



## **BALLARAT WINTER FESTIVAL 2022**

### **JOIN THE PROGRAM**

Ballarat Winter Festival is a celebration of Ballarat's signature season through unique events, activities, and business offerings. Rug-up and get amongst it as Ballarat transforms into a winter wonderland with a myriad of experiences to warm your heart, soul, and belly.

Leveraging off visitation to Sovereign Hill's Winter Wonderlights and Ballarat's major attractions, the festival campaign will entice visitors into the Ballarat CBD, encourage overnight stays and immerse locals and visitors alike in a uniquely Ballarat experience.

In 2022 the Ballarat Winter Festival will be held from Saturday 25 June to Sunday 17 July.

The 2022 program will feature;

- Ballarat Winter Festival Ice Rink
- Skywhales: Every heart sings
- Winter Wonderlights at Sovereign Hill
- Knights of Fire at Kryal Castle
- The Design Exchange
- And more!

# OPEN CALL OUT

**This is an open call-out to businesses, individuals and community groups in Ballarat to be included on the 2022 Ballarat Winter Festival website, in particular:**

- Profile an existing product/experience/event
- Develop an experience
- Create an event
- Promote an offer

Events, experiences and products that have worked well in past programs include:

- Dining experiences
- Arts and crafts
- Workshops
- Products
- Business decoration

*Please note - You **do not** need to create a new event, experience, or product to be included on the website. You can simply profile your regular business offering and if possible, put a twist on this to link to the festival.*

# 2019 FESTIVAL SNAP SHOT



**Average nights stayed**

**2.25**



**Total Attendance**

**100,000+**



**Visitors outside of Ballarat**

**53.2%**

# PARTNERING BENEFITS

The Ballarat Winter Festival will amplify local businesses, organisations and community groups through a tailored marketing campaign and dedicated website. Inclusion in the Ballarat Winter Festival program will include the following benefits:

- Access to local and intrastate audiences
- Platform to launch a new product or experience
- Broadcast your brand to a wider audience
- Inclusion on the Ballarat Winter Festival website
- Where appropriate, inclusion on the Visit Ballarat and City of Ballarat social media channels and e-newsletters
- Opportunity to collaborate with other businesses
- Access to campaign marketing materials

## **SUPPORT FOR ASSOCIATED BUSINESSES**

The City of Ballarat is committed to helping develop all businesses in Ballarat to increase their market reach, exposure and growth.

For the 2022 Ballarat Winter Festival all associated businesses will have access to a dedicated contact person with one-on-one support, workshops and webinars at their disposal.

## **MARKETING CAMPAIGN**

The Ballarat Winter Festival marketing campaign will feature advertising across a wide range of channels including social media, digital advertising, public relations, print and radio.

## **SOCIAL MEDIA AND DIGITAL ENGAGEMENT**

Engagement with the City of Ballarat's social media channels is stronger than ever. For the Ballarat Winter Festival, the following social media channels will be used to promote the festival program.

**Visit Ballarat** (Facebook and Instagram)

90,200 followers

**City of Ballarat** (Facebook and Instagram)

56,600 followers

**We Are Ballarat** (Facebook)

1,600 followers

**Visit Ballarat** Email Database

19,000 subscribers

# HOW TO GET INVOLVED

## **1. Upload your event/experience/product to the Ballarat Winter Festival website**

Email [events@ballarat.vic.gov.au](mailto:events@ballarat.vic.gov.au) to submit your event/experience/product. Please include all event information and an image. Information must be submitted by Tuesday 17 May 2022.

## **2. Upload your event/experience to the Australian Tourism Data Warehouse (ATDW)**

All business must upload their event/experience to ATDW by Tuesday 17 May 2022.

## **3. Campaign collateral received**

Businesses that opt-in to receive Ballarat Winter Festival campaign collateral and will receive this by June 2022.

## **4. Online Launch**

The Ballarat Winter Festival website will be launched in June 2022.

## **5. Event Launch**

The Ballarat Winter Festival event will launch in June 2022.

For further enquiries regarding this process, or for assistance with uploading your event to ATDW, you are invited to contact Lucinda Adamson, Events Officer or Tegan Benfield, Events Support Officer.

**Lucinda Adamson** | Events Officer

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E: [lucindaadamson@ballarat.vic.gov.au](mailto:lucindaadamson@ballarat.vic.gov.au)

**Tegan Benfield** | Events Support Officer

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