



HUME CITY COUNCIL
**MAJOR
EVENTS**

Partnership Proposal

Introduction

We are seeking partnership investment from businesses and organisations to support Hume's 2026/27 Major Events Calendar. By entering into a partnership agreement, your organisation will help strengthen community participation, connection and engagement across Hume. As a valued partner, you will gain access to thousands of community members and visitors, providing a meaningful opportunity to promote your business to new audiences, increase brand awareness and demonstrate your commitment to the local community. The benefits of partnering with Hume's Major Events are significant and offer strong value for your investment.

Festivals and events play a crucial role in keeping residents socially connected and engaged with their communities.

We are excited by the prospect of partnering with you to deliver the events which are detailed in this proposal. Should the proposed package not suit your business/organisation, we are open to tailoring a suitable outcome. Reductions apply on partnerships for multiple events.



Event reach & audience impact - A snapshot

Connecting brands with Hume’s diverse and growing community

Hume events at a glance

32,000+

Annual event attendees

278,000+

Hume residents

170+

Countries represented

90%

Attendee satisfaction

35-44 years

Largest audience segment

4

Major community events across the 2026-27 season

Marketing reach*

336,000+

Social media reach

163,000+

Video views

52,000+

Event webpage

8,700+

Email subscribers

299,000+

Outdoor reach

**These are combined statistics over the 4 events*

Our events

Event	Attendance
Craigieburn Festival	15,000+
Craigieburn Carols by Candlelight	10,000+
Hume Winter Lights Festival	5,500+
Westmeadows Carols	1,500+
Combined reach	32,000+



Why partner with Hume?

- Reach thousands of local families.
- Connect with one of Melbourne's most diverse communities.
- Showcase your brand at trusted, long-running community events.
- Access on-site activation and customer engagement opportunities.
- Align your brand with positive community experiences.
- Benefit from extensive promotional campaigns and partner recognition.

What attendees say about our events

Family friendly, inclusive, welcoming, safe, accessible, community focused, diverse, entertaining, high quality

Previous sponsors include:



Our audience

Hume is one of the fastest-growing municipalities in Australia, with a current population of more than 278,000. This is forecast to increase by 63% by 2046. We are located along Melbourne's northern fringe, just 15 kilometres from the centre of Melbourne. Hume City includes 27 suburbs with the Melbourne Airport making up 10% of our area.

It's clear our community enjoys attending local events and festivals with their friends and family. Feedback tells us that there is a desire for more festivals, community events and opportunities to participate in art events and activations in public places.

Target audiences will vary depending on the event we are delivering. Carols by Candlelight and Craigieburn

Festival are both long-running localised events that have been in our community for more than 20 years.

On average our attendees are between the ages of 35-49 often with young children and attend in groups with family and/or friends. For our local events, attendees live within Hume City. Over 90% of attendees rated our last event season as 'very satisfied' or 'satisfied' and most people find out about our events via social media, family/friends or via our road-side billboards.





Craigieburn Festival

Date: Saturday 13 March 2027

Time: 1pm – 9.30pm

Location: Craigieburn Anzac Park

Free/ticketed: Free entry

Expected attendance: 15,000+ people (*weather dependent*)

Target audience: Local community

Craigieburn Festival is a long-running tradition in our community and is well-known throughout Hume City.

The festival will encourage community participation through inviting businesses, community groups and organisations to participate as performers and stall holders.

The event will showcase a vibrant program of multicultural music and dance, featuring local and professional performers and artists.

Other program elements will include a wide range of free kids' activities, carnival rides, food trucks, market stalls, emergency services displays, and Council services.

Major Partner (2 of 2 available)	Event Partner (3 of 3 available)	Media Partner (1 TV network, 1 radio & 1 local available)	Supporting Partner (unlimited)
\$15,000 (+GST)	\$7,500 (+GST)	In-kind – more than \$7,500 worth of media advertising	In-kind – more than \$500 worth of goods or services



Hume Carols by Candlelight (Craigieburn)

Date: Saturday 5 December 2026

Time: 5pm – 8.30pm

Location: Craigieburn Anzac Park

Free/ticketed: Free entry

Expected attendance: 10,000+ people (*weather dependent*)

Target audience: Local community

The Hume Carols by Candlelight is a family favourite that has been amongst our community for over 20 years. Thousands of families gather with their picnics to enjoy this production and sing along with our community and professional entertainers.

Along with our host, the cast generally features a strong mix of local and professional performers, bringing together a diverse range of talent.

A pre-event program will surround the site entertaining crowds as they gather for the show. Kids activities, roving entertainment and market stalls are some of the previous activities complimenting the event.

Major Partner (2 of 2 available)	Event Partner (3 of 3 available)	Media Partner (1 TV network, 1 radio & 1 local available)	Supporting Partner (unlimited)
\$12,000 (+GST)	\$6,000 (+GST)	In-kind – more than \$6,000 worth of media advertising	In-kind – more than \$500 worth of goods or services



Hume Carols by Candlelight (Westmeadows)

Date: Friday 18 December 2026

Time: 6pm – 9pm

Location: Westmeadows Reserve

Free/ticketed: Free entry

Expected attendance: 1,500+ people (*weather dependent*)

Target audience: Local community

The Christmas gathering is a vibrant, family-friendly celebration held in the heart of Westmeadows. This festive community event invites local families to bring their picnic blankets and join in the joy of the season with a heartwarming Christmas Carols performance, featuring talented community members.

Hosted by an engaging MC, the evening will showcase performances from local schools and community groups, creating a magical atmosphere of connection and holiday cheer. Before the main event, attendees can enjoy a variety of family-friendly activities.

Major Partner (2 of 2 available)	Event Partner (3 of 3 available)	Media Partner (1 TV network, 1 radio & 1 local available)	Supporting Partner (unlimited)
\$3,000 (+GST)	\$1,500 (+GST)	In-kind – more than \$2,500 worth of media advertising	In-kind – more than \$500 worth of goods or services





Hume Winter Lights Festival

Date: Saturday 19 June 2027

Time: 6pm – 10pm

Location: Town Hall Broadmeadows and outdoor precinct

Free/ticketed: Free entry

Expected attendance: 5,000+ people (*weather dependent*)

Target audience: Local community and visitors

The Hume Winter Lights Festival is an after-dark event capitalising on the early darkness of winter evenings celebrating light, illumination and projections.

This indoor/outdoor festival will captivate attendees with a sea of lights with oversized art projections on surrounding buildings, glowing lanterns, LED and fire-based performances, as well as live music, food trucks, and workshops, all surrounded in a glowing atmosphere.

The iconic Town Hall Broadmeadows transforms into a vibrant cultural hub filled with immersive

experiences, artistic installations, entertainment and community activity. Past festival editions have featured exhibitions in the beautiful Town Hall Broadmeadows Gallery, live DJ's sets and other activations.

Bringing together light, art, culture and creativity, Hume Winter Lights Festival delivers a unique and memorable experience for visitors while showcasing Broadmeadows as a thriving cultural destination. The festival has become one of Hume's signature events, attracting thousands of attendees and strengthening its reputation as a standout community celebration.

Major Partner (SOLD)	Event Partner (2 of 3 available)	Media Partner (1 radio SOLD, 1 local media partner and 1 TV network available)	Supporting Partner (unlimited)
\$10,000 (+GST)	\$5,000 (+GST)	In-kind – more than \$5,000 worth of media advertising	In-kind – more than \$2,500 worth of goods or services

Promotional Campaigns

Extensive promotional campaigns will be developed for each event, tailored to suit the target audience, driving attendance and maximising awareness of the event and our partners.

Social and digital media remain our primary campaign channels, noting their increasing influence and reach with consumers. Hume, however, still recognises the importance of printed publications to some of our key community groups; and as such, some of these methods will continue to be adopted as part of our communications strategy.

We know from prior post-festival surveys, that social media is the primary engagement tool for event attendees within Hume. With this in mind, extensive social media plans are developed to include and showcase our partners. The Hume Events Facebook page has 11,000 followers and the Hume City Council Facebook page has 35,000 followers as of June 2026.



Primary campaign platforms

- **Social Media –**
Facebook, Instagram and LinkedIn.
- **Online & digital media –**
Council website, promotional video, and e-newsletters.
- **Printed publications –**
Programs/postcards and posters distributed to leisure centres, libraries and other high-foot traffic facilities.
- **Billboards –**
Located in high-traffic areas.
- **Media releases –**
Sent to local and metro media outlets.



Brand Examples



Partnership Benefits and Promotional Opportunities

Benefits	Major Partner	Event / Media Partner	Supporting Partner (in-kind)
Activity naming rights An activity will be named and promoted in reference to the partner	●		
Prominent logo placement: The following (where applicable) OHH advertising Hume Highlight magazine Digital advertising Postcards/programs Promotional video artwork Website	●		
Logo placement: The following (where applicable) Postcards/programs Promotional video artwork Website		●	
Logo placement: The following (where applicable) Website			●
Media releases Acknowledgement as a partner.	●		
Social media Acknowledgment as a partner and promotion of your activation prior to event.	●		
Mayor's speech acknowledgement Mentioned as a partner during the Mayors welcome speech.	●	●	
Signage at event Signage will be placed in prominent locations where practicable when it is provided by the partner. Major partners will be provided with 2x 2.4m banners attached to the permitter fence near the entry point.	●	●	
On-site activation We will provide an on-site activation space of up to 6x3m at no cost to the partner, for an activation, promotion or sales including an un-branded marquee, tables, chairs and power access (please note, the partner will be responsible for any additional space or equipment, costs and planning of activities and staffing within this site).	●	●	





**For more information
or to confirm your interest
please contact:**

Gillian McCarrey
Coordinator, Events and Festivals
Hume City Council
events@hume.vic.gov.au

