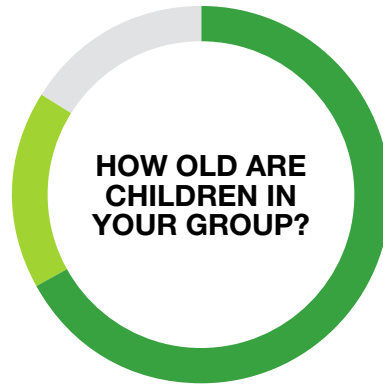
Audience Engagement Data



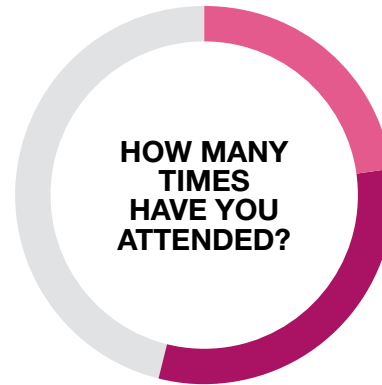
90%
From Frankston City,
Casey and Mornington
Peninsula Shire



39%
30-39 years old
34%
40-49 years old



67%
2-12 years old
31%
Teens (13-17 years old)



23%
First time attendees
31%
Attended 5+ events



84%
Female



2024 Christmas Festival of Lights Sponsorship Package Overview

	MAJOR SPONSOR \$8K+	PRECINCT PARTNER \$4k	EVENT SPONSOR \$1.5K-\$3.5K
Online Assets – mentions and logo placement			
Sponsor promotion on Festival Social Media platforms (13k+)	✓	✓	
Imagine Frankston & What's On Frankston websites (300K+ views p/year)	✓	✓	
Imagine Frankston e-newsletter (5,000+)	✓	✓	✓
Collateral / print media			
Posters	✓		
Road Signage Boards (3 week campaign)	✓		
Frankston City News advertisement (60K distribution)	✓		
Event Day			
Presentation rights to onsite location / activity	✓	✓	
Onsite Activation Space – 6x3	✓		
Onsite Activation Space – 3x3		✓	
Sponsor Acknowledgements	✓	✓	✓



Waterfront Festival

7–8 February 2025
Fri 5–10pm, Sat 12–10pm
Frankston Waterfront
Free Event

Frankston's Waterfront Festival is the ultimate destination for live music and entertainment located on the iconic waterfront of Frankston Beach.

Changing it up in 2025, the festival kicks off with a Friday night sunset session with plenty of summer fun to welcome in the weekend.

Oozing beachside summer vibes, the setting by the Bay provides an idyllic location to play host to the region's finest offerings with a beachfront licensed area showcasing products from across the region.

- **40,000+ attendees**
- **Over 30K unique visits to the website**
- **16K+ event social media followers**
- **30+ Artists and performers**
- **35+ Food stalls**
- **Licensed entertainment area**

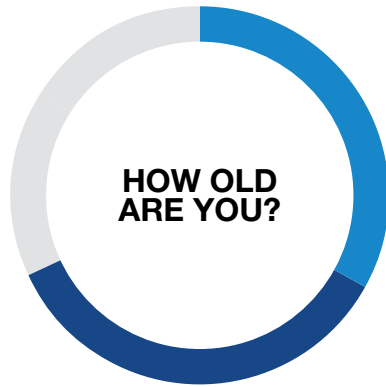
👉 [Visit the website](#)

2024 Waterfront Festival

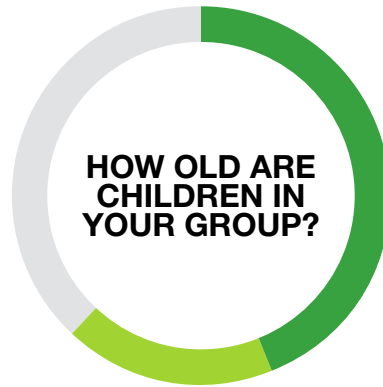
Audience Engagement Data



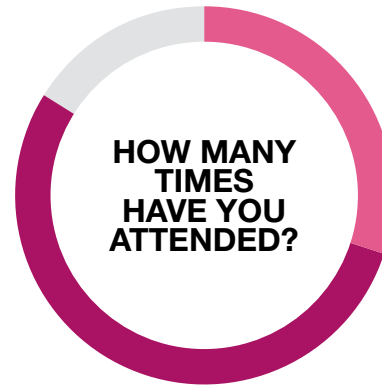
80%
From Frankston City,
Casey and Mornington
Peninsula Shire



33%
30-39 years old
35%
40-49 years old



44%
2-12 years old
18%
Teens (13-17 years old)



30%
First time attendees
54%
Attended 2-4 times



72%
Female



2025 Waterfront Festival Sponsorship Package Overview

	MAJOR SPONSOR \$10K+	PRECINCT PARTNER \$6K-\$8K	FESTIVAL FRIENDS \$3.5K-\$5.5K	LOCAL LEGENDS \$1.5K-\$3K
Online Assets – mentions and logo placement				
Sponsor promotion on Festival Social Media platforms (16k+)	✓	✓	✓	
Imagine Frankston & What's On Frankston websites (300K+ views p/year)	✓	✓		
Imagine Frankston e-newsletter (5,000+)	✓	✓	✓	
Collateral / print media				
Posters	✓			
Road Signage Boards (3 week campaign)	✓			
Frankston City News advertisement (60K distribution)	✓			
Event Day				
Presentation rights to onsite location / activity	✓	✓		
Onsite Activation Space – 6x3	✓	✓		
Onsite Activation Space – 3x3			✓	
Sponsor Acknowledgements	✓	✓	✓	✓



Mayor's Party In The Park



Sunday 7 April 2024 10am-2pm
Cruden Farm, Langwarrin
Free event

The annual Mayor's Party In The Park brings the community together for a family friendly event in the picturesque grounds of Cruden Farm. This free event plays host to a variety of sporting activities and activations, rides and amusements, performances, animal farm, markets, food vendors and a jam packed stage program throughout the day.

- 12+ Artists and performers
- 8+ Food stalls
- Local resident focus
- 5,000 attendees

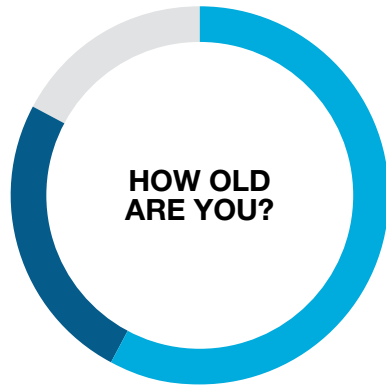
➤ [Visit the website](#)

2024 Mayor's Party In The Park

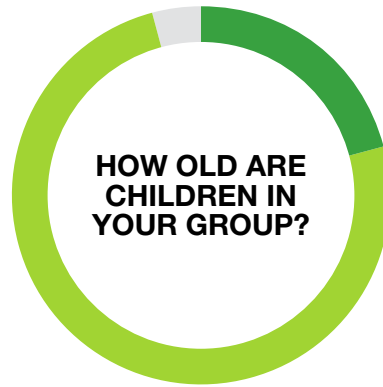
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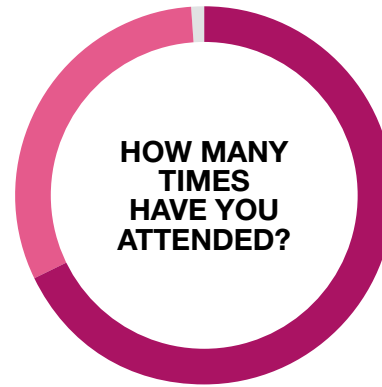
92%
From Frankston City,
Casey and Mornington
Peninsula Shire



58%
30-39 years old
25%
40-49 years old



21%
Infant under 2
75%
2-12 years old



68%
First time attendees
31%
Attended 2-4 times



77%
Female



2025 Mayor's Party in the Park

Sponsorship Package Overview

MAJOR SPONSOR

\$4K+

EVENT SPONSOR

\$1K-\$3.5K

Online Assets – mentions and logo placement

Sponsor promotion on Festival Social Media platforms (16k+)



Imagine Frankston & What's On Frankston websites (300K+ views p/year)



Imagine Frankston e-newsletter (5,000+)



Collateral / print media

Posters



Road Signage Boards (3 week campaign)



Frankston City News advertisement (60K distribution)



Event Day

Presentation rights to onsite location / activity



Onsite Activation Space – 6x3



Onsite Activation Space – 3x3



MC Announcements



Sponsorship Benefits

We aim to create memorable and impactful experiences

- Connect your brand to a growing community and expanding destination
- Tailored bespoke sponsorship packages to bring your brand to life (option for multi-year deals)
- Boost brand visibility via activation opportunities across events
- Inclusion in event marketing campaigns via digital and print media
- Opportunity to expand your reach across multiple major events
- Engage new audiences
- Connect brands with fans
- Be part of the exciting transformation of Destination Events in Frankston!



Past Partners



Thank You!



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