

**South
Australia's**

History Festival

2023 Partnership Opportunities



Welcome

Held in May each year, South Australia's History Festival connects people across time and space, and explores places and stories that make us who we are today.

We invite you to consider supporting this much-loved and valued community celebration of our history.

The theme for the 2023 Festival is WONDER. We invite your organisation to partner with us on our next journey into South Australia's rich and vibrant history and with your support deliver once again this truly iconic festival across the city, metropolitan and regional South Australia.

Over 100,000 attendances at events are eagerly expected in 2023. We will distribute 40,000 copies of the much-loved and well-read printed program through our networks far and wide. Our engagement through our web and digital platforms will continue to grow in 2023. We hope you will consider the outstanding value partnering with and supporting South Australia's History Festival presents and how well we can align with your needs and your customers.



Angaston Blacksmith Shop and Museum. Photo: Jiayuan Liang



Sea Shanties, South Australia Maritime Museum. Photo: Jiayuan Liang

Insights

A truly South Australian event

South Australia's History Festival is statewide: equally one-third regional, metropolitan and Adelaide city based.

100,000+

Estimated visits to events during South Australia's History Festival 2022

33,000+

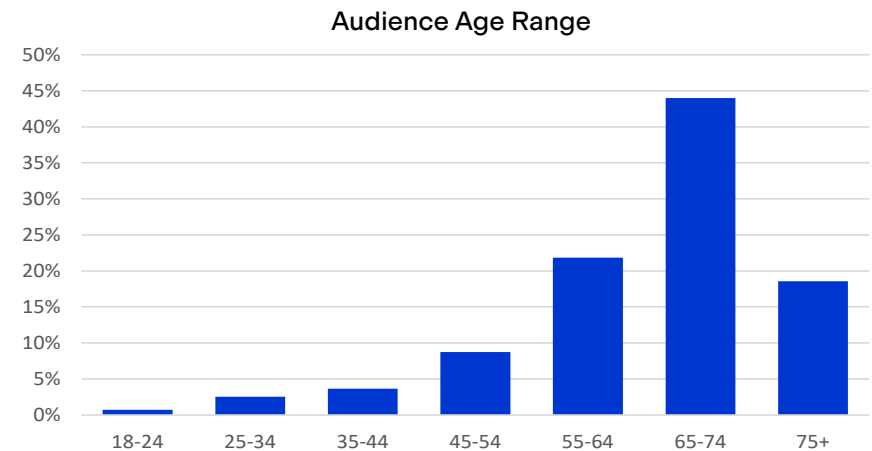
Estimated visits to regional events

A snapshot of 2022

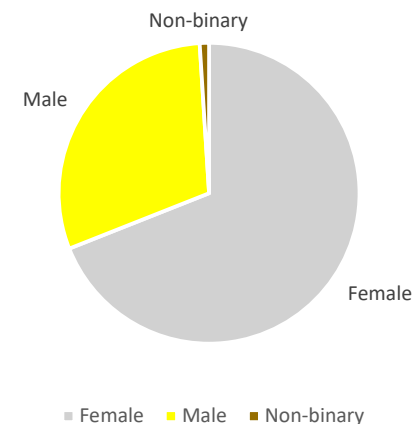
- 500+ events held in 2022, more events expected in 2023
- 23,439 people regularly engaged through our growing online community
- In the eight weeks leading up to and during the Festival, there were 37,122 website visits and 122,292 website page views, this will continue to grow in 2023
- Our organic social media is outstanding and in a period of eight months we saw close to 600,000 impressions on our paid social media advertising
- The Festival has outstanding stories that regularly attract media attention. The media value generated across TV, radio, print and online in 2022 was \$937,677

A bit more about our audience

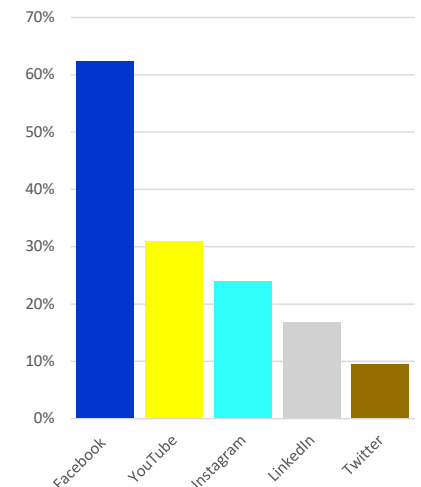
Source: 2022 History Festival visitor survey



Audience by gender



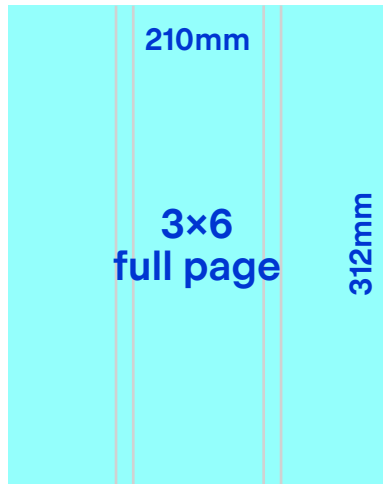
Social media use



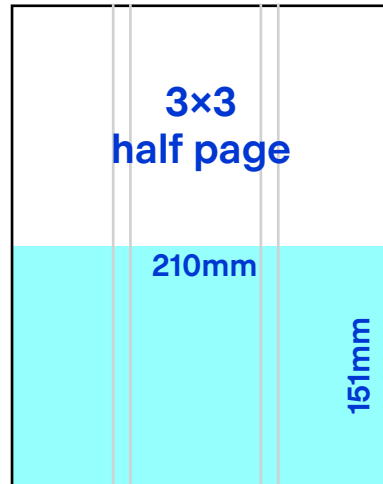
Partnership Tiers

		Benefits	Level 4 \$5,000	Level 3 \$10,000	Level 2 \$20,000	Level 1 \$30,000
Printed program		Logo on sponsors and partners page	✓	✓	✓	✓
		Advertising space in program listings (size varies)	✓ 1/6 page	✓ 1/3 page	✓ half page	✓ full page
		Logo on front cover	-	-	✓	✓
Website		Your logo and hyperlink on supporters' page on official South Australia's History Festival website	✓	✓	✓	✓
		One ad tile on History Festival website program page	✓	✓	✓	✓
		Your logo and hyperlink on the footer of official South Australia's History Festival website homepage	-	-	✓	✓
		One banner ad on History Festival website homepage	-	-	✓	✓
Printed promotional collateral		Logo on official poster	-	-	✓	✓
		Logo on official venue sticker	-	-	-	✓
Digital promotion collateral		Banner ad in email newsletters published weekly during the festival period	✓ 1 newsletter	✓ 1 newsletter	✓ 2 newsletters	✓ 4 newsletters
		Social media mention/s (Facebook/Instagram)	-	✓ 1 post	✓ 2 posts	✓ 3 posts
		Mention on History Trust of South Australia LinkedIn	-	-	-	✓
		A dedicated EDM sent to the History Festival email database master list	-	-	-	✓
Special events (Program launch, Opening night)		Logo displayed on digital screen at the start of events	✓	✓	✓	✓
		Complimentary tickets to special events	✓	✓	✓	✓
		Partnership acknowledged by speaker	-	-	✓	✓
		Speaking invitation at a nominated event (3 minute speech)	-	-	-	✓
Registrations		Complimentary event registration (with image)	✓ 1 event	✓ 2 events	✓ 4 events	✓ 8 events

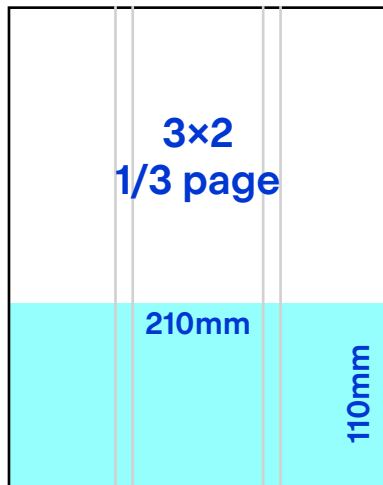
Partnership Benefits – Print Advertising



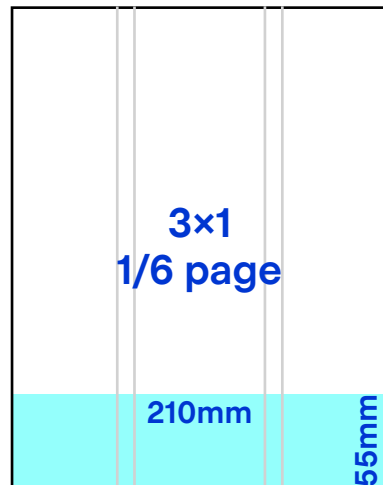
Valued at
\$3,200



Valued at
\$1,700

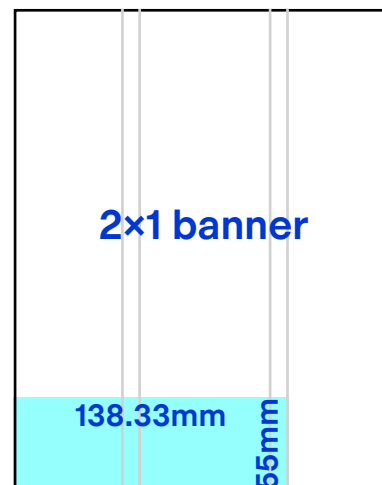


Valued at
\$1,250



Valued at
\$950

40,000
copies of
printed program
distributed
state-wide



Valued at
\$700

An example from our 2022 program



Material Deadline: 17 Feb 2023

Publication Date: 12 Apr 2023

* Print ad illustration are not to scale.
** Partners to supply required artwork based on specification provided by History Trust of South Australia.

Partnership Benefits – Digital Advertising

EDM CAMPAIGNS

Banner ad in one of the weekly South Australia's History Festival e-newsletters - 728px wide by 90px high

Valued at \$200 per ad

WEBSITE AD

Ad tile on South Australia's History Festival website program page - 600px wide by 400px high

Valued at \$500 per ad

AND/OR


Leaderboard ad on South Australia's History Festival website home page - 1200px wide by 400px high

Valued at \$2000 per ad - exclusive to partners

3,573
E-news subscribers

122,292
website page views

EDM example (2022)



Sunday 15 May
Chrysler Heritage Bus Tour


A bus tour of T.J. Richards, Chrysler Dodge Distributors Limited, Rootes Group, Chrysler Australia, and Mitsubishi Motors Australia sites around Adelaide with guide Gavin Farmer. [Learn more >>](#)

The stories that make us. State Library of South Australia slsa.sa.gov.au

SA Collections Family History Research Exhibitions Programs Cafe



Website ad tile example (2022)



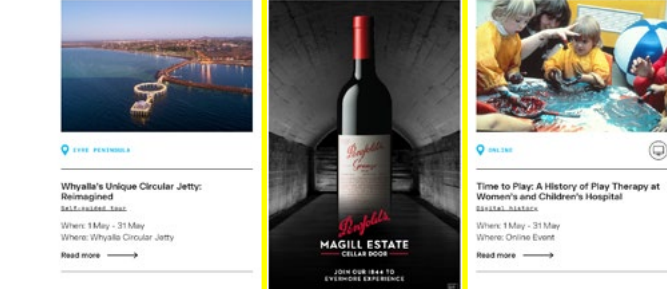
Our heritage, our future.

Immerse yourself in our rich and colourful history

Adelaide. Designed for Life. CITY OF ADELAIDE

Join our Newsletter
Receive History Festival news by email

Name



Whyalla's Unique Circular Jetty: Reimagined
SELF-RAISED-ESTATE
When: 1 May - 31 May
Where: Whyalla Circular Jetty
[Read more](#)

MAGILL ESTATE CELLAR DOOR
JOIN OUR 144 TO ENJOINE EXPERIENCE

Time to Play: A History of Play Therapy at Women's and Children's Hospitals
SELF-RAISED-ESTATE
When: 1 May - 31 May
Where: Online Event
[Read more](#)

Past Present Wonder

Contact

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