

Events Partnership Opportunities

2024/25 Expressions of interest



City of Mandurah events overview

The City of Mandurah events program features a number of significant events each year, bringing excitement and opportunity to the local community. Becoming a partner of one of the City's major events provides businesses with significant benefits for visibility, community engagement, and local business connections.

Why you should partner with us

1. The opportunity to increase your business brand awareness and reach a large local audience and connect with intrastate and interstate visitors.
2. Be part of an integrated marketing campaign with a potential reach of over 30 million people.
3. Long-term brand loyalty through exposure and positive associations with much loved Mandurah events.
4. Opportunity to network with other major partners (including Seven West Media and Southern Cross Austereo), local businesses, and influential community members.



Crab Fest 2025

Event Overview

The Channel 7 Mandurah Crab Fest is an iconic annual event celebrating Mandurah's blue manna crab and promoting the region as a must-visit destination in Western Australia. Crab Fest is one of the largest free events in Western Australia, attracting over 100,000 attendees over the event weekend. The festival celebrates the lifestyle, local culinary produce, location, culture, and talent that makes Mandurah unique.

As the City's single largest integrated marketing campaign, Crab Fest reaches millions of people and offers a unique opportunity for brand and partnership alignment.

Partnerships which benefit the community, festival audience, and fit with the event theme are sought for 2025 and the City of Mandurah will work closely to ensure that partnerships are tailored and are mutually beneficial.

Event Details

Event dates

Friday 14, Saturday 15, and Sunday 16 March 2025

Location

Mandurah's Eastern and Western Foreshore, Smart Street Mall, Mandjar Square and Ocean Marina

Crab Fest's Highlights

- Live performances on the Main Stage, Children's Stage and Solar Stage
- Cooking Stage featuring a range of cooking demonstrations and celebrity appearances
- Over 90 hours of free family-friendly entertainment including water sports, roving entertainment and workshops
- Additional family-friendly activities including a splash zone, amusement rides, pirate ship cruises, and seafood dining experiences
- A series of exclusive ticketed events
- Spectacular fireworks display over Mandjar Bay
- Local markets, food trucks and stallholders showcasing some of Mandurah's very best local food, drink and talent
- Taste of the State Crab Inspired dining





Major Crab Fest partnership opportunities for 2025

Cooking Stage

1 Partnership Package Available

Presentation Rights

Cooking Stage Presented by...

The Crab Fest Cooking stage is a central hub where top chefs and culinary experts demonstrate their skills, share recipes, and engage with food enthusiasts through interactive sessions. As the Cooking Stage partner, you'll be a key advocate of the event and at the forefront of the Crab Fest experience.

Additional Opportunities

- Activation opportunity at the Cooking Stage
- Opportunity to provide prizes for promotions
- Signage on stage
- Competitions in the lead up to Crab Fest and during the event
- Mascot at the event
- In venue activation in the lead up to Crab Fest



Music Stage

1 Partnership Package Available

Presentation Rights

Music Stage Presented by...

As the esteemed Music Stage partner at Crab Fest 2025, your business will take centre stage and become a focal point of the event. With two full days of programmed music and entertainment, your brand will be prominently featured in all the excitement and energy of the festival.

Additional Opportunities

- 13x3m marquee within "Partner Area" of event footprint
- Opportunity to provide prizes for promotions
- Signage on stage
- Competitions in the lead up to Crab Fest and during the event
- Mascot at the event



Fireworks Partner

1 Partnership Package Available

Presentation Rights

Fireworks Display Presented by...

This partnership opportunity places your brand as the highlight of an unforgettable evening experience. The fireworks display is approximately 8-10 minutes long, illuminating the night sky and watched by tens of thousands of Mandurah residents and visitors.

Additional Opportunities

- Competitions in the lead up to Crab Fest and during the event
- Mascot at the event
- Opportunity to collaborate on final fireworks display and soundtrack



Taste of the State

1 Partnership Package Available

Presentation Rights

Taste of the State Presented by...

As a prestigious Taste of The State partner, your brand will shine at the heart of the event surrounded by an array of gourmet food providers serving delicious Crab dishes to festival goers.

Additional Opportunities

- Competitions in the lead up to Crab Fest and during the event
- Opportunity to provide branded merchandise



Additional partnership opportunities

Splash Zone and Beach Club

1 Partnership Package Available

Presentation rights to the Splash Zone and/or Beach Club situated in the heart of Crab Fest with uninterrupted views of the water. Includes exclusive viewing zone for the Saturday night fireworks display.

Additional Opportunities

- Opportunity to host a VIP private function during the fireworks display
- Add branded furniture/promotional items to the beach area



Shuttle Bus Partners

1 Partnership Package Available

Presentation Rights

Crab Fest shuttle bus services supported by...

A unique opportunity to partner with the event shuttle bus service which provides transport to around 15,000 visitors across the Crab Fest weekend.

Additional Opportunities

- Opportunity for your volunteers to hand out promotional materials, offer product samples, or host interactive activities at shuttle stops or on buses to engage directly with passengers.
- Signage at the designated bus stops, including Mandurah Train Station.
- Provide exclusive discounts or offers to shuttle riders, enhancing their festival experience while promoting your business.



Seating Areas

3 Partnership Packages Available

Presentation Rights

Crab Fest seating area supported by...

As a Seating Area Partner for the Channel 7 Mandurah Crab Fest, your brand will receive prominent visibility in one of the event's high-traffic relaxation zones. Partnering a seating area at Crab Fest offers a unique opportunity to connect with a diverse audience and enhance the overall festival experience for attendees.



Event Program Advertisement

2 Advertising Opportunities Available

An opportunity for your business advertisement to be featured in the Crab Fest event program, with over 30,000 copies printed and distributed across the event footprint and over 15,000 views online.

Vision Screen Advertisement

5 Advertising Opportunities Available

An opportunity for your business advertisement to feature on the 3 x large vision screens located in high-traffic areas of the event footprint. Includes 4 x 30 second advertisements each day shown to an event footfall of over 100,000 visitors.

Online Advertisement

5 Advertising Opportunities Available

Your brand will achieve extensive digital exposure with a premium listing featured on the Crab Fest website between February and March 2025 - Link to website at the top of the page or 1 x Call to Action MREC (display ad) 300 x 250 pixels.



Crab Fest inclusions

Partner Benefits	Cooking Stage	Music Stage	Fireworks	Taste of the State	Splash Zone and Beach Club	Shuttle Bus	Seating Area
Logo on							
Event Program	✓	✓	✓	✓	✓	✓	✓
Official Crab Fest Website	✓	✓	✓	✓	✓	✓	✓
TV Advertisement	✓	✓					
Signage for Main Stage banners	✓	✓					
Taste of the State signage				✓			
Additional							
Stage Schedule	✓	✓					
Press Release mention	✓	✓	✓	✓	✓		
Social Media mentions	✓	✓	✓	✓	✓	✓	✓
MC Announcements	✓	✓	✓	✓	✓		
1 × 30 Second Ad on Main Stage Screen	✓	✓	✓	✓	✓		
Invite to media launch and exclusive stakeholder events	✓	✓	✓	✓	✓	✓	✓
Advertisement on vision screen	✓	✓	✓	✓	✓	✓	✓

Crab Fest campaign highlights



Social Media Paid Ads

Reach 335,611 users
1,042,457 impressions



Ch7 TVC

Spots ran from Feb 12 - Mar 15
resulting in \$102k worth of airtime



Perth City Link Digital Screen

251,243 total protentional impressions



Kwinana Freeway Billboard

Approx, 25,000+ cars per week



Karrinyup Shopping Centre Freshmarket Signage

579,166 average reach



SCA Partnership

1,057,000 listener reach



News Publications

Print ads in the West Australian
(10), The Sunday Times (2), PLAY
Magazine (3) and PerthNow (14)



Website visits

185,083 page views
103,100 sessions
73,410 users

Christmas in Mandurah 2024

Event Overview

Christmas is a magical time in Mandurah, with an epic calendar of events and light installations around every corner. Mandurah's City Centre is truly a hive of activity throughout December and January.

The beloved Mandurah Christmas Pageant is back on 29 November for our whole community to enjoy. The evening will be bursting with all things Christmas including the community pageant parade, carols, Santa's Grotto, stage entertainment, activities, rides and stalls.

The Mandurah Christmas Lights Trail will be back, bigger and better than ever before, with bright new additions plus festivities that'll entertain into the evening. Workshops and live entertainment will be programmed every evening in December, with local community groups and schools having the opportunity to be involved.

An additional 'Carols in The Park' show is being planned, with a full evening of high-end entertainment bringing together families and friends in a festive celebration of Christmas spirit against the scenic backdrop of Mandurah's Western Foreshore.

New Years Eve features two spectacular fireworks displays to celebrate as we bring in the New Year, paired with foods trucks and family-friendly activations.

 **100,000**
Mandurah Christmas Lights Trail attendees

 **15,000**
Mandurah Christmas Pageant attendees

 **33.5 mil**
Christmas in Mandurah campaign reach

 **26,000**
City of Mandurah Facebook page followers

 **60,000**
Visits to City of Mandurah website per month



Christmas in Mandurah partnership opportunities for 2024

Christmas Pageant and Lights Trail Partner

1 Partnership Package Available

The Mandurah Christmas Lights Trail and Christmas Pageant offer vibrant celebrations during the holiday season in Mandurah.

The awarded partner will benefit from prominent visibility including logo placement on promotional materials, event signage, and digital platforms related to the Christmas Lights Trail and Pageant.

Additional Opportunities

- Run additional activations throughout December to complement the existing events schedule
- Host a VIP event/hospitality area with prime viewing of the Christmas Pageant
- Opportunity to lead the Christmas Pageant and collaborate on float entry
- Engage directly with attendees through product sampling, giveaways, or interactive activities
- Invite to City of Mandurah event stakeholder functions



Carols by Candlelight – Concert Partner

1 Partnership Package Available

The Carols by Candlelight is new in 2024 and will be an evening of entertainment on Mandurah's Western Foreshore. Expect carols, performances, food trucks and additional entertainment to over 5,000 attendees.

The awarded partner will receive exclusive presentation rights to the event and will feature on all promotional materials including event signage, press releases and social media.

Additional Opportunities

- Host a VIP event/hospitality area at the Carols by Candlelight event
- Invite to City of Mandurah event stakeholder functions



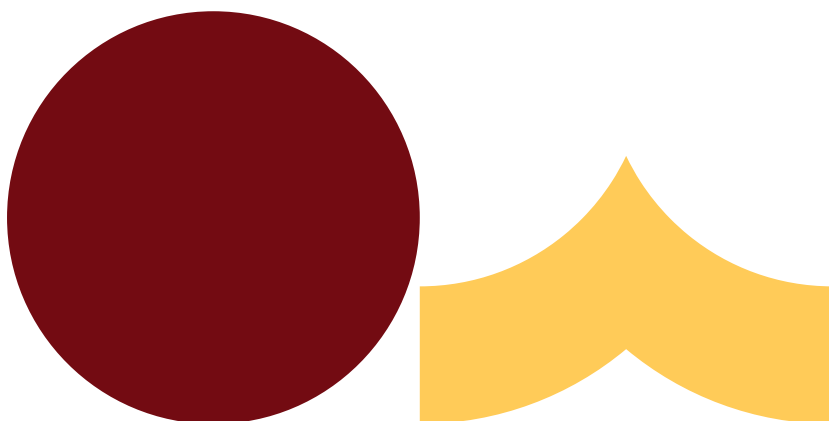
New Years Eve Partner

1 Partnership Package Available

This partnership opportunity places your brand as the highlight of an unforgettable evening experience for New Years Eve celebrations. The fireworks display is approximately 8-10 minutes long, illuminating the night sky and watched by approximately 10,000 Mandurah residents and visitors, across 2 displays at 9pm and midnight.

Additional Opportunities

- Host a VIP event/hospitality area with exclusive viewing and access
- Invite to City of Mandurah event stakeholder functions



Winter in Mandurah 2025

Event Overview

The Winter in Mandurah event for 2025 promises to be a delightful family-friendly activity held during the June/July school holiday period. While specific details of the event activities vary each year, attendees can expect a fun atmosphere with various winter-themed attractions, entertainment, and interactive experiences that cater to all ages. It's an ideal opportunity for families to come together and enjoy the winter spirit in the beautiful setting of Mandurah.

Winter in Mandurah partnership opportunities for 2025

Winter in Mandurah – Event Partner

1 Partnership Package Available

Includes full presentation rights to the Winter in Mandurah program. The awarded partner will benefit from prominent visibility including logo placement on promotional materials, event signage, and digital platforms related to the Winter in Mandurah program.

Additional Opportunities

- Host a VIP event/hospitality area with exclusive viewing and access
- Invite to City of Mandurah event stakeholder functions



For further information contact

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