

# MindBodySpirit

FESTIVAL

SPONSORSHIP OPPORTUNITIES

*connect with 75,000 health conscious visitors annually*



melbourne ♦ sydney ♦ brisbane





# the festivals

The MindBodySpirit Festivals are Australia's largest, most popular health, wellbeing and natural therapies events.

The Festivals bring together the very best expert exhibitors, inspirational guest speakers, psychic mediums, meditation classes, healthy cooking demonstrations and much more.

## visitor reach

Held annually since, 1989, the Festivals are proven platforms to reach a targeted audience. We've got your major markets covered, reaching an average network of 75,000 health conscious buyers across three major Australian cities, five times a year.

**MELBOURNE**

31,000+

**SYDNEY**

32,000+

**BRISBANE**

12,000+

## a targeted audience



**70%** of visitors are female, aged 25-54 with a strong interest in health & wellbeing

**69%** of visitors lead an alternative lifestyle and practice natural therapies

**91%** of visitors will make a purchase during their visit to the Festival

**71%** of visitors will make a purchase of exhibitor products post-Festival

**83%** of exhibitors are satisfied with the quality of visitors at the Festival

**82%** of visitors are satisfied with the overall Festival and what is on offer



# performance stage naming rights



Within the Festival, the Performance Stage is a hub of all-day free entertainment. From chanting, dance and musical performances to meditation, messages from the spirit world and more!

Bring your brand to life and secure premium status, with naming rights sponsorship of the Main Stage!

## inclusions

- ◆ Exclusive naming rights of the Performance Stage, including branding on signage & MC mentions
- ◆ Branding on the Performance Stage website page
- ◆ 3 x social media posts on Facebook (38,000+ followers) and Instagram (7,700+ followers)
- ◆ Promotion in 2 x Club eNewsletter leading up to the Festival (30,000+ subscribers)
- ◆ Logo placement on home page of website
- ◆ Feature promotion published in the Festival Guide

**indicative price: \$12,000 per Festival\***

\*exclusive opportunity. Inclusions can be customised



# door prize sponsor



Only four high value door prizes (valued at \$1,500+) are on offer placing your brand in front of thousands of visitors as they enter the Festival. Visitors will also see your logo and prize promotion when registering their tickets.

You will also receive a complimentary lead scanner for your stand to collect your customer's contact details.

## inclusions

- ◆ Prize promotion including logo and web links on "WIN" page of the website
- ◆ Prize promotion including logo on online & box office tickets
- ◆ Inclusion in pre-Festival eNewsletter reaching 30,000+ subscribers per Festival
- ◆ Prize promotion including logo on at-Festival signage & registration iPads
- ◆ Lead scanner to collect visitor data at your stand
- ◆ Prize promotion & branding published in the Festival guide

**price: \$950 + high value prize**

\*limited to 4 prize sponsors per Festival

# online ticket prize sponsor

Become the online ticket prize sponsor by providing a high value prize (valued at \$1,500+) to place your brand in front of more than 20,000 customers registering for an entry ticket.

All customers that register for a ticket online, prior to the Festival opening, will go in the draw to WIN your prize and will have the opportunity to opt-in to your database.

## inclusions

- ◆ Data of all visitors who opt-in to join your mailing list on the online ticket registration page
- ◆ Prize promotion including logo and web links on "WIN" page of the website
- ◆ Prize promotion including logo on the ticketing page
- ◆ Prize promotion via a Facebook post including image, logo and link
- ◆ Prize promotion via an Instagram post
- ◆ Prize mentions in 3 x visitor eNewsletter (30,000+ subscribers)

**price: \$2,000\* + high value prize**

\*exclusive opportunity.

# shopping bag sponsor



Recycled paper shopping bags are provided to all visitors to use at the Festival and to take home to reuse again. Shopping bags are one of the most practical ways to promote your brand or message at the Festivals.

## inclusions

- ◆ Branding on all Festival shopping bags
- ◆ Great visibility for your brand (bags displayed at entry of Festival are carried by visitors throughout the Festival)
- ◆ Logo inclusion on home page of website
- ◆ Our staff restock your bags throughout the event to ensure maximum distribution

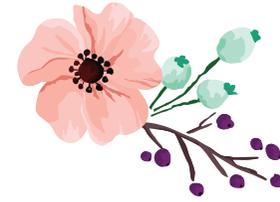
**price: \$6,500 per Festival**

\*exclusive opportunity.





# soul kitchen naming rights



The Soul Kitchen stage is the ideal platform to place your brand in front of an audience interested in new healthy eating ideas, recipes and health food products.

## inclusions

- ◆ Branding on floorplan, stage signage and timetable at Festival
- ◆ Dedicated page on Festival website including banner advertisement
- ◆ 3 x Social media posts including Facebook (38,000+ followers) & Instagram (7,700+)
- ◆ Promotion in Festival Club eNewsletter leading up to the Festival (30,000+ subscribers)
- ◆ Logo inclusion on website home page
- ◆ Branding published in Festival Guide
- ◆ Opportunity to have your produce/products featured within each cooking demonstration

**indicative price: \$10,000 per Festival**

\*exclusive opportunity. Inclusions can be customised





## cafe sponsor

The Festival Café is a great opportunity to showcase your brand.

Put your brand, messaging and/or products in front of thousands of visitors who visit the Café to take a break inside the Festival.

### *inclusions*

- ◆ Signage & logo placement within the Café at the Festival
- ◆ Opportunity for promotional materials to be displayed on Café tables
- ◆ Opportunity for product placement & theming within the Café
- ◆ Logo inclusion on website home page
- ◆ Branding included on at-Festival map directing visitors to the Café
- ◆ Branding published on Festival Guide map

**indicative price: \$7,000**

\*exclusive opportunity. Inclusions can be customised





# buyers guide

Advertising in the official MindBodySpirit Festival Guide can reinforce and strengthen your presence at the event and give you an edge over competitors.

With only limited space available, advertising will ensure you stand out from the crowd.

## inclusions

- ◆ Ad placement within printed Festival Guide

## specifications

SIZE	SPECS	PRICE*
FULL PAGE	240mm h x 170mm w + 3mm bleed	\$1,150
HALF PAGE	120mm h x 170mm w + 3mm bleed	\$690
QTR PAGE	60mm h x 170mm w + 3mm bleed	\$430
DESIGN FEE*		\$250

\*All prices quoted include GST. Non-exhibitors attract a 30% loading.

\*\*Design Fee is not a stand alone item and is only applicable in addition to bookings requiring the ad artwork to be produced by the Festival designer. Includes one round of edits only.



**WELCOME**  
 To the 2014 Sydney MBS Festival, Australia's largest, most popular health, wellbeing and natural therapies event.  
 Highlights over the next few days include:  
 • Performance Stage  
 Be inspired, entertained and informed.  
 • Psychic Reading Room  
 Find out what is in-store for you.  
 • Soul Kitchen  
 Discover foods to nourish your soul.  
 • Meditation Room  
 Reconnect, manifest and find inner peace.  
 We hope you enjoy the Festival!  
 Many Blessings.

**WIN!**

**WIN a Senses & Stillness Ball Retreat!**  
 WIN six nights for two people at the Senses & Stillness Retreat, in Ubud, Bali! This luxurious retreat includes: six nights' accommodation, daily Balinese buffet breakfast, airport transfers, two treatments per person including massage, body scrub or facial, plus more!  
 Total Value: \$3,500  
 Enter at the Registration Zone  
 Terms and Conditions apply.

**Floram**  
 Australia & New Zealand  
*From the Heart of Prov*

**Introducing Rosie Banyan's Training Course**

*sydney*  
**MindBodySpirit**  
**FESTIVAL**  
 22 - 25 OCTOBER 2015 | OPEN 10AM DAILY  
*festival guide*

- P4: EXHIBITOR LIST
- P6: WHAT'S ON
- P12: FAVE FINDS
- P14: SAVINGS
- BACK: MAP



**mbsfestival.com.au**  
 @mbsfestival | #mbsfestival #sayYESToMBS

Visit the place your



# digital advertising



## website banner

Banner advertisements on our website garner a qualified audience and link directly to your company website. The Festival website receives approximately 50,000 visits in the lead up to each Festival.

## inclusions

- ◆ Banner ad artwork on Festival website
- ◆ Options available for placement location and duration

**price: from \$500\* per advertisement**

\*depending on placement and duration

## club newsletter

Advertising in our Club eNewsletter places your brand in front of a targeted geographical database (VIC, NSW, QLD).

The Festival database varies from 16,000 - 42,000+ per state and is constantly growing. Enquire for current stats.

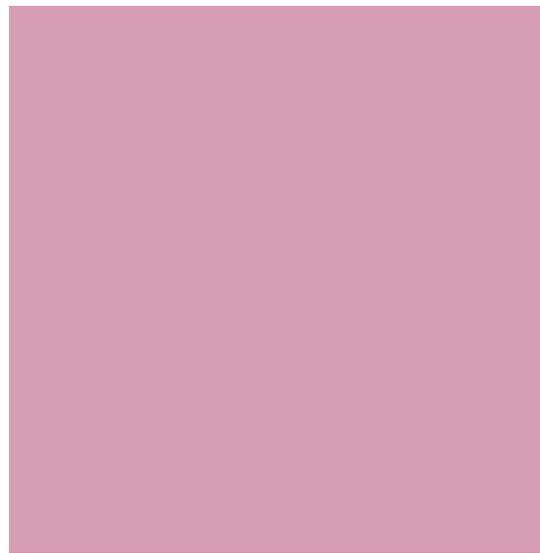
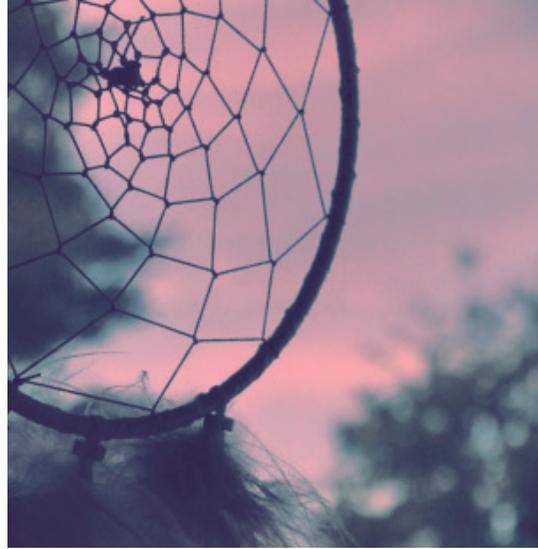
## inclusions

- ◆ Banner advertisement included in 1 of 4 x eDM's in the lead up to the Festival
- ◆ Ad specs: 600px wide x 250 px high

**price: \$620 per advertisement / per issue**

Non-exhibitors attract a 30% loading.





## join the festival family, get in touch:

Interested in boosting your sales and aligning your brand with Australia's leading health and wellbeing events? Contact us today for more information on our available packages, or for a tailored sponsorship solution to meet your objectives &

**e:** [mbsfestival@eea.net.au](mailto:mbsfestival@eea.net.au)

**p:** 03 9276 5555

**w:** [eea.net.au](http://eea.net.au) **u:** [mbsfestival.com.au](http://mbsfestival.com.au)