

THE ALBANY INTERNATIONAL  
**FOLK'N'SHANTY  
FESTIVAL**



**SPONSORSHIP  
GUIDE 2025**

# BACKGROUND

Shanty singing is an international phenomenon. Tens of thousands attend large shanty events worldwide with the biggest events attracting over 100,000 attendees.

**The Albany International Folk'n'Shanty Festival** is the first shanty singing festival in the Southern Hemisphere. It has already attracted an international following with groups and visitors from all over the world expressing interest in visiting and performing. The festival utilises multiple venues in Albany, runs free and ticketed events, family/children's events, workshops, and maritime themed talks.

# QUICK STATS

**FACEBOOK FOLLOWERS**

**3,000+**

**EMAIL SUBSCRIBERS**

**450+**

**FESTIVAL ATTENDEES**

**4000**



# SPONSORING THE FESTIVAL

## \$500 GETS YOUR BUSINESS...

### SOCIAL MEDIA ACKNOWLEDGEMENTS

- ♥ Dedicated post to announce sponsorship via Facebook and Instagram
- ♥ Acknowledgment of sponsorship on Facebook event
- ♥ Acknowledgement on main boosted promo posts
- ♥ Ongoing acknowledgment of sponsorship on all posts via Facebook and Instagram

### LOGO PLACEMENTS AND ACKNOWLEDGEMENT - DIGITAL

- ♥ Your logo included on website
- ♥ Your logo included on select digital artwork including social tiles and banners
- ♥ Your logo included on all e-newsletters
- ♥ Your logo included on end slide of promo video
- ♥ Your logo included on digital signage at visitor centre

### LOGO PLACEMENTS - PRINT

- ♥ Your logo included on posters (100 copies distributed locally)
- ♥ Your logo included on large format posters
- ♥ Your logo included on programme (1000 copies distributed locally)
- ♥ Your logo included on full-page print ad in Southerly Magazine

### OTHER

- ♥ Verbal acknowledgement of sponsorship at ticketed events by MCs
- ♥ Acknowledgement of sponsorship in media release and editorial
- ♥ Make a Tug o' War team! Opportunity for team photos and acknowledgement of business via socials and website



## \$1000 ALSO GETS YOU...

- ♥ Allocation of x2 VIP tickets to opening event
- ♥ Allocation of x2 VIP tickets to your choice of ticketed event during festival
- ♥ Your logo included on 'save the date' flyer
- ♥ Announcement of sponsorship via e-newsletter

## \$2500 ALSO GETS YOU...

- ♥ Allocation of x4 VIP tickets to opening event
- ♥ Allocation of x4 VIP tickets to your choice of ticketed event during festival
- ♥ Display of pull-up banner at ticketed events during the festival
- ♥ Your logo included on vinyl banner
- ♥ X2 crew shirts

## \$5000 ALSO GETS YOU...

- ♥ Allocation of x8 VIP tickets to opening event
- ♥ Allocation of x8 VIP tickets to your choice of ticketed event during festival
- ♥ Display of pull-up banner (or flags) at ticketed events during the festival
- ♥ Your logo included on vinyl banner
- ♥ x4 crew shirts



**LOCK IN YOUR SPONSORSHIP EARLY TO BE INCLUDED**

# MEDIA COVERAGE

**PRINT** *The West Australian*



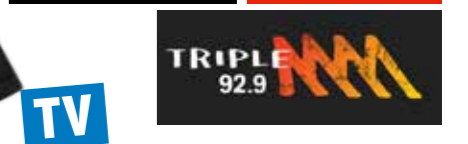
*Albany Advertiser*



**southerly** magazine



**RADIO**



**TV** **GWN7**



# GET BEHIND THE FASTEST-GROWING FESTIVAL IN THE SOUTHERN HEMISPHERE\*



**email us today**

[info@albanyfolknshantifest.com](mailto:info@albanyfolknshantifest.com)

\*possibly



Had a wonderful time staying and performing at the festival ... quite a few people will return to Albany for next year's festival

