

Floriade



Australia's Celebration of Spring

An Illuminated Wonderland

2018 Partnership Overview

Floriade, the Southern Hemisphere's largest and most anticipated flower show, transforms into an illuminated wonderland each year for **Nightfest**. So much more than just a flower festival at night, Nightfest is a 5 day event brimming with live music and unmissable entertainment.

In 2018, Nightfest will celebrate it's 10th year by featuring an impressive array of illuminated flowerbeds, entertainment and interactive light experiences inspired by this years theme:



Fast Facts

Floriade runs for 30 days from **Saturday 15 September until Sunday 14 October 2018** and takes place in **Canberra's Commonwealth Park**. **Nightfest** takes over the park for **5 nights** from **Wednesday 26th September until Sunday 30th September from 6:30pm – 10:30pm each night**.

Each year almost **30,000** festival goers **purchase a ticket** to have an unforgettable Nightfest experience.

- 44% of attendees are **families with children at home**
- 59% are aged **25-54**
- 45% have an average household income in excess **\$80k per annum**
- And if you are looking to engage with a youth audience we have it covered, almost **10,000** attendees are under **34** & **13%** of the total attendees are **18-24**

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 Nightfest experience.

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

Get Involved

Nightfest offers the ultimate opportunity to get involved via our Partnership program. Tiered options are available and packaged 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 and create 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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