

CHATSWOOD YEAR OF THE HORSE FESTIVAL

12 – 28 February 2026



**Sponsorship
opportunities**



About Chatswood Lunar New Year

Festival dates and location

The festival runs from 12 to 28 February 2026 in Chatswood, one of Sydney's most vibrant cultural precincts.

Community engagement

The festival fosters community engagement, showcasing diverse cultural experiences and supporting local artists and groups.

Year of the Horse theme

The Year of the Horse symbolizes strength, vitality, and progress, adding dynamic energy to the festival.

Sponsorship opportunities

The festival offers valuable sponsorship opportunities to align brands with a high-profile cultural celebration.

Award winning

Chatswood Year of the Snake Festival was presented a Highly Commended Award in Innovation and Special Events at the 2025 Local Government NSW, a prestigious award in the local government sector.

About Willoughby and Chatswood

Cultural diversity and economy

Willoughby City Council is known for its cultural diversity and strong economic vitality, supporting a dynamic community. In the Chatswood area, 41.5% of our residents have Chinese ancestry. The most popular languages spoken are Mandarin, Cantonese, Korean and Japanese.

Chatswood Business Hub

Chatswood boasts a thriving CBD with world-class shopping, attracting visitors and fostering local business growth.

Accessibility and transport

Located 8.5km from Sydney CBD, Chatswood is a key transport hub, ensuring easy access and high foot traffic.

Community and sponsorship benefits

The Lunar New Year Festival draws diverse audiences, benefiting sponsors with brand exposure in a vibrant community.





Festival Highlights

Film screening and Q&A session

20th Anniversary screening of Jet Li's 'Fearless' with a special Q&A with director Ronny Yu, engaging film enthusiasts.

Lunar celebration weekend

The Lunar Celebration Weekend includes live performances, cultural displays, and market stalls attracting thousands into Chatswood CBD.

Twilight lantern parade

The Twilight Lantern Parade lights up the streets with vibrant lanterns and traditional motifs.

Innovative festival attractions

Drone shows, horse sculptures, workshops, concerts, and food trails enrich the festival experience.

Media coverage and audience engagement

Extensive media coverage

The festival achieved over 40 major media clippings and reached millions via TV, print, socials and multicultural platforms.

Digital campaign impact

Digital efforts garnered over 4 million impressions and thousands of social media engagements, boosting visibility.

Consistent festival branding

Street flags, road banners, and digital signage reinforce festival identity and ensure high visibility in Chatswood.

Sponsor exposure and community reach

Sponsors gain broad exposure through multi-channel media strategy connecting with an engaged, diverse audience.





Economic impact and visitor statistics

Substantial local spending

Nearly **\$80 million** was spent locally during the 2025 festival, significantly boosting the local economy.

Hospitality sector boost

\$15 Million of total spending was on dining, highlighting the festival's role in supporting local restaurants and eateries.

High visitor numbers

Around **60,000 visitors** attended on the main celebration day, creating high foot traffic and economic activity.

Sponsorship opportunities

Sponsors benefit from high visitor engagement and spending, gaining brand visibility and strong ROI.

The background is a solid red color with a repeating pattern of stylized, light red or pinkish motifs. These motifs include various floral designs, such as large circular flowers with multiple petals, and geometric shapes like spirals and interlocking circles. The pattern is dense and covers the entire background.

Sponsorship Packages



PRECINCT PARTNER

\$20,000 + GST

Premium branding exposure

Precinct Partners gain prominent logo placement on websites, street banners, print ads, and digital signage throughout the festival area.

Broad media visibility

Partners are featured in Council newsletters and media releases, ensuring extensive brand visibility and community reach.

Experiential event activation

Opportunities for product placement and interactive activations during key festival events like Lunar Celebration Weekend, Twilight Lantern Parade or their own event with collaboration opportunities.

Enhanced sponsor recognition

This sponsorship tier aligns brands with major cultural events, boosting reputation and community engagement.

Exclusivity

Precinct partners will have exclusive sponsorship in their category.





GOLDEN SPONSOR

\$10,000 + GST

Logo representation

Golden sponsors have their logos featured on marketing materials like the festival website and digital campaigns.

Targeted advertising exposure

Sponsors gain valuable exposure through targeted advertising and inclusion in festival communications.

Event participation

Sponsors can engage directly with audiences by participating in major events with a 3m x 6m space.

Community visibility

This package helps sponsors enhance visibility and reinforce brand presence within the local community.



PROSPERITY SPONSOR

\$5,000 + GST

Entry-level branding

Includes logo placement on festival website and select print materials for visibility.

Event participation

Sponsors can engage directly with audiences by participating in major events with a 3m x 3m space.

Community engagement

Ideal for small to medium businesses seeking connection with diverse local audiences.



The background is a solid red color with a repeating pattern of traditional Chinese motifs. These include stylized clouds, swirling patterns, and floral designs, all rendered in a slightly darker shade of red. The motifs are distributed across the entire background, creating a rich, textured effect.

**Make an impact
this Lunar New Year**

Partner with Willoughby City Council

Sponsorship invitation

Willoughby City Council invites businesses to sponsor the 2026 Chatswood Year of the Horse Festival.

Benefits of sponsorship

Sponsors gain brand exposure, community engagement, and alignment with a significant cultural event.

Flexible sponsorship packages

Tiered and custom sponsorship packages are available to suit the goals of different sponsors.



Want to know more?

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