

# Taste of Manly

Sponsorship Proposal  
February 2020



northern  
beaches  
council

# Event Overview

**Set along Sydney's most iconic strip of sand and in the heart of Manly, Taste of Manly offers a weekend of food, drinks and fun – an unmissable event on the Northern Beaches.**

In it's 34th year, Taste of Manly brings together the best in local produce, restaurants and brewers, accompanied by some of Australia's finest wineries and talented entertainers.

Over 80,000 food and wine enthusiasts from across Sydney and Australia descend on Manly to experience the festival, which has become a staple on the social calendar.



Northern Beaches Council is proud to recognise Taste of Manly as a sustainable event; free of single-use plastics and leading the way in delivering best practice for environmental protection and sustainability.



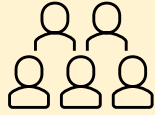


# Event Highlights



**Free**

entry



**80,000+**

attendees across  
two days



**50**

curated food, beer  
and wine stalls



**Five**

music and  
entertainment areas



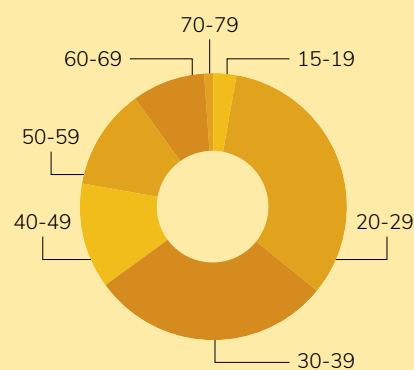
**Iconic**

Sydney location



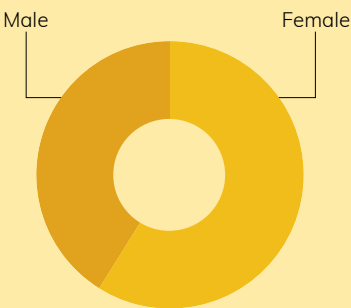
# Audience

Age



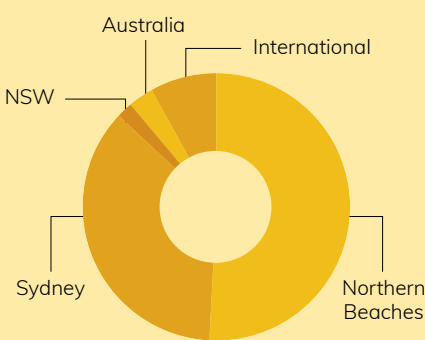
predominantly millennial audience

Gender



slight female skew

Region



over half of attendees are from outside of the Northern Beaches



76%

Said the event was the main reason they came to Manly that day



4.3/5

Satisfaction Rating Overall Event



59%

Had attended the event before

2019 consumer survey results

# Marketing & Media

Taste of Manly has a comprehensive dedicated marketing schedule including a variety of strategies and activities across a number of platforms.

## Print



- Manly Daily – **140,000** weekly readership
- Pittwater Life – **80,000** monthly readership
- Peninsular Living – **57,000** monthly circulation

## Digital



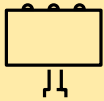
- Council Website – **30,000+** Page views
- Council eNewsletter – **55,000** Database

## Social



- Facebook – **53,000** followers
- Instagram – **17,700** followers

## Outdoor



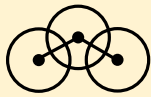
- Manly beach front flags
- Street banners and light pole banners – various locations throughout Northern Beaches
- Manly carpark boom gates
- On-site promotions

## Media & PR



- Council press releases
- Photo opportunities

# The opportunity – why partner?



## Connect

with key audiences



## Tell

a brand story and start  
a conversation



## Showcase

product and get  
it into the hands  
of consumers



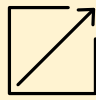
## Drive

authentic key  
messaging



## Promote

brand awareness and  
association with event



## Extend

reach through  
marketing and PR



## Provide

a unique, integrated  
experience



## Highlight

brand values



# We invite you

to join us for the opportunity to connect with  
a highly engaged audience at Taste of Manly.





# Benefits

Service	Presenting Partner	Major Partner	Event Partner	Activation Partner	Supply Partner
Category exclusivity	●				
Event signage	●	●			
Event marketing and promotion	●	●			
PR & editorial	●				
Tickets and hospitality	●	●	●	●	●
Activation	●	●	●	●	
Consumer promotion	●				
Sampling or premium handout	●	●			
PA reads	●	●			
Money can't buy opportunity	●				
Post-event consumer insights	●	●			
Website recognition	●	●	●	●	●
eDM content	●	●	●		
Social inclusions	●	●	●		●

# Details

## Presenting Partner

### Signage

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Brand/logo event association; logo lock-up including 'presented by (brand)'	<ul style="list-style-type: none"><li>• Entry structure</li><li>• Directional signage</li><li>• Banners</li><li>• Scrim</li><li>• Digital map</li><li>• Accreditation</li></ul>
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Standalone brand/ logo recognition	<ul style="list-style-type: none"><li>• Banners</li><li>• Scrim</li></ul>
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### Marketing & media

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Brand/logo event association; logo lock-up including 'presented by (brand)'	<ul style="list-style-type: none"><li>• Banners</li><li>• Car park boomgates</li><li>• Bus-backs</li><li>• Posters</li><li>• Flyers</li><li>• Decals</li><li>• eDMs</li></ul>
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PR & editorial	<ul style="list-style-type: none"><li>• Event referenced in full (including 'presented by (brand)' in the first instance at a minimum</li><li>• Integrated within editorial of brand involvement with event across NBC-controlled channels</li><li>• Recognition as a partner of the event</li></ul>
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eDMs	<ul style="list-style-type: none"><li>• 3 editorial inserts within three-month event marketing plan</li><li>• 3 advertising tiles (MREC) within three-month event marketing plan</li></ul>
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Social media	<ul style="list-style-type: none"><li>• 4 integrated inclusions</li></ul>
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Website	<ul style="list-style-type: none"><li>• Logo recognition and overview of event partnership</li></ul>
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### Event

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Activation	<ul style="list-style-type: none"><li>• Dedicated space for integrated brand experience</li><li>• Food/beer/wine stall (if applicable)</li></ul>
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Hospitality	<ul style="list-style-type: none"><li>• 10 tickets to event offering</li></ul>
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Consumer promotion	<ul style="list-style-type: none"><li>• Opportunity to create an integrated consumer promotion</li></ul>
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Sampling	<ul style="list-style-type: none"><li>• Promote trial and get product in hands of key consumers</li></ul>
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PA reads	<ul style="list-style-type: none"><li>• 4 reads throughout the event day</li></ul>
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Money can't buy

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Brand messaging via push notification throughout event wifi

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**Post event**

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Brand specific question for consumer survey

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Consumer brand insights

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# Details

## Major Partner

### Signage

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Brand/logo recognition within partner strip	<ul style="list-style-type: none"><li>• Directional signage</li><li>• Banners</li><li>• Scrim</li><li>• Accreditation</li></ul>
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Standalone brand/logo recognition	<ul style="list-style-type: none"><li>• Banners</li><li>• Scrim</li></ul>
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### Marketing & media

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Brand/logo recognition within partner strip:	<ul style="list-style-type: none"><li>• Banners</li><li>• Car park boomgates</li><li>• Bus-backs</li><li>• Posters</li><li>• Flyers</li><li>• Decals</li><li>• eDMs</li></ul>
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Media release	<ul style="list-style-type: none"><li>• Recognition as a partner of the event</li></ul>
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eDMs	<ul style="list-style-type: none"><li>• 2 editorial inserts within three-month event marketing plan</li><li>• 2 advertising tiles (MREC) within three-month event marketing plan</li></ul>
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Social media	<ul style="list-style-type: none"><li>• 3 integrated inclusions</li></ul>
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Website	<ul style="list-style-type: none"><li>• Logo recognition and overview of event partnership</li></ul>
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### Event

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Activation	<ul style="list-style-type: none"><li>• Dedicated space for an integrated brand experience</li></ul>
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Hospitality	<ul style="list-style-type: none"><li>• 6 tickets to event offering</li></ul>
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Sampling	<ul style="list-style-type: none"><li>• Promote trial and get product in hands of key consumers</li></ul>
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PA reads	<ul style="list-style-type: none"><li>• 2 reads throughout the event day</li></ul>
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Brand messaging via push notification throughout event wifi	
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### Post event

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Consumer brand insights	
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# Details

## Event Partner

### Marketing & media

Media release	<ul style="list-style-type: none"><li>• Recognition as a partner of the event</li></ul>
eDMs	<ul style="list-style-type: none"><li>• 1 editorial insert within three-month event marketing plan</li><li>• 1 advertising tile (MREC) within three-month event marketing plan</li></ul>
Social media	<ul style="list-style-type: none"><li>• 2 integrated inclusions</li></ul>
Website	<ul style="list-style-type: none"><li>• Logo recognition and overview of event partnership</li></ul>

### Event

Activation	<ul style="list-style-type: none"><li>• Dedicated space for an integrated brand experience</li></ul>
Hospitality	<ul style="list-style-type: none"><li>• 4 tickets to event offering</li></ul>



# Details

## Activation Partner

### Marketing & media

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Website	• Logo recognition and overview of event partnership
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### Event

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Activation	• Dedicated space for an integrated brand experience
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# Details

## Supply Partner

### Marketing & media

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Social Media	• 1 integrated inclusion
Website	• Logo recognition and overview of event partnership

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### Event

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Hospitality	• 2 tickets to event offering
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# Activation examples

## Photo opportunity

Extend the reach of the partnership beyond the event by activating a photo moment.

The Taste of Manly letters on the beach have been one of the most popular attractions at the event to date.

Give attendees a reason to capture their event experience, in conjunction with your brand, to share with their social network and promote the event partnership with audiences beyond the festival.



## Chill Out Zone

Provide attendees with a relaxed, immersive branded space where they can unwind and meet friends to enjoy a drink at the festival.

More seating is always at the top of the request list across events, so your brand can solve a pain point and provide an integrated, authentic brand experience at the same time.







### **Beach Bar and Restaurant**

One of the features of Taste of Manly 2020 is the ultimate food and wine experience on Manly Beach; the Taste of Manly Beach Bar and Restaurant.

The offering aims to address the need for easy and efficient access to great food as part of the festival, with a unique and iconic twist of being located on Manly beach.

The bar and restaurant will offer both dine-in and takeaway service as well as a VIP hospitality area, with an estimated service of 1,500-2,000 patrons per day.

This is a unique opportunity for a restaurant, chef or caterer to partner and co-create the menu, operational and service systems, as well as a brand partner to co-create the experience.

### **Customer VIP area**

Reward customers by hosting a hospitality area, exclusive to a key customer segment.

Address pain points like extra seating or food delivered direct to tables, or simply create a fun, relaxed area for guests to enjoy away from the crowds.

Northern Beaches Council and Taste of Manly offer a couple of unique experiences including on Manly Beach or prime position on the Corso.



# Investment

Presenting Partner	Major Partner	Event Partner	Activation Partner	Supply Partner
\$75,000 + GST	\$30,000 + GST	\$20,000 + GST	\$15,000 + GST	min. \$5,000 contra (pending value of product)

Investment excludes activation costs, delivery, staffing etc. Northern Beaches Council will work with partners to explore efficiencies where possible.



Category exclusivity



Event signage



Event marketing and promotion



PR & editorial



Tickets and hospitality



Activation



Consumer promotion



Sampling or premium handout



PA reads



Money can't buy opportunity



Post-event consumer insights



Website recognition



eDM content



Social inclusions



Brand recognition

# Thank you

Northern Beaches Council  
is passionate about creating  
meaningful events and  
experiences for our community.

Events & Partnership Team  
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northern  
beaches  
council