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CHATSWOOD YEAR OF THE SNAKE FESTIVAL SPONSORSHIP OPPORTUNITIES

23 January – 16 February 2025

THE CITY OF WILLOUGHBY

Willoughby is a city of diversity: diverse landscapes, people and businesses.

Our people are from across the world and speak many languages. They come together from all walks of life adding vibrancy to our community and creating rich social connections.

Food and music are signatures of our hubs. You can experience fine dining and cheap eats in our laneways at all hours and hear the music of our community and the languages of people who make our City home. You can have fun at events or enjoy a comedy show or symphony concert at The Concourse. Visitors respond to our offer as Willoughby's reputation as a destination grows.



Population

75,613



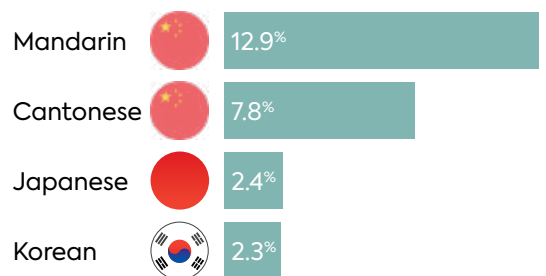
Median age is 39, with

20,701

Families.

Language

other than English spoken at home



CHATSWOOD CBD

Chatswood is home to the fifth largest CBD and seventh busiest rail station in New South Wales.

Only 8.5km north of the Sydney CBD, Chatswood is the cultural hub of the north shore. Truly a *City of Diversity*, 74% of Chatswood residents have an ancestry other than English.

Chatswood is a world class shopping and foodie destination. Home to the most popular shopping centre in NSW for Chinese travellers - Chatswood Chase; more than 20 million shoppers visit Chatswood annually.

The Chatswood Interchange is a central transport hub for the north shore. Including buses, trains and the newly opened Sydney Metro line.



Day time Population

40,000

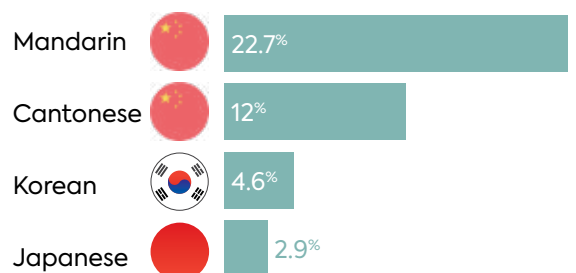


41.5%

of residents have Chinese ancestry.

Language

other than English spoken at home





KEY

Market Snapshot

Willoughby is a family focused city with 35 per cent of households made up of couples with kids.

The majority of Willoughby's population is aged between 25 and 59 making up 30.5 per cent of the population.

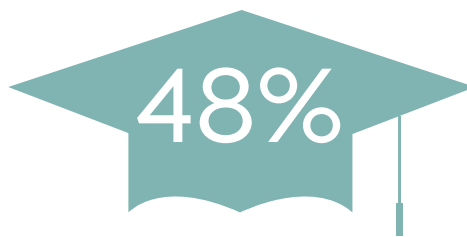
Willoughby also has huge numbers of shoppers and workers to the area with 82.4 per cent of Willoughby's 48,819 workers travelling to Willoughby from outside the area during the work week.

Willoughby City Council, located on the lower North Shore with Chatswood CBD as the centre of the Local Government Area, is a precinct with a high socioeconomic demographic.

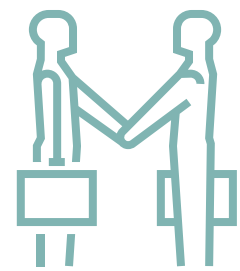


\$2,556

Median weekly household income



Bachelor or higher degree



11,954

Local business*

* Australian Bureau of Statistics 2016

CHATSWOOD YEAR OF THE SNAKE

Established as a premier destination for lunar new year celebrations, Willoughby City Council is proud to present Chatswood Year of the Snake Festival – Council’s collection of events celebrating luck, prosperity and good health for the year ahead.

The festival is an inclusive celebration for all people who celebrate the lunar calendar. A trip to Asia without leaving Sydney, the three week long cultural celebration is a highlight on the Sydney events calendar.

Willoughby City Council is delighted to offer you the opportunity to partner with us on this prestigious event.





LUNAR NEW YEAR CELEBRATION DAY AND GOLDEN MARKET

SATURDAY 1 FEBRUARY

Chatswood CBD will come alive with live entertainment including Chinese Opera, magic shows and face changing at this highly anticipated annual event. Attracting over 10,000 visitors the Celebration Day returns in 2025.

Returning bigger and better than ever with entertainment and sampling opportunities extended to The Concourse and Victoria Ave.

The Celebration Day is a perfect opportunity to get your brand in front of this large audience.



LANTERN PARADE

SATURDAY 1 FEBRUARY

As part of the Lunar New Year Celebration Day, the big day ends with an extravagant parade in the evening.

Starting from Chatswood Place on Hercules Street, the parade will walk through Victoria Avenue, passing Chatswood Chase and market stalls, and finish at Anderson Street.

Spectators will pick the best spots on Victoria Avenue to catch all the colourful groups, dancers, floats and vehicles passing by. With hundreds of parade participants, it will be a sight not to be missed.





GOLDEN MARKET

THURSDAYS TO SATURDAYS

Visit Asia without the cost of the plane ticket every Thursday, Friday and Saturday during the festival at Chatswood Mall.

Featuring over 35 unique stallholders selling flowers, lucky bamboo, decorations and a large range of delicious Asian and international food. Visitors will delight in the beautifully themed decorations and lanterns.

A special extended Golden Market will feature over 120 stalls in Chatswood Mall and along Victoria Ave on Lunar New Year Celebration Day, Saturday, February 1.



LION DANCES

A celebration dating back over a thousand years, martial arts performers mimic lion's movements while dressed in larger than life lion costumes.

Performing to the sounds of drum and gongs; this flamboyant and acrobatic performance wards off evil spirits, bringing good luck and fortune.

Entertaining for adults and children alike, this traditional Lunar New Year performance is always a favourite with visitors.



FESTIVAL EATS

Chatswood is synonymous with world-class Asian food so where better to gather with friends and family to celebrate the Lunar New Year?

Participating restaurants will have a Festival Eats red sticker on their windows to encourage people to try new delicacies and expand their culinary horizons.

Whether you want to dine in, grab a cheap meal, have a family feast, or pick up a take away to enjoy at home, your taste buds are sure to be set alight!



COMMUNITY EVENTS

THROUGHOUT THE FESTIVAL

Willoughby City is truly a city of diversity and our community comes together to celebrate this.

Local businesses, community groups and organisations across the area partner with Council to produce events for inclusion in our Year of the Snake Festival with events such as art exhibitions, calligraphy, Chinese opera and food tours.

For the Year of the Snake we will again invite festival goers to 'support local' with an expanded program of colourful and cultural experiences.

We are excited to reconnect with familiar faces and welcome new event organisers to present cooking classes, arts and crafts, tea ceremonies, cocktail tasting and kids' activities.



CHATSWOOD YEAR OF THE SNAKE FESTIVAL AND YOUR BRAND



As one of Sydney's premier lunar new year festivals, communication, branding and marketing about the Chatswood Year of the Snake Festival reaches thousands of people across Sydney and beyond.

We invite you to take the opportunity to expose your brand to the festival's extensive audiences by partnering with Willoughby City Council on this prestigious event.

Take advantage of one of the attractive sponsorship packages or talk to us about creating a bespoke package to suit your needs.



MEDIA EXPOSURE

Following a comprehensive publicity campaign, the Lunar New Year celebrations in Chatswood had more than 40 Tier 1 media clippings including digital, print and broadcast media.

The festival reached millions of people across Sydney and beyond with positive festival stories appearing on Channel Seven, Sunrise, ABC News Breakfast, SBS News, The Sun Herald, Time Out, ABC 702, North Shore Times and Limelight.

Willoughby City Council partners with a range of CALD media sponsors for our lunar new year festival, ensuring we connect with a wide range of multicultural audiences. Last year's media sponsors included SBS, Vision China, and TVB.



Until February 25, For more information, visit willoughby.nsw.gov.au

Willoughby City Council is celebrating the Year of the Dragon after kicking off its 2024 Lunar New Year celebrations.

The festival will feature a wide range of multicultural attractions, from a large-scale dragon sculpture to tasty treats, cultural experiences, lantern parades, con-

certs, markets and more.

Last year's Lunar New Year delivered a \$10.2m increase in visitor spending within the Chatswood CBD. Notably, \$5.8m of this expenditure was directed towards dining and entertainment, painting a vivid picture of the festival's impact on the city's cultural footprint.

This year's festival will be jam-packed with new attrac-

tions and events as well as crowd favourites with influences from China, Vietnam, Hong Kong, Singapore, Korea, the Philippines and other destinations.

The quintessential Lunar New Year Celebration Day will be held on February 3 at The Concourse, Chatswood Mall and down the main street of Victoria Ave. Chatswood will burst to life



Where and How To Celebrate Lunar New Year in Sydney in 2022

Sydney is lighting up for the Year of the Tiger with enormous glowing lanterns, night markets, food trays and more. Here's where to celebrate.



YOU MAY ALSO LIKE

- Live the Year of the Tiger at Darling Square
 Will Be Excited to Celebrate the Year of the Tiger
- Win Free Tickets to See Frimby So Chic (and Champagne on Us)
- Win a Deluxe Sydney Harbour Experience as Celebrate Drink



DIGITAL EXPOSURE

A comprehensive digital and social media campaign is engaged for the festival including a dedicated website featuring all events, social media influencers, Facebook and Google ads.

Across channels, the Lunar New Year Campaign:

- Was seen 4,066,774 times
- Resulted in 8,747 engagements, including reactions, comments, shares, views, and clicks
- Led to 19,103 link clicks



🐉 Spring's biggest Lunar New Year feast is back, and it's going to be legendary! 🐉 Come feast in Chatswood CBD 15047, from 10 am to 8 pm and wander along Victoria Avenue, where 100+ stalls will tempt your taste buds with steamed dumplings, fried rice, and more! 🐉 At The Concourse, winners prevail in a day of outdoor entertainment - from traditional Chinese melodies to upbeat pop tunes. It's a feast for your senses! 🐉 Hope to see you there! This is a FREE event! 🐉

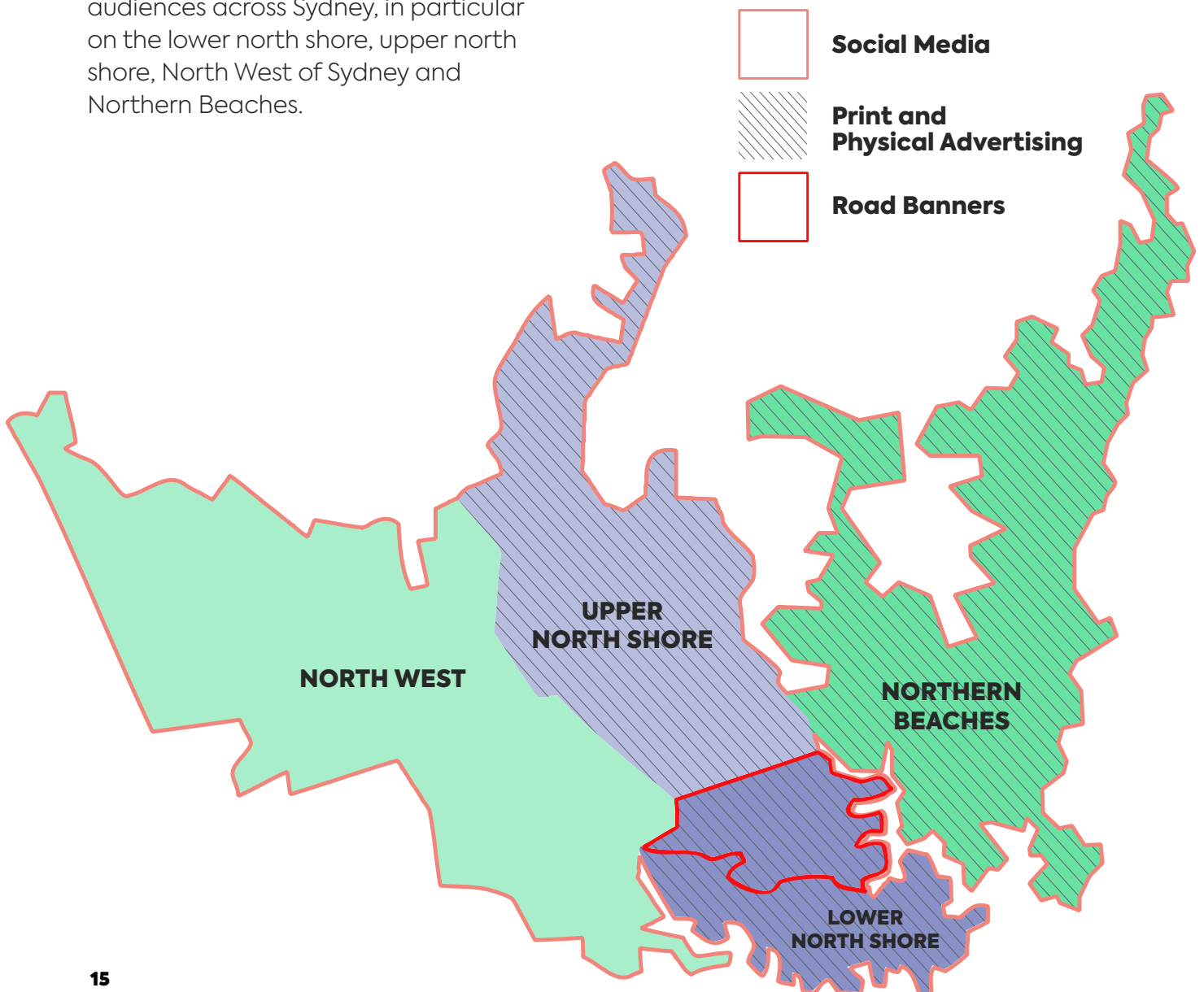


MARKETING OUTREACH

Marketing material for the Chatswood Year of the Snake includes the following:

Year of the Snake feature in *Willoughby City News* – Council’s quarterly magazine delivered to over 30,000 homes and businesses in the Willoughby local government area.

Year of the Snake marketing reaches audiences across Sydney, in particular on the lower north shore, upper north shore, North West of Sydney and Northern Beaches.



SPONSORSHIP OPPORTUNITIES

PRECINCT PARTNER \$20,000

BRANDING

Logo representation or Business Name on all Lunar New Year marketing material:

- Festival website visitchatswood.com.au/LNY (readership 35,000+)
- Willoughby Council E-newsletters
- Chatswood CBD street flags (visited by 50,000 people daily)
- Road banners
- Print advertisements – featured as a Lunar New Year Sponsor on 1x full page advertisement in North Shore Living, Peninsula Living and Peninsula Living Pittwater, 134, 000 magazines printed.
 - » Mention in City News magazine, 40,000 distributed
 - » Mention as a sponsor in Willoughby Council’s Media Release
- Chatswood CBD outdoor signage including posters and JCD Digital Screen
- Large format poster at The Concourse car park promoting Lunar New Year December to January
- Willoughby Council digital signage in the Council foyer, Chatswood Library and The Concourse car park
- Lunar New Year festival video shown on social media and festival website
- Partner/sponsor events added to festival program

ADVERTISING

- Partner/sponsor events added to festival program

PRODUCT/BRAND EXPOSURE

- Stall and sampling opportunity at a festival event. We recommend Saturday 1 February at the Lunar New Year Celebration Day.

SPONSORSHIP OPPORTUNITIES

GOLDEN SPONSOR **\$10,000**

BRANDING

Logo representation or Business Name across marketing material:

- Festival website visitchatswood.com.au/LNY (readership 35,000+)
- Willoughby Council E-newsletters

ADVERTISING

- Partner/sponsor events added to festival program

PRODUCT/BRAND EXPOSURE

- Stall and sampling opportunity for one day at a festival event.
We recommend Saturday 1 February at the Lunar New Year Celebration Day.

SPONSORSHIP OPPORTUNITIES

PROSPERITY SPONSOR \$5000

BRANDING

Logo representation or Business Name across marketing material:

- Festival website visitchatswood.com.au/LNY (readership 35,000+)
- Willoughby Council E-newsletters