



Disclaimer

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Contents



- | | |
|--|--|
| 1 Introduction Outline | 10 Marketing Website/Application |
| 2 Event Plan | 11 Marketing Social Media/Vendors |
| 3 Event Plan Calender of events | 12 Marketing Festival Magazine |
| 4 Marketing Objectives | 13 Demographics Targeted audience |
| 5 Marketing Structure overview | 14 Demographics Victorian Population areas |
| 6 Marketing Social Media | 15 Transportation Public trains |
| 7 Marketing Direct Marketing / Print Media | 16 Location Caulfield Racecourse |
| 8 Marketing Advertising Campaign | 17 Transportation Public trains |
| 9 Marketing Festival Magazine | 18 Contact us |

Outline



The Summer Food Festival aims to unite local producers and restaurateurs in a series of surprising and fun pop-up culinary events in Melbourne.

In a ten week period running from December 2013 to February 2014, the Summer Food Festival will offer a number of local communities the opportunity to attract locals and visitors to engage directly with local businesses to sample and celebrate world class local fare.

The Summer Food Festival will enhance and expand the promotion of local, small, and independent businesses, as well as raising the culinary and cultural profile of the suburb or area involved and there is scope to support local artists and musicians by offering live entertainment in a modest capacity.

The Summer Food Festival proposes a family-based event in which food is served as fresh, simple, interesting, and diverse. Food is served in sample size portions, reasonably priced, and accessible to all.

This event is about bringing communities together and showcasing brilliant local cuisine in a setting that is quintessentially Melburnian, at the heritage grounds of Caulfield Racecourse.



Event Plan

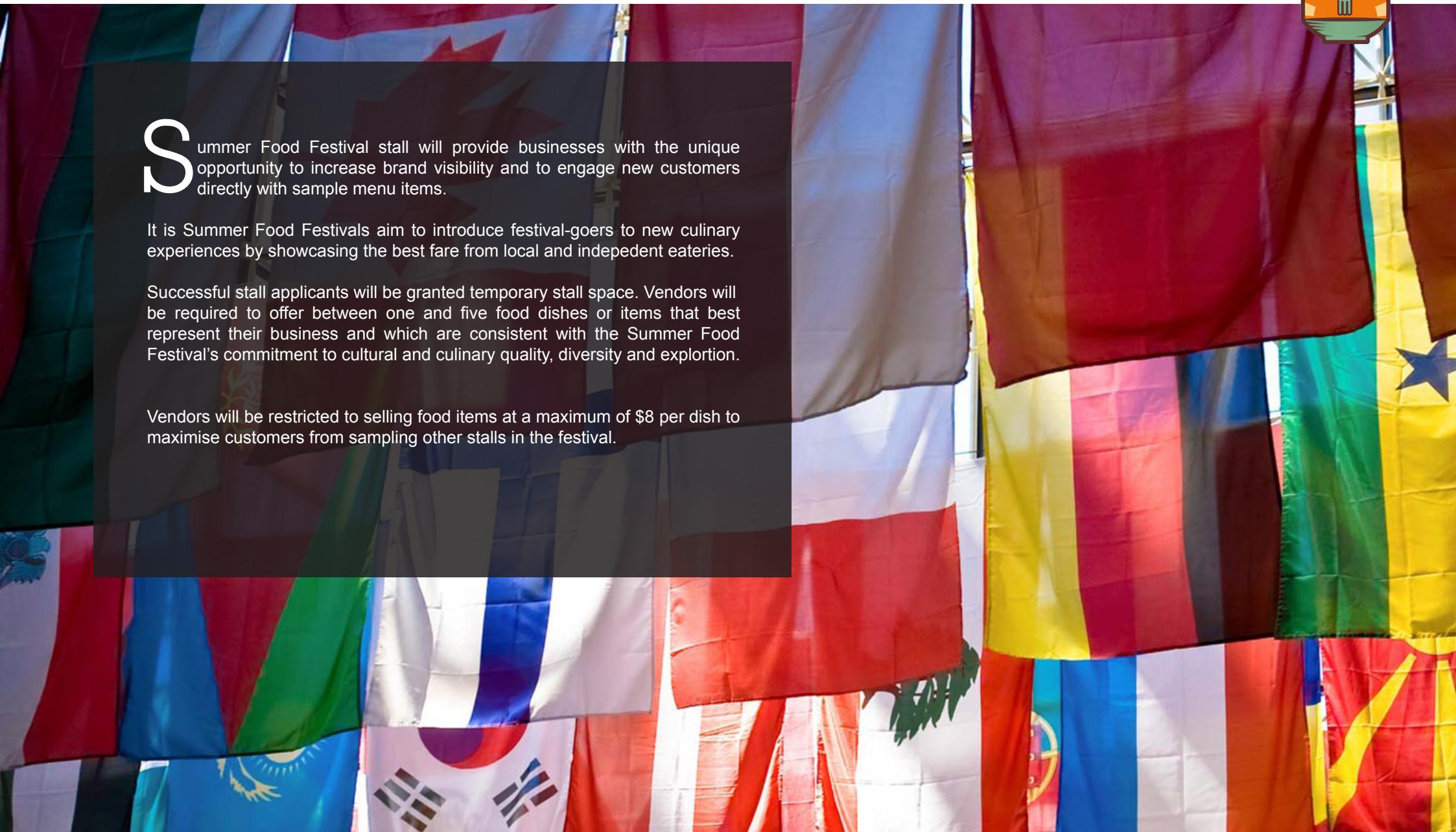


Summer Food Festival stall will provide businesses with the unique opportunity to increase brand visibility and to engage new customers directly with sample menu items.

It is Summer Food Festivals aim to introduce festival-goers to new culinary experiences by showcasing the best fare from local and independent eateries.

Successful stall applicants will be granted temporary stall space. Vendors will be required to offer between one and five food dishes or items that best represent their business and which are consistent with the Summer Food Festival's commitment to cultural and culinary quality, diversity and exploration.

Vendors will be restricted to selling food items at a maximum of \$8 per dish to maximise customers from sampling other stalls in the festival.



Calender of Events



December 2013

22 Sunday | Grand Opening | Xmas

Santa Appearance
Christmas Gift Giveaways
Christmas Tree
Jayesslee (Live Performance)

29 Sunday | Urban Groove

Live DJ's
Hip Hop performances
Break Dancers

January 2014

5 Sunday | Spice up your life

Vendors to add hot spice to dishes

12 Sunday | To The Rescue

All public service workers
(Police / Firemen / Paramedics, SES)
free entry and coupons
Fire Truck
Police Band performance

19 Sunday | Family Fun

Free entry for kids under 12
Face Painters
Kids Rides
Jumping Castles

26 Sunday | Australia Day

Face Painters
Aussie Flag Giveaways
Kids Rides
50% of door entrance fee goes to the
Cancer Council

February 2014

2 Sunday | Chinese New Year

Lion Dancers
Chinese performance
Red Pocket Giveaway
Fire Crackers

9 Sunday | Carnivale

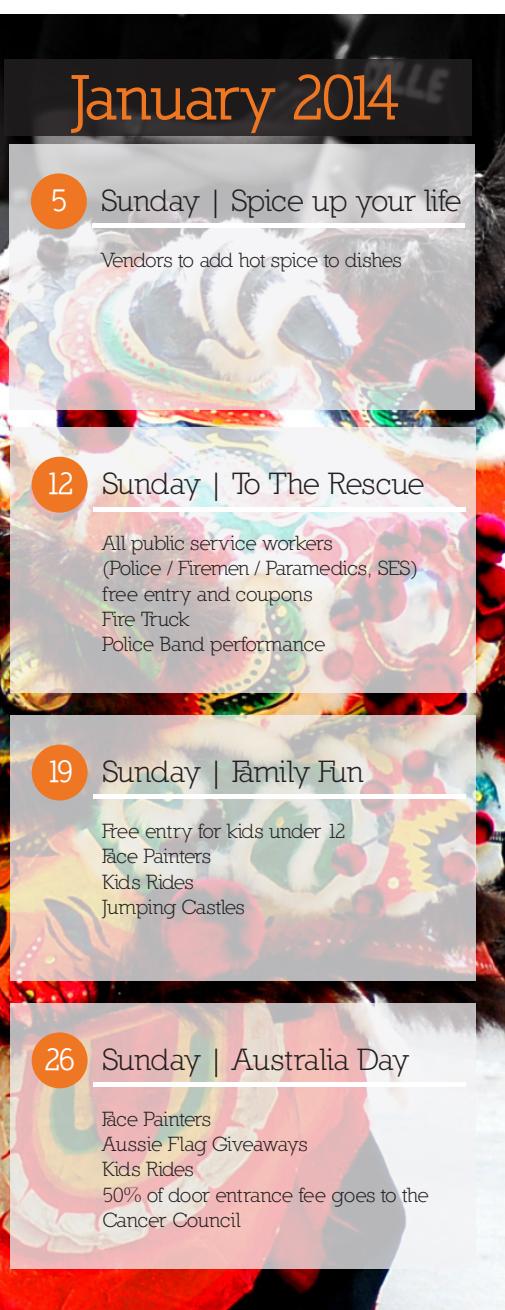
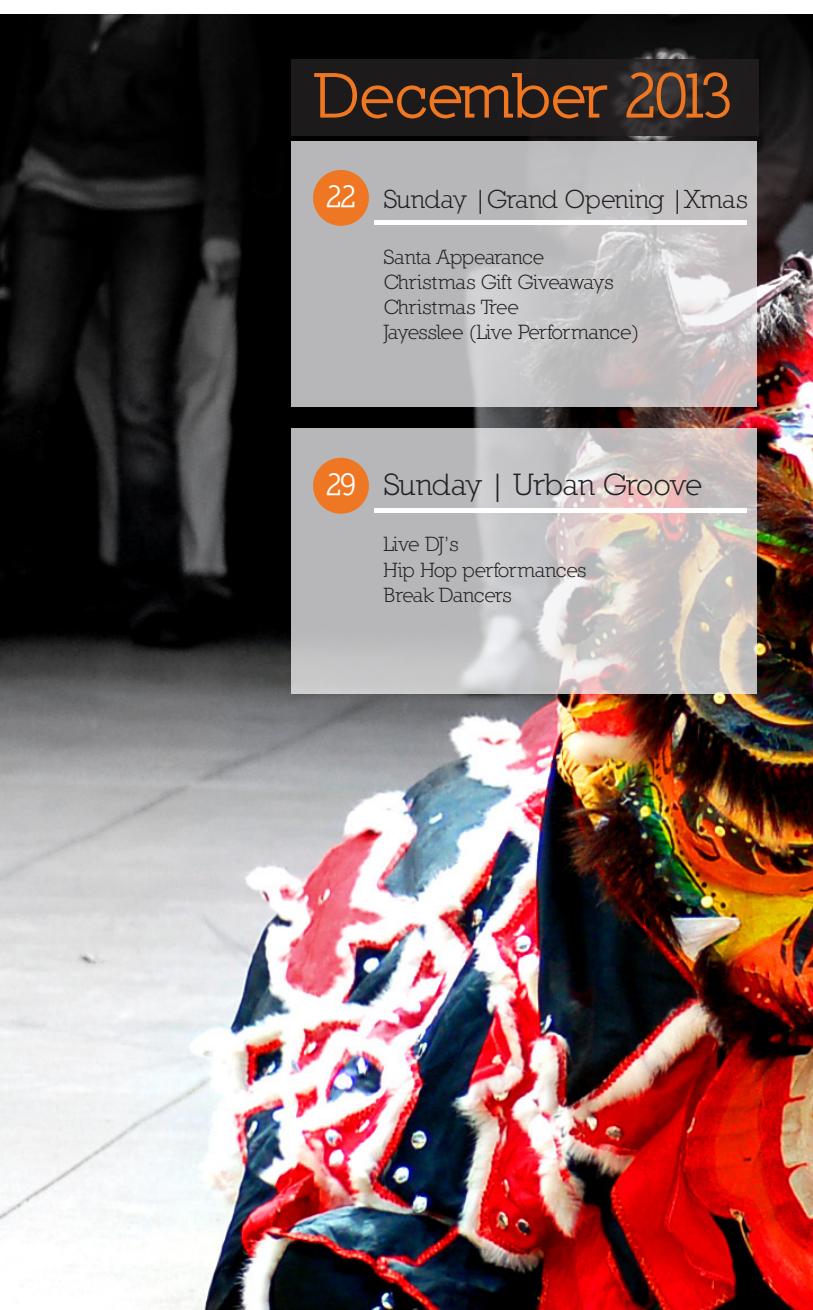
South American Celebration
Salsa Dancers
South American Band

16 Sunday | Valentines Day

Rose Giveaway
Couples Photobooth

23 Sunday | White Night

Patrons to dress in all white
White Balloon launch



Objectives



Summer Food Festival (SFF), through this Marketing plan will continue to build upon its members success.

Our success is based on new members continuing to join and benefit through the connections of social media groups and joint initiatives

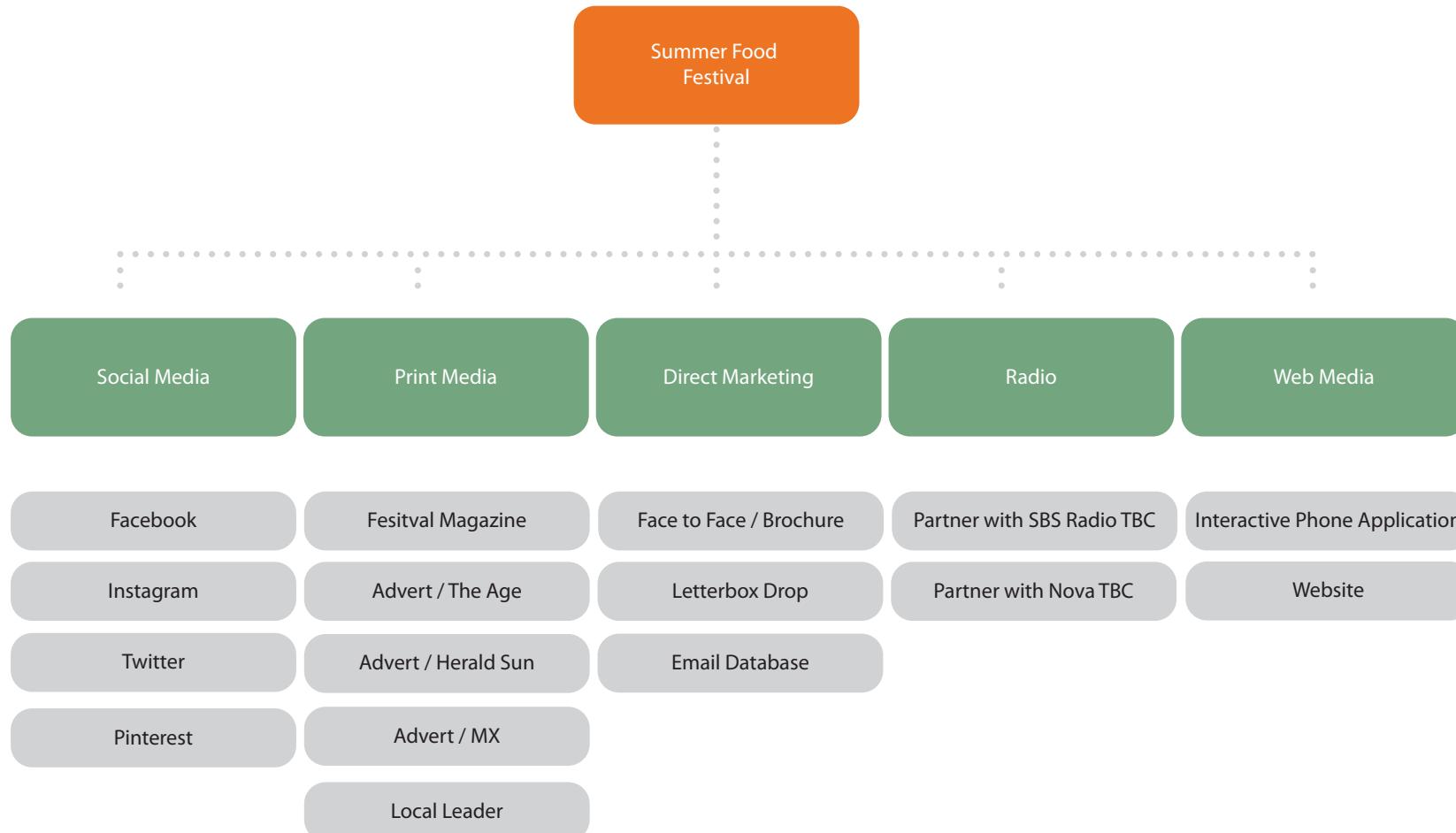
We will continue to provide a productive, valuable network for food manufacturers, restaurants and our major sponsors in the City of Melbourne.

Overall objective is to increase sales back to our vendors to get more foot traffic back in the their local restaurants

To Highlight our sponsors in the most Professional manner and to create brand awareness to the sponsors.



Structure Overview



Social Media



Facebook

Will be our most utilized form of social media to network all of our social platforms together.

We have created the following

Business Page

Like Page



Instagram

Will play a major role as it will be the social platform for people to advertise Summer Food Festival whilst at the event.

#Summerfoodfestival



You Tube

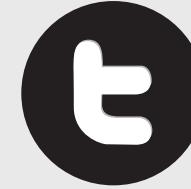
Created a Youtube channel, where we will be strategically releasing our video campaigns from.



Pinterest

Images of the event will be able to be saved & posted onto the users board, this will be then able to be shared with other pinterest users.

An event page will also be created



Twitter

Twitter accounts will be updated regularly post event & through the event to generate more interest in the event.



Food Blogs (Melbourne)

Summer Food Festival will be partnering up with major food bloggers of Melbourne to create more leads to the event.

Print Media



Herald Sun

Herald Sun (Melbourne Newspaper)

Advertise in the Herald Sun

Full Page Spread

THE AGE

The Age (Melbourne Newspaper)

Advertise in the Age

Full Page Spread



MX (Melbourne Newspaper)

Advertise in the Melbourne MX

Free magazine given on Melbournes Public train system

Full Page Spread

Leader COMMUNITY NEWSPAPERS

Local Leader

Advertise in the Local Leader

Full Page Spread

Posters / 1000 A3 / Full Colour

Flyers / 60,000 DL / Full Colour

Festival Magazine / 60,000 / Full Colour



Letterbox Drop off of flyer
Distribution within 15km radius of the event



With a email database of over 14,000 we will be using the database to inform our patrons of events & updates.

Advertising Campaign



The advertising Campaign will kick off in the following order

Phase #1

(May > Jul)

Video Teaser Launch

Launch a teaser video onto youtube then posting the link via all social media platforms and Summer Food festivals website.

Also releasing event videos & interviews

Release Date : 31st of May 2013

Website Launch

Launch of Summer Food festivals website.

Release Date : 31st of May 2013

Phase #2

(Aug > Oct)

Social Media Launch

Official launch of all social media updates & posts of the event on a regular basis.

Release Date : 1st of Oct 2013

Phase #3

(Oct - Dec) Ongoing

Print Media

Print Media to be advertised in Major Publishings such as The Age, The Herald Sun, MX. cooking magazines etc. Posters will be posted up in participating restaurants alongside with the festivals magazine.

Release Date : 1st of Dec 2013

Radio

Summer Food Festival is planning to partner up with a radio station. Radio station is still TBC

Release Date : TBC

Direct Marketing
Face to Face Marketing
Email Database
Letterbox drop

Release Date : TBC

Festival Magazine



The Summer Food Festival will be developing a Magazine which will be printed & available for download via the website.

Objectives

- Highlight the Food & vendors that will be participating in the event
- Insight of the program of the events to come
- Advertise the Major Sponsors & contributors of the event
- Advertise the Major Sponsors & contributors of the event
- Highlight the theme fo the event date on the calender

Print = 60,000 copies

PDF Download = unlimited

The magazine will have write ups on each individual store vendor, Restaurant contact details Food they will be selling on the day of event.

Website | Application



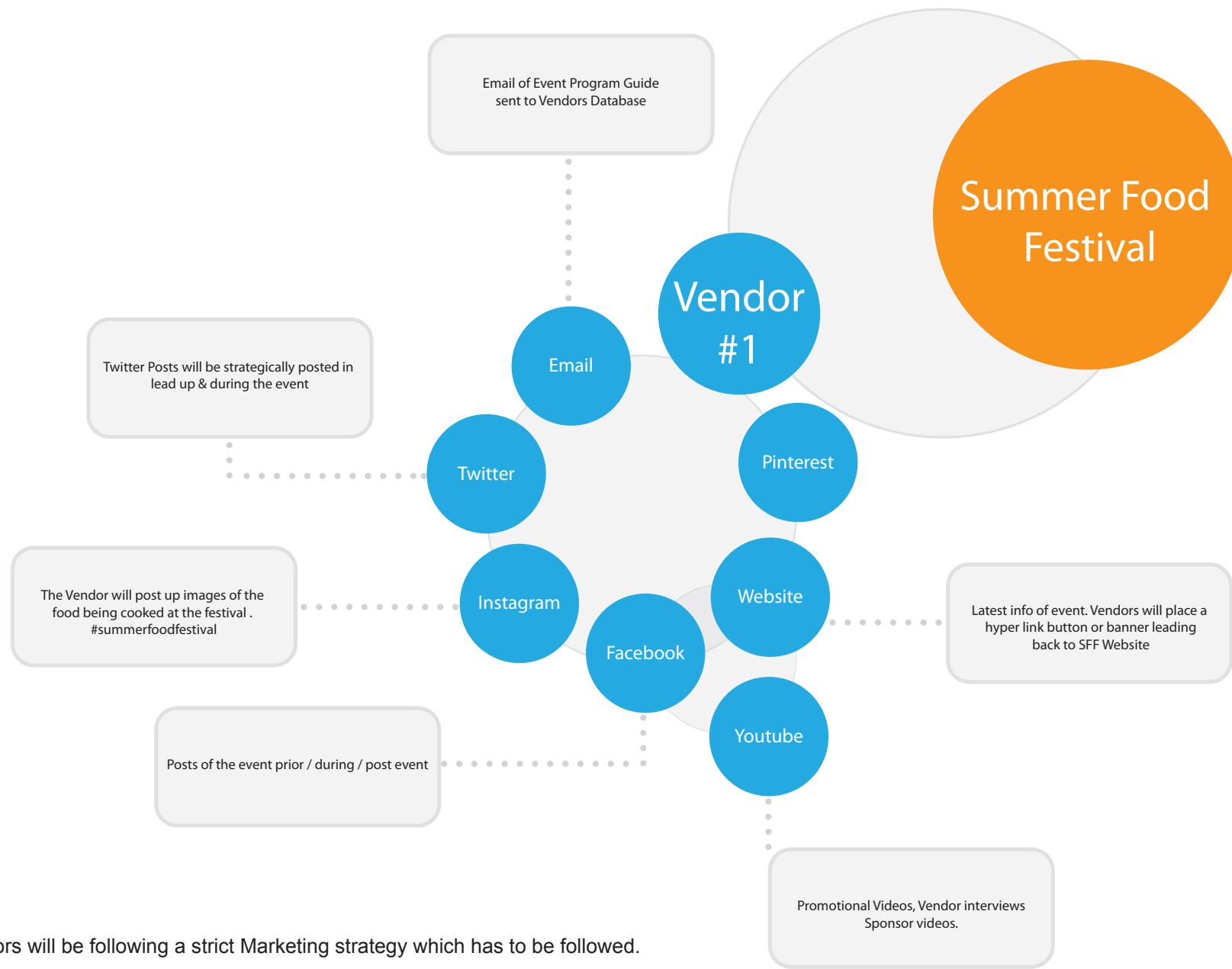
The major factor that will set Summer Food Festival apart from other festivals is through our communication of our Application

Highlights

- Will have map of the event layout
- Map out all Food vendors
- Will have a directory of all vendors with items the vendor will be selling on the day
- Will have vendor contact details of Restaurants
- Sponsors & vendors will have direct Hyper links back to their Company Website



Social Media | Vendors



Targeted Audience



Individuals that like to dine out by themselves

Tourists - travellers visiting Melbourne for a weekend

Families - a group of relatives or friends

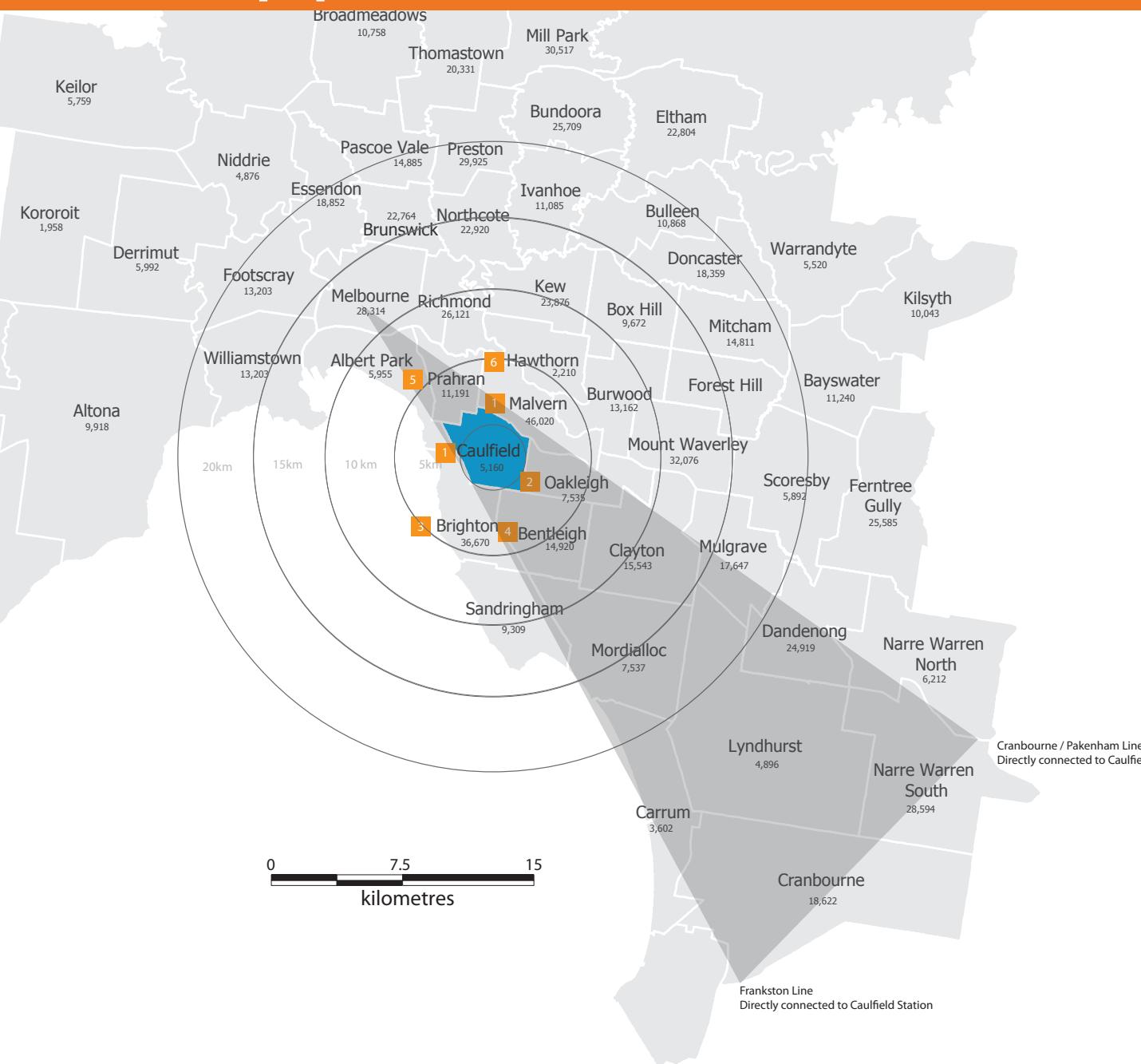
Social Clubs

Sporting Clubs

Take out - People who prefer to eat the food at home or a different environment other than the restaurant.



Victorian population areas



City Of Glen Eira

Description	Total
1 Glen Eira / Population	138,066
2 Male	67,191
3 Female	70,875
4 Families	35,605
5 Average Child per Fam	1.8
6 Monash Caulfield	13,400

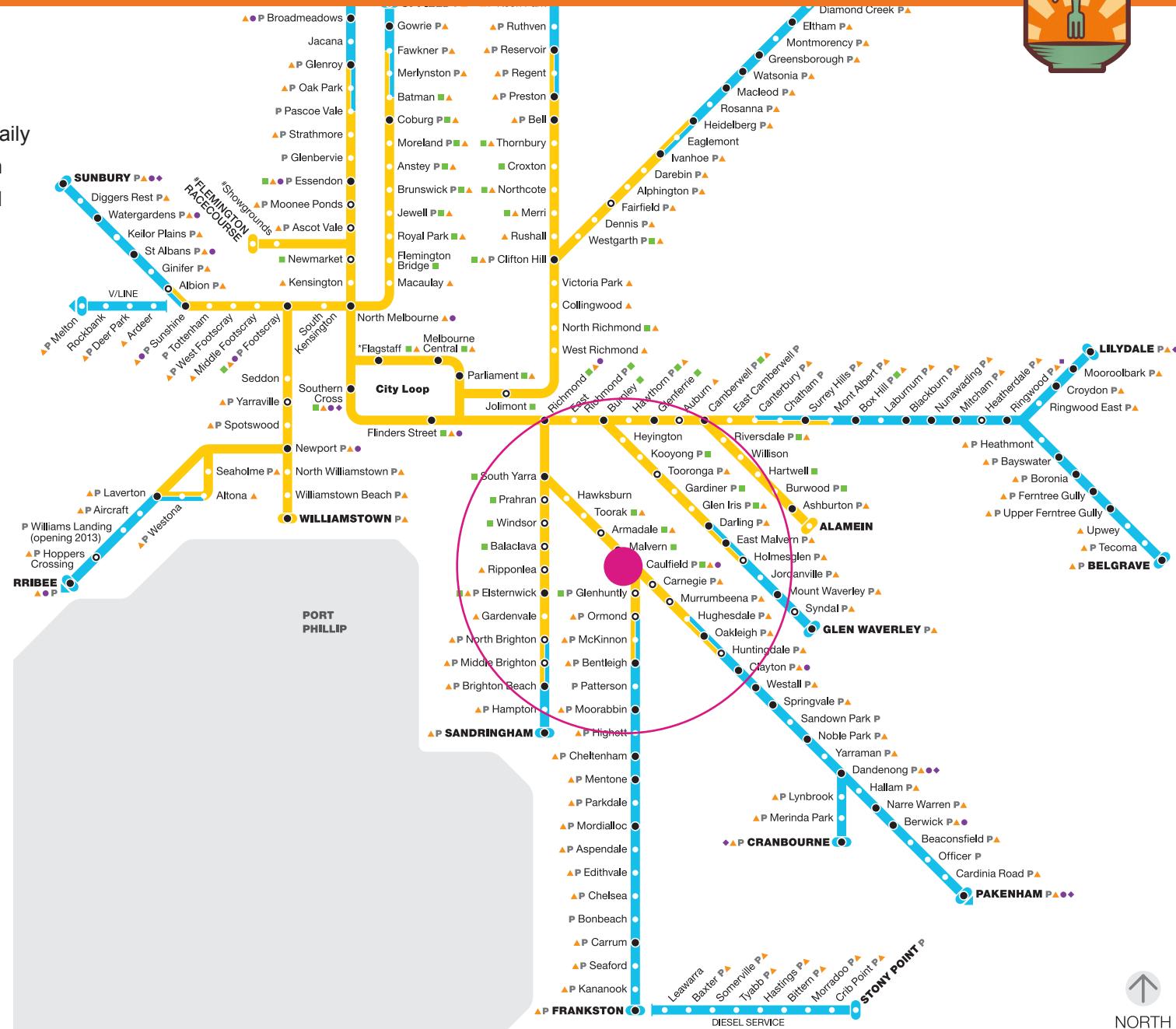
Suburbs within 5kms

Description	Total
1 Caulfield	5,160
2 Oakleigh	7,535
3 Brighton	36,670
4 Bentleigh	14,920
5 Prahran	11,191
6 Hawthorn	2,210

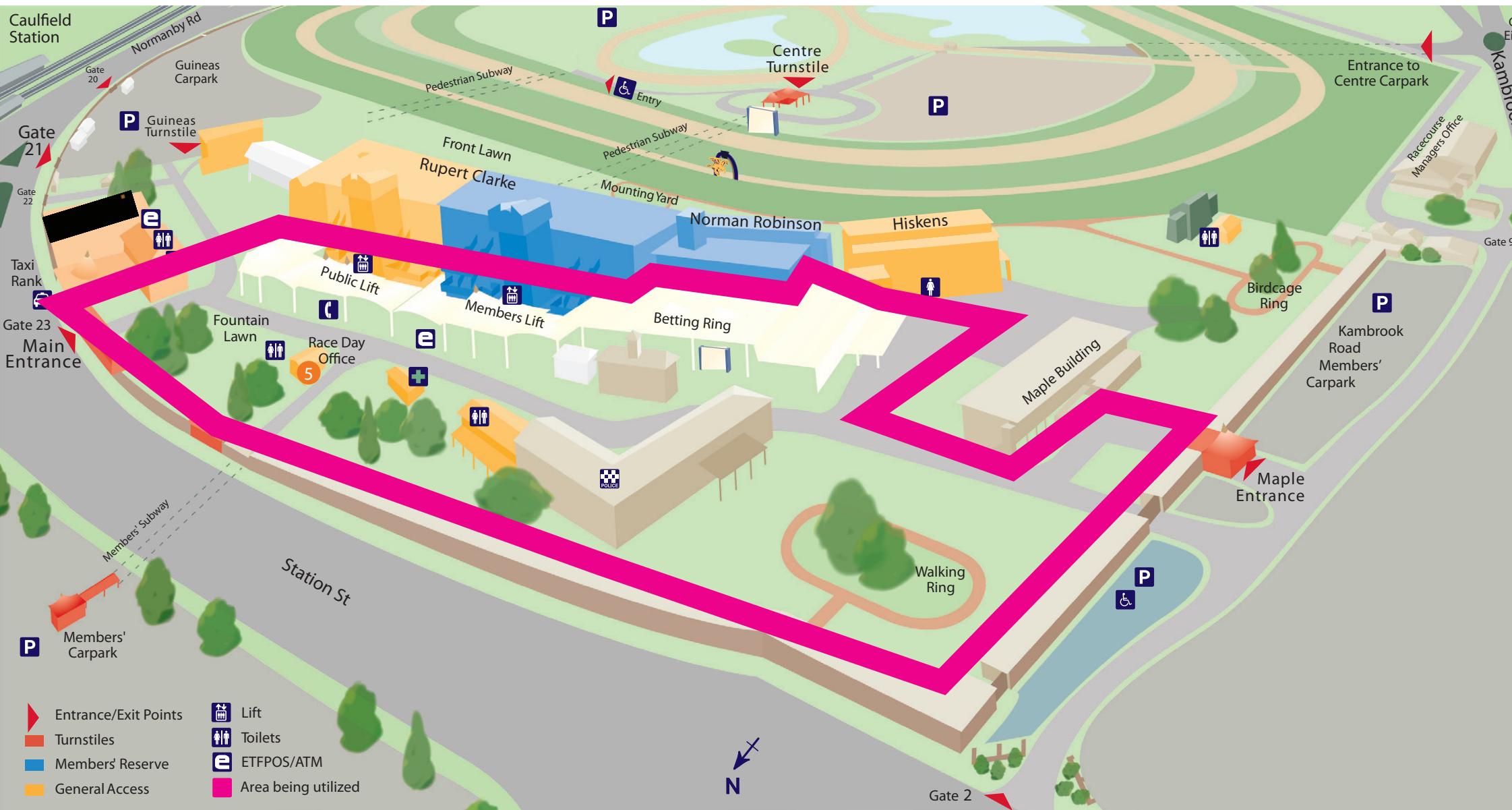
Public Trains



- Caulfield Train Station / average 10,600 commuters daily
 - Frankston Line passes through Caulfield Train Station
 - Cranbourne/Pakenham Line passes through Caulfield



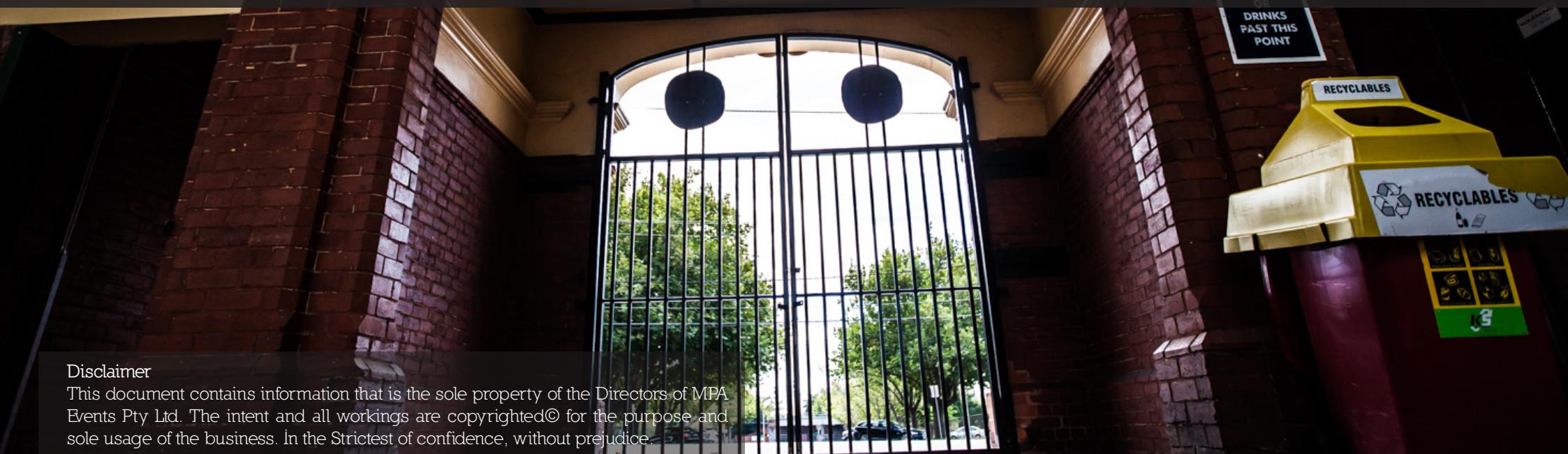
Caulfield Racecourse



Contact Us



Applications close June 16th at 6.00pm, please register your interest at your earliest convenience to hello@summerfoodfestival.com.au



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