

Floriade

Australia's Celebration of Spring

2018 Partnership Overview

Floriade is the Southern Hemisphere's largest and most anticipated flower show!
So much more than just a flower festival the 30 day event is brimming with live music, horticultural displays and unmissable entertainment.

In 2018, Floriade: **Australia's premier spring celebration** will celebrate it's 31st year by featuring an impressive array of flowerbeds, entertainment and interactive experiences inspired by this years theme:



Fast Facts

The festival runs for 30 days from **Saturday 15 September until Sunday 14 October 2018** and takes place in **Canberra's Commonwealth Park**.

Each year over **400,000** festival goers have an unforgettable Floriade experience.

- 74% of attendees are **female**
- 58% are aged **25-54**
- 46% have an average household income in excess **\$80k per annum**
- And if you are looking to engage with the affluent baby boomer segment we have it covered, **132,000** attendees are **55+**

A **multi-channel marketing** campaign will inform and educate event goers and drive traffic to our extensive digital network where they can **engage** with the community, plan and book their unique Floriade experience.

- Floriadeaustralia.com 1,464,248 impressions
- Facebook **71,131** followers
- Instagram **6,109** followers
- #floriade2017 **7,955** posts

Get Involved

Floriade offers the ultimate opportunity to get involved via our Partnership program. Tiered options are available and packages are developed to meet individual objectives.

Our partners love being able to:

- Promote their brand or service
- Launch new products
- Be part of the program with an activation or experience
- Sell products
- Engage with our digital community

Please **get in touch** to discuss how you get can involved.

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