
ABBAY MEDIEVAL FESTIVAL

2024

SPONSORSHIP PROSPECTUS



ABBAY
MEDIEVAL FESTIVAL



ABBAY
MUSEUM
OF ART AND ARCHAEOLOGY

abbeymedievalfestival.com.au

EVENT OVERVIEW

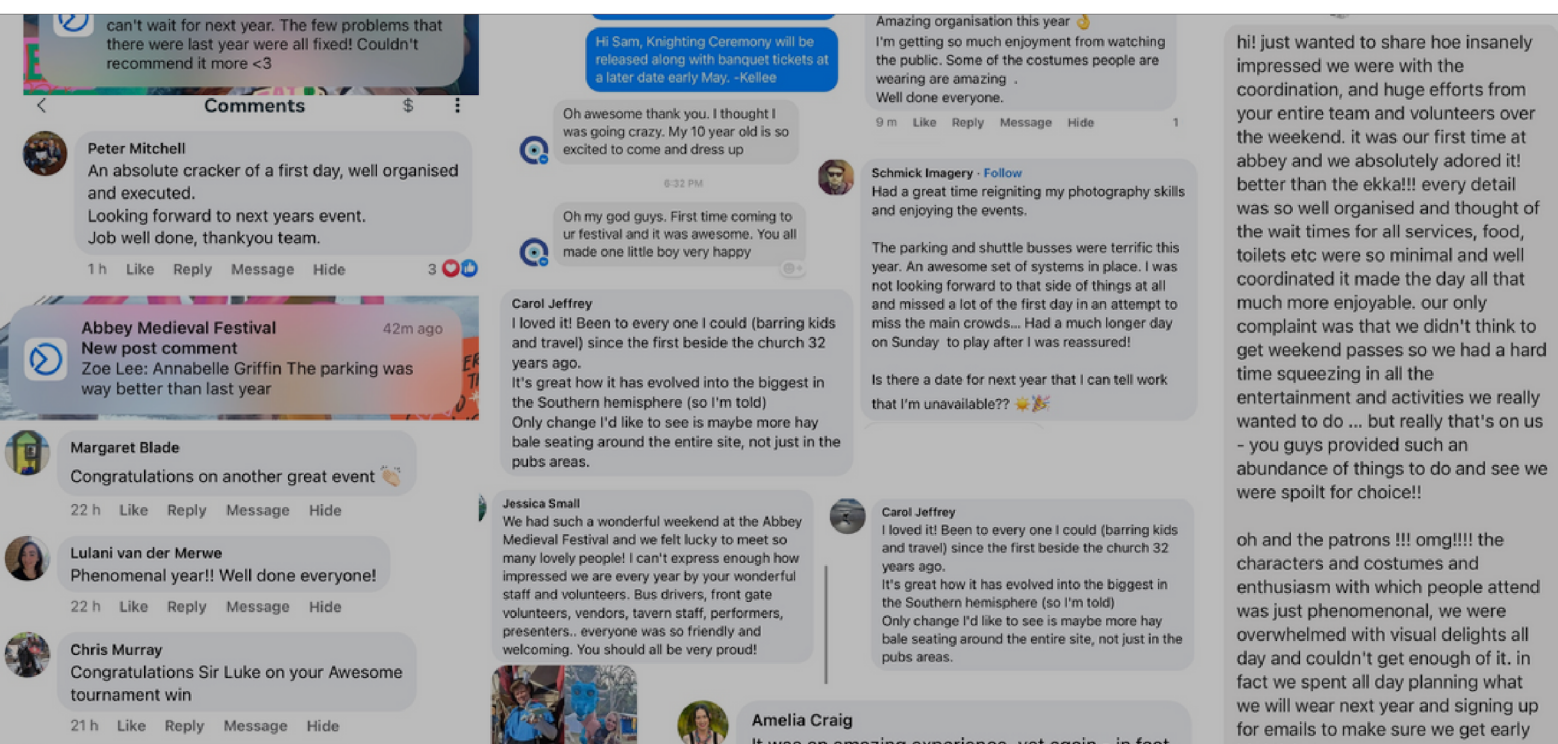
The Abbey Medieval Festival is the primary fundraising event for the Abbey Museum of Art and Archaeology, a not for profit organisation committed to the vision of enriching lives through the stories created from our collection.

The Abbey Medieval Festival continues this story, as an authentic historical recreation of Medieval times from 600 - 1600AD, with over 1000 reenactors committed to sharing the lost knowledge and arts of the medieval period through accurate recreations of a medieval village across different time periods and cultures.

In its 32nd year, the Abbey Medieval Festival in 2023 delivered an exceptional experience to the general public, declared by many as 'the best one yet', strengthening our appeal and trust with the community to exceed expectations and overcome any adversity.

The Festival sold out 6 weeks early. This highlights the demand and interest by the general public with visitors coming from across the Country.

Partnered with major Government promotions, including but not limited to, Tourism and Events Queensland, this event reaches a broad audience and is established as the largest Medieval Festival in Australia.



2023 OUTCOMES

Courtesy of 2023 IER Customer Feedback Report

6 WEEKS

SOLD OUT EARLY

21,535

ATTENDEES

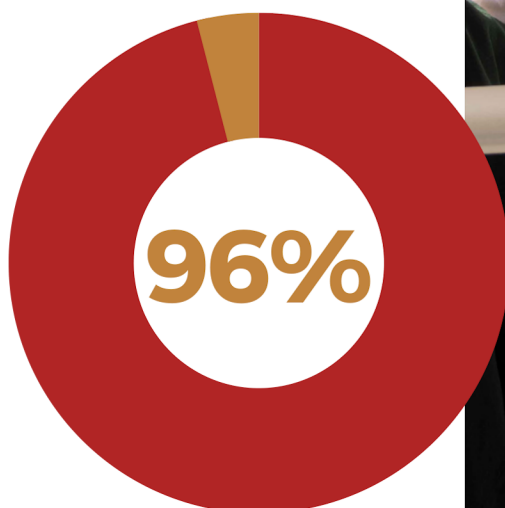
14,141

ATTENDEES OUTSIDE LOCAL AREA

\$1.35M

OVERNIGHT VISITOR EXPENDITURE

96% stated the
'Abbey Medieval
Festival is a
great experience'
and would
recommend the
Festival to
others.



DIGITAL & SOCIAL



200+
SOCIAL
POSTS



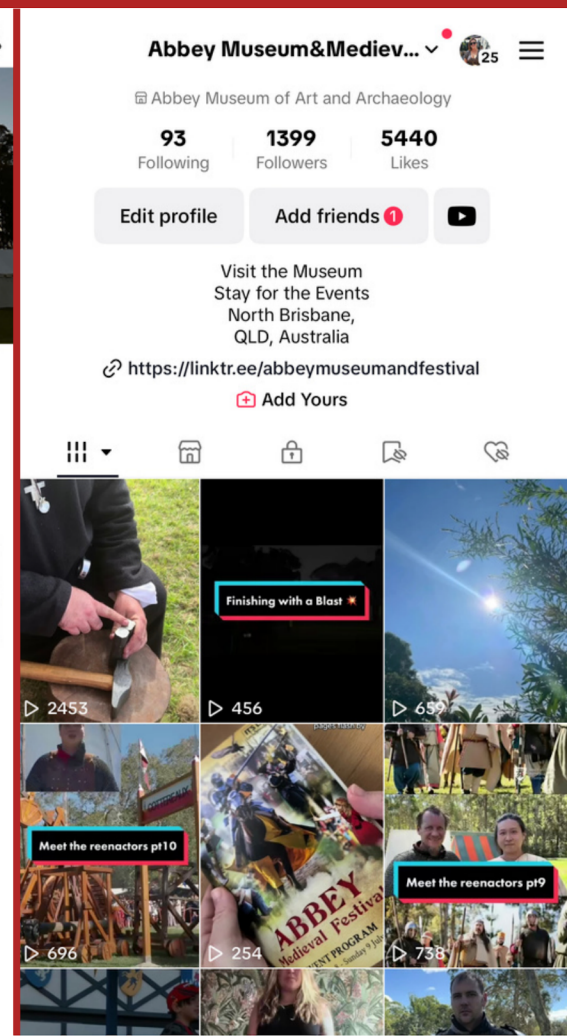
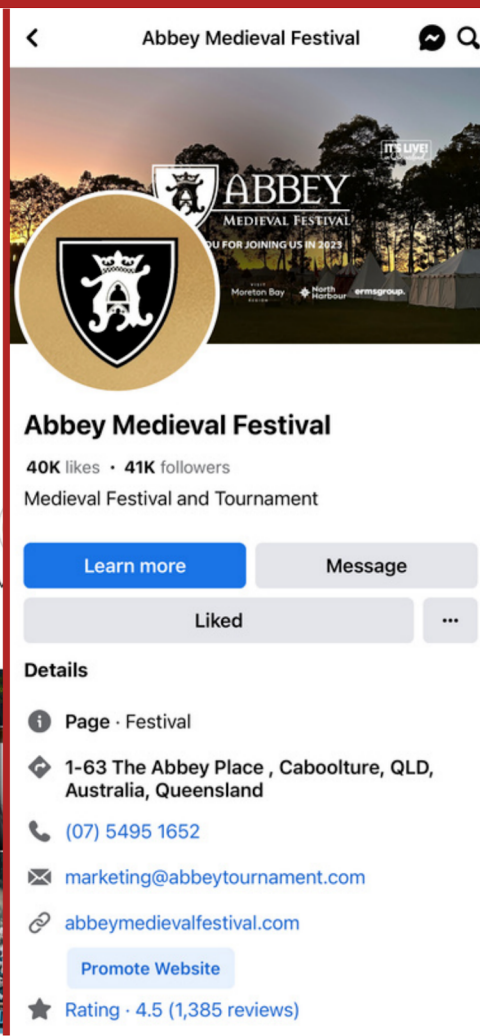
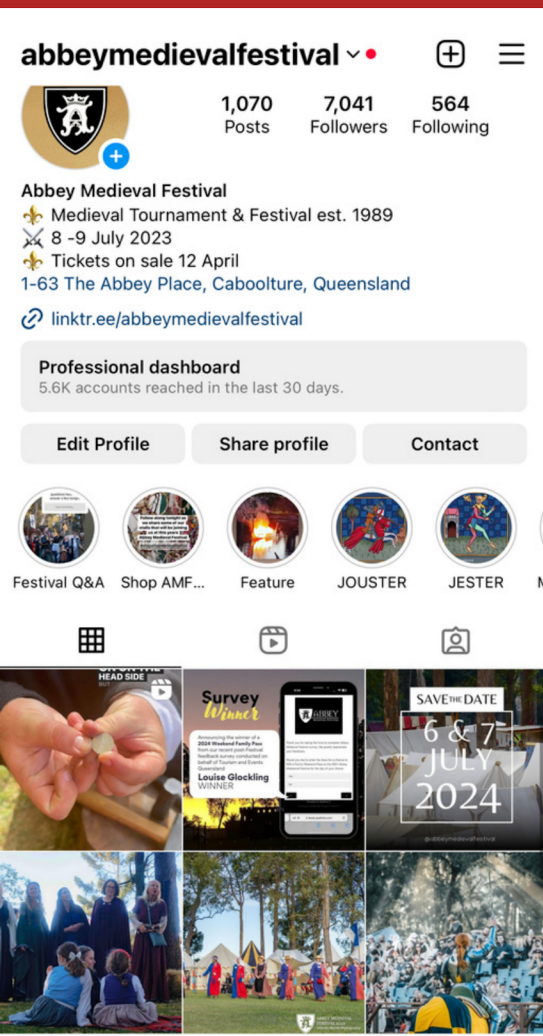
40k Facebook followers
7k Instagram Followers
1.3k Tiktok Followers



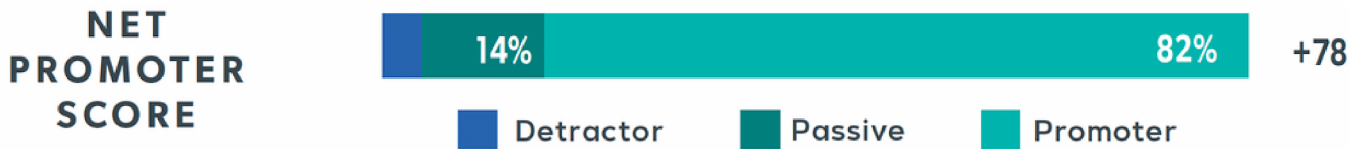
26,000
email contacts

13 email campaigns
sent during festival
period featuring
sponsors & partner brands

56% avg
open
rate



PERFORMANCE INDICATORS



Audience Growth 2022 2023

Mailchimp	22,000	26,000
Facebook	38,000	40,744
Instagram	5,448	7,001
TikTok	505	1,400

Social Media Engagement

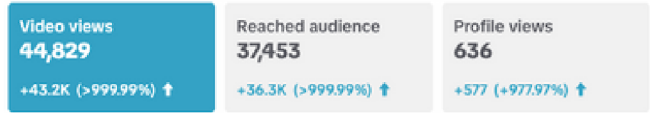
Period 1 May - 31 July 2023



TikTok

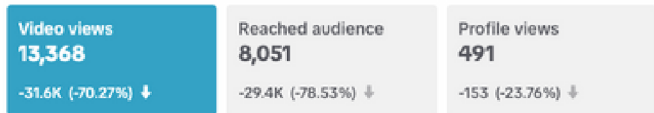
Period 1 April - 31 May 2023

Reach



Period 1 June - 31 July 2023

Reach



WHY SPONSOR?

Our 2023 festival saw strong support from the community, selling out general admission and Joust seating tickets across both days sooner than ever before - 6 weeks ahead of the event.

The Festival faced some criticism in 2022 and we worked hard to improve our public perception, taking careful consideration of feedback and delivering beyond expectations, which left thousands of attendees elated by the experience, with overwhelmingly positive feedback post-event this year.

The Festival reached millions of people across various marketing efforts, and we look to partner with the community to strengthen relationships and boost tourism opportunities in the Moreton Bay Region.

Sponsorship supports the operations of the Festival, allowing for better infrastructure, services and outcomes. The Festival is a major fundraising event for the Abbey Museum. Your support will be invaluable.



**Email Database:
26,000+**



**Social Media
Audience:
Facebook Festival
Page: 40,000
Instagram: 7000+
New opportunities to
utilise new media
options (reels,
TikTok)**



**Partnership &
Support from
Tourism & Events
Queensland
for intrastate
promotion**



**Long-standing
Supporters
& Business
partnerships**

OFFICIAL SPONSORS

The Abbey Medieval Festival has funding from Tourism & Events Queensland (TEQ) to support the success and promotion of 2024's Festival. TEQ will feature as a major sponsor with co-branding across all marketing material with dedicated instastate advertising campaigns.

This confirms the Festival's position as an event officially supported by the State Government.



SPONSORSHIP OPPORTUNITIES

MAJOR

SPONSOR | 3 AVAILABLE

\$25,000 ex.GST

Sponsorship Deliverables

- Inclusion on all major print and marketing signage (poster, flyers, billboard) Primary Branding location large format logo.
- First right of refusal in 2025
- Inclusion in Abbey Medieval Festival Program Full Page Ad
- Acknowledgement on Abbey Medieval Festival Website for 12 months
- Large format Logo displayed on email communications amongst Sponsors acknowledgement footer (audience 26,000+)
- MC acknowledgement at event throughout the weekend
- Dedicated Social Media post in final week leading up to Festival
- Signage acknowledgement (scrim) upon entry
- Opportunity to partner during digital activations
 - Digital Easter Egg hunt giveaway - to drive website traffic
- Opportunity to display onsite outside entry of Festival at 'Sponsor Village'
- 1 Full Day Corporate Box (seats 8) + 4 VIP Parking passes



PARTNER OPPORTUNITIES

CORPORATE

PARTNER

\$10,000 ex.GST

- Inclusion on all major print and marketing signage - Secondary Branding location, smaller format logo (poster, flyers, billboard)
- Inclusion in Abbey Medieval Festival Program Full Page Ad
- Acknowledgement on Abbey Medieval Festival Website for 12 months
- Logo displayed on email communications amongst Sponsors acknowledgement footer (audience 26,000+)
- MC acknowledgement at event throughout the weekend
- Dedicated Social Media post in final week leading up to Festival
- Opportunity to partner during digital activations - Digital Easter Egg hunt giveaway - to drive website traffic
- 2 VIP Day Passes + 4 Family Day Passes + 4 VIP Parking passes

FESTIVAL

PARTNER

\$5,000 ex.GST

- Inclusion in Abbey Medieval Festival Program 1/2 Page Ad
- Acknowledgement on Abbey Medieval Festival Website for 12 months
- Logo displayed on email communications amongst Sponsors acknowledgement footer (audience 26,000+)
- MC acknowledgement at event throughout the weekend
- Dedicated Social Media post in final weeks leading up to Festival
- 4 Family Day Passes + 4 VIP Parking passes

COMMUNITY

PARTNER

\$500 ex.GST

- Inclusion in Abbey Medieval Festival Program 1/4 Page Ad
- Acknowledgement on Abbey Medieval Festival Website for 12 months
- Logo displayed on email communications amongst Sponsors acknowledgement footer (audience 26,000+)
- 2 Adult Day Passes

TESTIMONIAL

The ERMS group is proud to have been a sponsor of the Abbey Museum of Art and Archaeology for the better part of two decades. We believe the Museum provides a wonderful opportunity to showcase and celebrate the collection and educate patrons on the importance of history and the role it plays in society.

Our dedicated team work closely with the Board and management team to provide specialist public safety, governance, risk and emergency management advice on an ongoing basis.

The ERMS group understands the importance of being a good corporate citizen, and we believe in building relationships through supporting events that are important to all individuals within South East Queensland, and especially the Moreton Bay Region where our head office is established.

We are proud to continue our support of the Abbey Museum and the amazing events, programs and services that are delivered, especially the annual Abbey Medieval Festival.

Andrew Murray | Executive Director – Public Safety

ermgroup
erm-services.com



WANT TO CHAT?

To discuss sponsorship opportunities
for your business please direct all
enquiries to

Paul Garcia

**Business Development
Manager**



Email:

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Ph. 0402 425 990



ABBEY
MEDIEVAL FESTIVAL