



**MAY 4 – 5
2024**

www.potatofestival.com.au



EVENT KIT



2024 Event Overview

The Robertson Potato Festival celebrates all things potato. From cultivation and culinary experiences, to great live bands and interactive activities in the Spud-A-Dome.

The event will be held over the weekend of May 4 – 5, 2024, another SPUD-TACULAR year!

The event is a huge success, receiving extensive publicity, social media coverage and sharing. The crowd is spud-riffic, and continues to grow each year. The festival has a greater a-peel and delivers yam-packed crowds.

From making mash or moonshine, to art-making and growing, cooking and competitions, there were plenty of opportunities to explore and celebrate the diversity and importance of the world's fourth largest food crop. This event is a fun family and community event allowing family and friends to come together and enjoy a fun-filled weekend.

Beyond the opportunities to sell and buy, there is a focus on education and entertainment for the whole family. The event is designed to connect suppliers and the public, with a greater emphasis on education and visitor engagement.

There are dedicated stages for cooking, gardening, music, equipment displays, the Spud-A-Dome and much more fun.

www.potatofestival.com.au

EVENT PROFILE

May 4 – 5, 2024 (Saturday to Sunday)

Robertson Showground, Robertson, NSW

www.potatofestival.com.au

Organised by:



T: 61 2 9452 7575

E: info@expertiseevents.com.au

*“I have joined your mailing list,
as has my husband and will be
back again next year.*

*We made a point of telling all our
friends in Sydney that it was a day not
to be missed and I am sure they will
come with us next year”*

**Visitation
Attendance
increased by 280%
from 2022 to 2023!**

EVENT ASPECTS



EXHIBITS



COOKING STAGE



SPUD-A-DOME



HESSIANS ON THE FIELD



POTATO KNOWLEDGE



MUSIC STAGE



ACTIVITIES FOR THE KIDS



POTATO BREWERS & DISTILLERS



THE OPPORTUNITY

Beyond the opportunities to sell and buy, a focus of the Expo is education and entertainment for the whole family. The event is designed to connect suppliers and the public, with a greater emphasis on education and visitor engagement.

Daily onsite exhibitor sessions allow exhibitors to sell and pass their knowledge on, as experts in their field.

Dedicated Stages from cooking, gardening, music, equipment displays to the Spud-a-dome, act as the heart of the show.

There is plenty of open space where visitors can relax and let the kids have fun, while they watch or participate in one of the many activities.

By taking space or sponsoring you will be in great company at one of the *spud-tacular* events of the year.



WHY EXHIBIT?

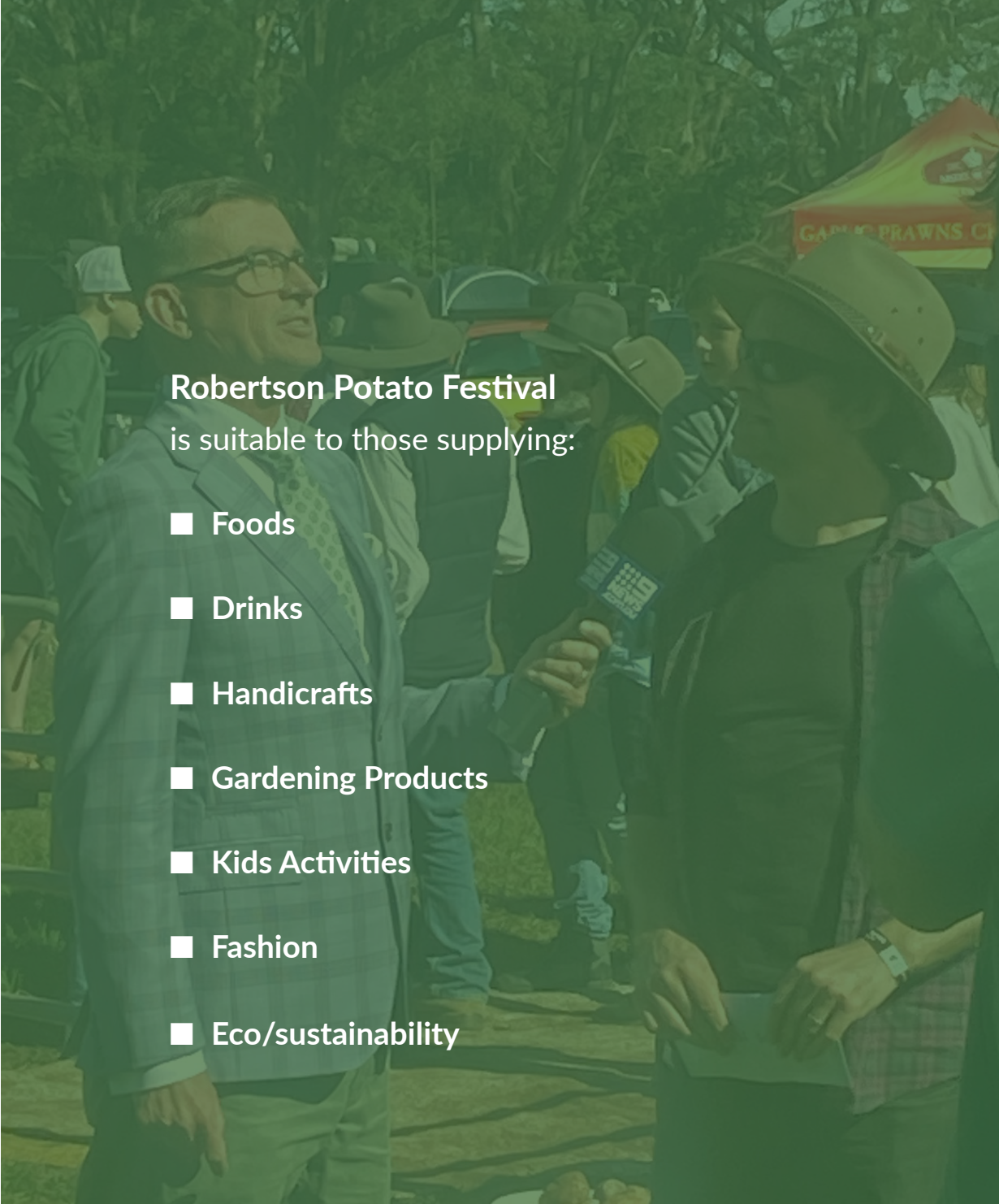
- Build brand awareness
- Generate sales at the show and for months to come
- Interact with a qualified audience
- Communicate with your target market
- Build a database
- Create opportunities, communities and relationships
- Educate why your products/services are solutions
- Inspire buyers to try and do more

OUR AUDIENCE

The **Robertson Potato Festival** has been developed to bring together as many varieties of potatoes as available and at the same time delivering an event which is a celebration of them.

In 2023 we had visitors from Coffs Harbour, Blue Mountains, Goulburn, Sydney, Canberra, North Coast, South Coast and of course the Highlands and Tablelands.

Whether it be the cooking demos, live music, fashion, the or Spud-a-dome activities, the festival has something for the whole family.



Robertson Potato Festival
is suitable to those supplying:

- Foods
- Drinks
- Handicrafts
- Gardening Products
- Kids Activities
- Fashion
- Eco/sustainability

MARKETING ACTIVITIES

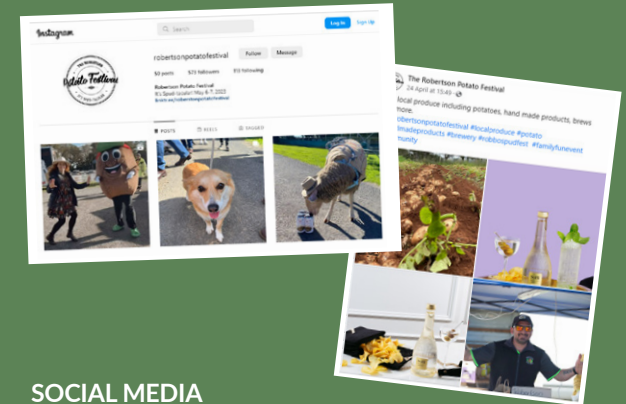


BANNERS

Banners were up in each town from Mittagong, Moss Vale, Bowral and Robertson.

PRINT AND DIGITAL ADS

Both print and digital ads featured in a total of 53 different publications, the ads were seen across Canberra, Goulburn, Crookwell, Southern Highlands and the Mercury.



SOCIAL MEDIA

Both our Facebook Page and Instagram Page platforms were used to reach the general public. The engagement with the social posts on both platforms was a success.



WEBSITE

The website was a comprehensive resource for the event, detailing competitions, music program, other festival features and a pre-registration link for exhibitors.

[CLICK HERE](http://www.potatofestival.com.au)

FLYERS

Flyers were distributed to The Highlands Visitor Centre, and local businesses in Southern Highlands and surrounding areas. All flyers were displayed in a perspex stand.



ADVERTISING

Paid media advertising included 140 TV commercials, in addition to radio ads across Sydney, the South Coast, the Tablelands and Highlands. WIN News Illawarra covered the event on Friday, building on the excitement. The event was featured on number of online websites and online publications.



[WATCH THE TV COMMERCIAL](#)

[LISTEN TO THE RADIO COMMERCIAL](#)

MARKETING ACTIVITIES CONT'D.



PUBLIC RELATIONS COVERAGE

Between 20 February 2023 and 10 May 2023 there were a total of 59 editorial pieces published across 84 outlets including heavy support from publications and radio stations in the Southern Highlands and Illawarra regions. Highlights include SBS Food, New Idea, Triple J and a piece on WIN News Illawarra.

[WATCH WIN NEWS STORY HERE](#)

Local publications such as Southern Highlands News & South Coast Register provided ongoing support on a variety of different aspects from the festival.

The Five Barrel Brewing 'Spud Beer' was a success, allowing the Potato Festival to access new segments of the media in beer/food and drink publications.

The weekend saw an increase in the amount of broadcast pieces with WIN NEWS Illawarra filming a piece for local TV and ABC Illawarra conducting interviews and sharing these on air as well as including the story of the King Charles' potato in their news bulletins across numerous stations (including Triple J).

[PAUL WEST
RADIO
INTERVIEW](#)

[EMMA WATKINS
RADIO
INTERVIEW](#)

Summary –

59 pieces across 84 publications, total reach of 14,757,681 with an AVE* of \$438,920.68.

Robertson Potato Festival Releases –
48 pieces across 70 publications, total reach of 12,620,781 with an AVE of \$391,990.48.

Digital: Reach –
8,678,700, AVE - \$156,252.60.

Print: Reach –
3,430,681, AVE - \$198,101.08.

Broadcast Reach –
511,400, AVE - \$37,636.80.

Five Barrel Brewing Release –
13 pieces across 15 publications, total reach of 1,954,900 with an AVE of \$46,930.20.

Digital: Reach –
1,748,900, AVE - \$31,480.20.

Print – N/A

Broadcast: Reach –
206,000, AVE - \$15,450.

* Advertising Value Equivalent

During the month of April, there was a display promoting the Potato Festival at the Mittagong Visitor Centre.



A GLIMPSE OF ALL THE A-PEELING FUN AND ACTIVITIES AT THE SHOW!



STAND PRICES

Our stand prices ex GST are as follows, inclusive of the two days:

Product & Services site

3 x 3m – \$290

4 x 3m – \$380

6 x 3m – \$460

9 x 3m – \$530

6 x 6m – \$590

6 x 9m – \$700

6 x 12m – \$829

Catering site + 15% of sales

6 x 3m – \$330

9 x 3m – \$420

6 x 6m – \$490

Exhibitors requiring larger spaces can be quoted on a per stand basis. Whether you're looking for a marquee, power, insurance, or furniture, our team would be more than happy to point you in the right direction. We also promote all exhibitors and any special offers or news you have available, so please share these ideas with us so we can help you get the most out of the event!

Exhibiting is as easy as one, two three!

1 Call us and have a chat or send an email for more information.
Call 02 9452 7575 or email info@expertiseevents.com.au

2 Give us your details!
Our events can accommodate many different needs and budgets...
all you have to do is ask! To make exhibiting easy for you we have walk-on marquee or space only packages.

Not sure what to do for your stand? We can help! From the seasoned exhibitor to the first timer, we have a range of packages and spaces to suit.

3 Promote your presence at this unique sales opportunity.
There are a number of opportunities for exhibitors to gain additional exposure at the **The Potato Festival** through demonstrations, workshops and public relations.

SPONSORSHIPS

Truckload of Spuds Partner x 1

Presenting partner level, which has massive coverage across the Potato Festival for your brand, including external advertising, event signage, multiple digital channels including dedicated email and social, website, printed guides and activation space.

Truckload of Spuds Partner – 1 Available

- 6m x 6m Outdoor Brand Activation Space
- Partner logo included in Advertising Material
- Partner Brand included on Radio and TV advertising where possible
- Partner logo included on all Ticketing emails
- Partner logo used on all Potato Festival event signage (e.g. directional signage) where possible
- Partner Logo included on Entrance Signage
- One Half page advertisement in the Printed Preview Flyer
- Branding on all Event Maps (Physical & Digital)
- Permanent Inclusion as Truckload of Spuds Partner for the partner period on potatofestival.com.au/
- Truckload of Spuds Partner recognition included on all Potato Festival EDMs
- Partner branded banner on 2 x EDMs
- 1 dedicated EDM to Potato Festival attendees
- 10 event tickets
- Rights to access Potato Festival IP for own marketing purposes during the partner period

Truckload of Spuds Partner Investment – \$5,000 + GST

SPONSORSHIPS

Sack of Potatoes Partner x 3

Excellent engagement for your brand with the Potato Festival visitors, including printed material, multiple digital channels, website and included activation space.

Sack of Potatoes Partner – 3 Available

- 3m x 6m Outdoor Brand Activation Space
- Partner logo included where possible in print material as Sack of Potatoes Partner
- Partner logo included on all ticketing emails
- Partner logo included in the Printed Preview Flyer
- Permanent Inclusion as Sack of Potatoes Partner for the partner period on potatofestival.com.au/
- Partner branded banner on 1 x EDMs
- 10 Event tickets
- Rights to access Potato Festival IP for own marketing purposes during the partner period

Sack of Potatoes Partner Investment – \$1,500 + GST

OTHER SPONSORSHIP OPPORTUNITIES

Spud-a-dome Partner x 1

Give your brand ownership of festival's activity hub, with your brand message attached to all communications regarding the Spud-a-dome, as well as area branding and live messaging to the crowds in between potato stacking and mash eating competitions.

Spud-a-dome Partner – 1 Available

- Proud Solo Partner of the Spud-a-dome, the main activity hub for the Potato Festival, with your brand name attached to it for the event.
- “Spud-a-dome mashed by Partner Name” listed on:
 - Venue maps
 - Directional signage
 - Spud-a-dome Scheduling
- Partner logo included where possible in print material as Spud-a-dome Partner
- Partner logo included in Advertising Material where possible
- Live reads by Spud-a-dome talent of Partner Brand messaging between content
- Inclusion in exhibition guide as Spud-a-dome Partner
- Permanent Inclusion as Spud-a-dome Partner for the partner period on potatofestival.com.au/
- 10 Event tickets
- Rights to access Potato Festival IP for own marketing purposes during the partner period

Spud-a-dome Partner Investment – \$3,500 + GST

OTHER SPONSORSHIP OPPORTUNITIES

Feature Partner x 3 – Cooking Stage - Music Stage - Gardening/Sustainability Stage

Take ownership of a key area of the Festival designed to draw in an audience, with your brand attached to all communications and scheduling regarding the feature, as well as space to provide your own branded signage.

Feature Area Partner (Cooking Stage, Music Stage, Gardening/Sustainability Stage) – 3 Available

- Solo partnership of Feature Area, with your brand name attached to it for the event.
- Product placement where applicable as part of the Feature.
- “Partner Name Feature Area” (e.g. “Family Farms Cooking Stage”) listed on:
 - Venue maps
 - Directional signage
 - Feature Area Scheduling
- 3m x 3m Activation space + 1 trestle table adjacent to the Feature Stage
- Partner logo included where possible in print material as Feature Partner
- Inclusion in exhibition guide as Feature Partner
- Rights to place 2 x pull-up banners in the feature area (provided by Partner)
- Permanent Inclusion as Feature Partner for the partner period on potatofestival.com.au/
- Rights to access Potato Festival IP for own marketing purposes during the partner period

Feature Partner Investment – \$2,500 + GST

OTHER SPONSORSHIP OPPORTUNITIES

Hessians on the Field Competition Partner x 1

Get involved with the most prestigious Potato-related fashion event on the season. Your brand will be aligned with this designer competition wherever it is communicated, as well as branding in the dedicated display area all festival, messaging during the fashion show itself and prizing awarded on your brand's behalf.

Hessians on the Field Competition Sponsor – 1 Available

- Ownership of the Hessians on the Field Competition, with your brand name attached to it for the event.
- “Hessians on the Field presented by Partner Name” listed on event scheduling
- Partner Logo included in social media & EDM messaging encouraging entrants to the competition
- Dedicated location at the Potato Festival featuring previous year entries on Mannequins, with Partner Branded signage
- Dedicated Signage in the Spud-a-dome during the competition (provided by Partner)
- Partner brand message live read prior to competition commencing and before prize giving
- Prizing given to winners on behalf of Partner Brand
- Inclusion in exhibition guide as Competition Partner
- Permanent Inclusion as Competition Partner for the partner period on potatofestival.com.au/
- Rights to access Potato Festival / Hessians on the Field IP for own marketing purposes during the partner period
- 4 x Social media Images of winners, judges and Partner Branding supplied to Partner after the event

Hessians on the Field Partner Investment – \$2,750
+ GST (includes Prize Money)

OTHER SPONSORSHIP OPPORTUNITIES

Scarecrow Competition Partner x 1

Keeping the ancient tradition of Scarecrow Building alive in the next generation, your brand will support potato-loving families creating their straw masterpieces, with brand messaging included in competition marketing, the dedicated display area for the whole festival and prizing awarded on your brand's behalf.

Scarecrow Competition Sponsor – 1 Available

- Ownership of the Scarecrow Competition, with your brand name attached to it for the event.
- “Scarecrow Competition presented by Partner Name” listed on event scheduling
- Partner Logo included in social media & EDM messaging encouraging entrants to the competition
- Dedicated location at the Potato Festival featuring entries, with Partner Branded signage
- Prizing given to winners on behalf of Partner Brand
- Inclusion in exhibition guide as Competition Partner
- Permanent Inclusion as Competition Partner for the partner period on potatofestival.com.au/
- Rights to access Potato Festival / Hessians on the Field IP for own marketing purposes during the partner period

Scarecrow Competition Partner Investment – \$2,000 + GST
(includes Prize Money)

Dedicated EDM x 4

Send your message to the Potato Festival attendee database in a dedicated EDM.

Dedicated EDM – 4 available

- 1 dedicated EDM to registered Potato Festival attendees

Dedicated EDM Investment – \$750 + GST



**GET IN TOUCH
WITH US**



Unit 4/1 Skyline Place
PO Box 236
Frenchs Forest, NSW 1640
Telephone: 02 9452 7575
Email: info@expertiseevents.com.au

www.potatofestival.com.au