



CHARITY PARTNERSHIP INFORMATION KIT



ABOUT THE FESTIVAL

Having celebrated its 30th anniversary in 2010, the St Kilda Festival is Melbourne's oldest surviving popular music festival, and remains the most popular.

The Festival kicks off with **Yalukit Willam Ngargee: People Place Gathering** - an indigenous arts and music event held in O'Donnell Gardens a week out from Festival Sunday. This welcoming event by the local clans people features local and interstate musicians, kids' activities and community stalls in a day of relaxation, fun and entertainment.

Following on from Yalukit Willem Ngargee, the **St Kilda Live N Local** program sees local traders opening their doors to local musicians, comics and poets. Live performances, art exhibitions and an open air cinema fill the balmy summer nights in the week leading up to Festival Sunday.

The flagship event of the St Kilda Festival is **Festival Sunday**, held on the second Sunday in February every year. The streets of St Kilda are closed to all traffic the cream of Australian musicians play over five music stages, while people of all ages are entertained with a vast range of performances, workshops and events, from kids' entertainment to extreme sports demonstrations, dance classes, community activities, buskers and a whole lot more.

The Festival takes in:

Australian music – live, free and lots of it

Entertainment – dance, street performers, kids' activities...you name it

Extreme sports – on the beach and on the streets

Community groups – showcasing the best of our vibrant neighbourhood

People – 400,000+

ST KILDA FESTIVAL VALUES

Inclusive and free

Showcase of Australian artists and talent

Celebration of summer

A Melbourne tradition

2013 FESTIVAL DATES

Saturday 3 February 2013

Yalukit Willam Ngargee: People Place Gathering

Sunday 3 February – Saturday 9 February 2013

Live N Local

Sunday 10 February 2013

FESTIVAL SUNDAY



St Kilda Festival 2011

Festival Sunday attendance: 420,000

Live N Local attendance: 15,000

New – Live N Local O'Donnell Gardens

Expected attendance of 5,000 daily (total 35,000)

Gender

	2007	2008	2009	2010	2011
Male	49%	50%	47.30%	44.60%	54.5%
Female	51%	50%	52.70%	55.40%	44.7%

Age

	2007	2008	2009	2010	2011
16 - 17*	4%	5%	6.90%	5.38%	3.6%
18 - 24	27%	17%	30.70%	30.47%	23.2%
25 - 34	34%	32%	29.10%	34.05%	24.6%
35 - 49	19%	28%	20.60%	16.85%	24.9%
50 and over	16%	16%	12.70%	11.11%	21%

Location

	2007	2008	2009	2010	2011
Melbourne	75%	75%	79.10%	68.56%	65.5%
Victoria	10%	11%	11.90%	19.64%	19.3%
Australia	7%	7%	3.40%	6.07%	8.7%
International	8%	7%	5.60%	5.71%	6.4%

* Market researchers are unable to approach those under 16

ST KILDA FESTIVAL CHARITY PARTNERSHIP

Charity Partnerships now open

The St Kilda Festival is Australia's largest one day event, attracting a huge audience with a broad demographic.

Partnerships with community and organisations are at the heart of our event, and the opportunities for engagement are endless. The Festival represents an opportunity for the right partners to reach an engaged audience with key messages, fundraising or promotional opportunities.

Our Commitment

The St Kilda Festival is committed to working closely with charity partners to provide opportunities for engagement and interaction with the Festival's audience to ensure maximum benefit for the charity and their association with us.

The Benefits

Festival Charity partners are able to select from a range of benefits:

Pre-event

- Alignment with the event through inclusion in the Festival program and website
- Social media collaborations and promotions
- Publicity opportunities focusing on the partnership or specific activities within the Festival

At the event

- On site signage
- On site activation / activity / event within the Festival
- Fundraising or collection points
- Corporate hospitality / client hosting opportunities

Selection Criteria

Festival organisers will select charity partners whose proposals represent a "good fit" with Festival values, audiences and programming.

Preference will be given to applicants proposing activities or activations that actively engage Festival attendees. We are looking for creative and original proposals that represent added value for our audience while bringing new supporters to your charity.

Preference will be given to proposed activities or activations that align well with the Festival's demographics.

Preference will be given to organisations that have the capacity to meet Festival requirements for event management (including safety planning and staffing), marketing and promotion.

Please note

The Festival has only a limited budget to assist with infrastructure requirements - if you have large infrastructure needs for your activation please contact the Festival office before applying.

Note that to ensure the value of benefits for our partners and enjoyment for our audience, some activities are restricted by exclusivity. For example, we will not issue permits for similar activations amongst multiple organisations - only one partner will be permitted to fund-raise or to hand out a specific type of promotional item.

All fundraising and related activities at the Festival must be issued with a relevant permit by the Festival organisers - if your application is not successful you will not be able to activate on site.

Apply to be St Kilda Festival's 2013 Charity Partner

To express your interest in being a partner of the 2013 St Kilda Festival please send the following information to the Festival office by no later than Friday 21 September 2012.

- Name and business details of the organisation including:
 - Registered name
 - Registered business address
 - ABN
- Name and contact details for a key contact person within the organisation
- Background and mission of the organisation
- Brief statement addressing why the organisation wants to partner the 2013 Festival
- Description of proposed activities at the Festival (please include as much detail as possible)
- Copy of ATO Endorsement Notice of tax concession charity or income tax exempt fund

Information can be sent by email with the subject "St Kilda Festival 2012 Charity Partner Application" to stkildafestival@portphillip.vic.gov.au

Or by mail to:

St Kilda Festival 2013 Charity Partner Application
Private Bag 3
PO St Kilda
VIC 3182

****Applications including all relevant information must be received by 5pm 21 September 2012 to be considered.**