

History Festival

South
Australia's



Partnerships 2024

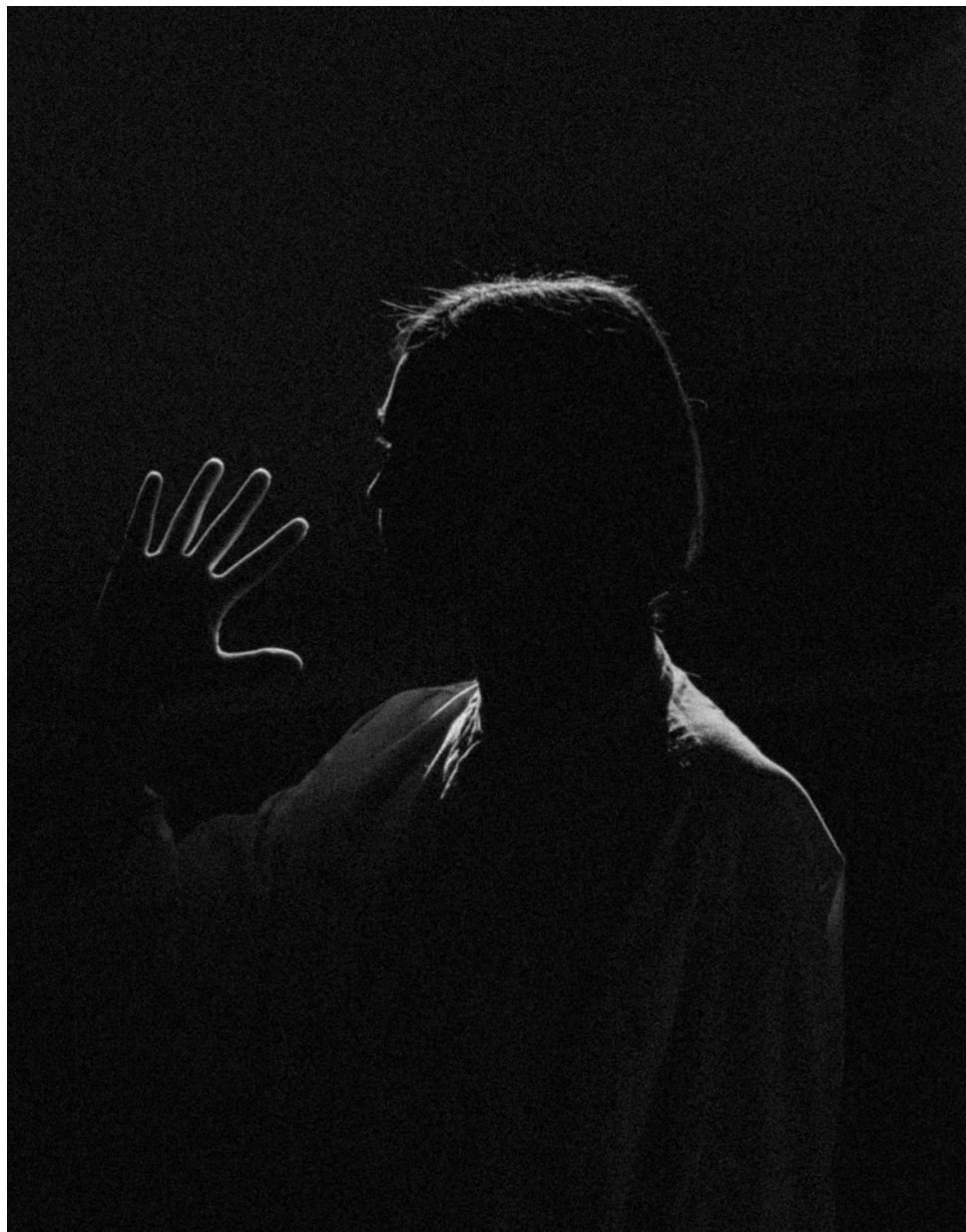
PRESENTED BY



**South
Australia's**

History Festival

**1-31
May 2024**



Power

South Australia's History Festival 2023 at a glance

189,003*
Event visits

523
Events

528 ^{^1931%}
Press mentions

27.9m ^{^164%}
Reach

\$1.1M ^{^22%}
AVE

171,982 ^{^1500%}
Facebook reach

40,000
Website visitors

125,487 ^{^11,900%}
Instagram reach

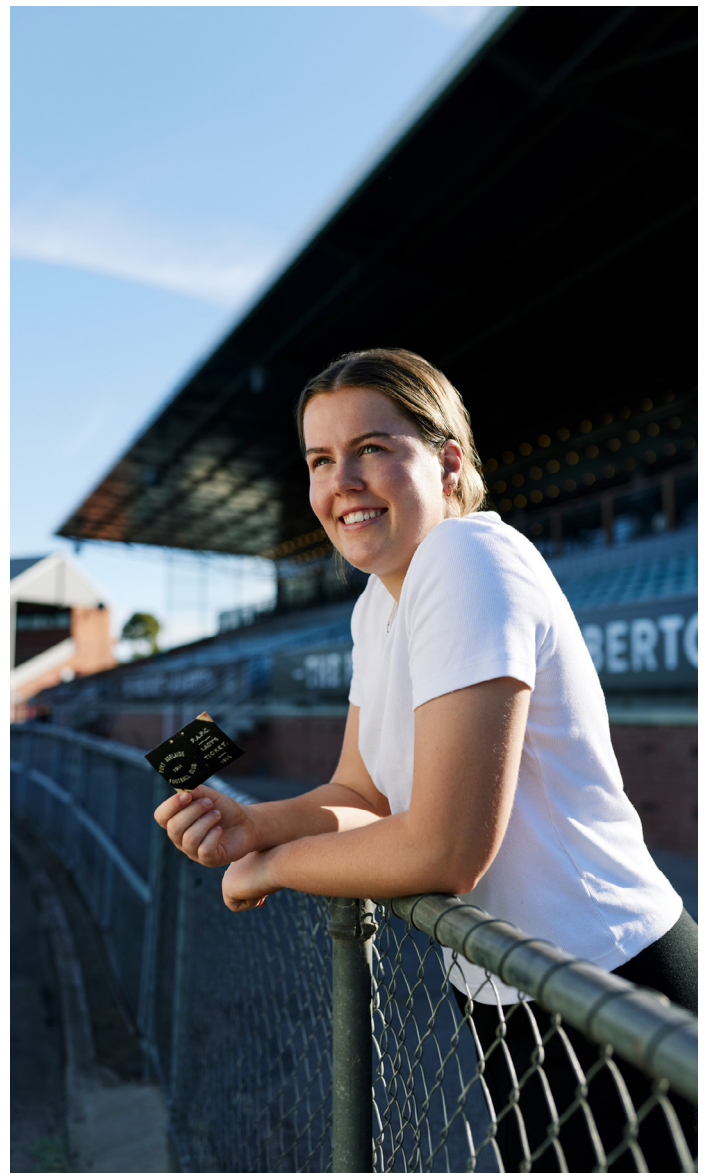
[^]Data compared to South Australia's History Festival 2022

^{*}Includes radio broadcasts and special events

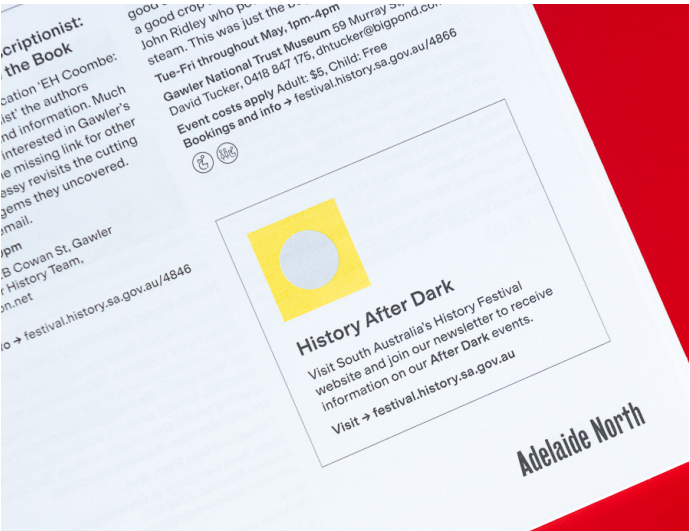
Partner with us in 2024

This is a unique opportunity to access our highly engaged audience and community. We are very protective of our audience and treat our partners the same.

We invite you to partner with us to make the 2024 History Festival bigger and better and encourage you to discuss creative ways to work with us to ensure that your brand and business can benefit.



Print



2024 Print Reach

50,000
Copies distributed
state-wide

130k
Readership

9 Feb 2024
Material deadline

**Mid-late
March 2024**
Publication date



Digital



2024 Digital Reach

3,716
eDM subscribers

40k visitors
Festival month

10k+ followers
Facebook & Instagram

297k+
Social reach
during campaign



Major Partnership

Value
\$51,340

We have a limited number of Major Partnerships available.

Cost
\$30,000

Benefits and inclusions:

Printed Program

- Logo on sponsors' and partners' page (value \$1,500)
- Full page advertising space in program listings (value \$3,200)
- Logo on front cover of program (value \$4,000)
- Full page editorial inclusion written in collaboration with a journalist and/or historian (value \$16,000)

Website

- Your logo and hyperlink on the supporters' page (value \$500)
- Ad tile (specs 600px wide x 400px high) (value \$750)
- Your logo and hyperlink on the homepage footer (value \$900)
- One leaderboard ad (728px wide x 90px high) (value \$500)

Printed Promotional Collateral

- Logo on all posters (value \$2,640)
- Logo on all venue stickers (value \$1,500)

Digital Promotional Collateral

- Leaderboard ad in email newsletters published weekly during the Festival (33.33% SOV with a max of three ads per page) (value \$750 per newsletter)
- Two x social media mentions (one on Facebook and one on Instagram) 10K+ followers (value \$1,500)
- Longform piece in collaboration with you to be published on the History Trust of South Australia LinkedIn account (value \$3,500)
- Dedicated eDM sent to the History Festival email database (value \$1,100)

Events

- Logo displayed at key selected events (value \$5,000)
- Six complimentary tickets to the History Festival Closing event and History Council of SA Historian of the Year awards Friday 31 May 2024 (venue TBC) (value \$1,500)
- Partnership acknowledgement by speaker at the History Festival Closing event (value \$1,000)
- Speaking invitation at the History Festival Closing event and History Council of SA Historian of the Year awards Friday 31 May 2024 (venue TBC) (value \$5,500)

Integrated brand and activation opportunities

Our goal with all of our partnerships is success and long term relationships. All partnerships are unique and the History Trust of South Australia welcomes further integrated brand and activation inclusions that are outside the square and in addition to benefits and inclusions listed. Talk to us about your ideas and needs.

Premier Partner

Value
\$28,690

We have a limited number of Premier Partnerships available.

Cost
\$20,000

Benefits and inclusions:

Printed Program

- Logo on sponsors' and partners' page (value \$1,500)
- Half-page advertising space in program listings (value \$1,700)
- Half-page editorial inclusion written in collaboration with a journalist and/or historian (value \$8,500)

Website

- Your logo and hyperlink on the supporters' page (value \$500)
- Ad tile (specs 600px wide x 400px high) (value \$750)
- One leaderboard ad (728px wide x 90px high) (value \$500)

Printed Promotional Collateral

- Logo on all posters (value \$2,640)
- Logo on all venue stickers (value \$1,500)

Digital Promotional Collateral

- Two leaderboard ads in email newsletters published weekly during the Festival (33.33% SOV with a max of three ads per page) (value \$750 per newsletter) (total value \$1,500)
- Two x social media mentions (one on Facebook and one on Instagram) 10K+ followers (value \$1,500)
- Dedicated eDM sent to the History Festival email database (value \$1,100)

Events

- Logo displayed at key selected events (value \$5,000)
- Four complimentary tickets to the History Festival Closing and History Council of SA Historian of the Year awards Friday 31 May 2024 (venue TBC) (value \$1,000)
- Partnership acknowledgement by speaker at the History Festival Closing event (value \$1000)

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Supporting Partner

Value
\$15,390

We have a limited number of Supporting Partnerships available.

Cost
\$10,000

Benefits and inclusions:

Printed Program

- Logo on sponsors' and partners' page (value \$1,500)
- One-third page advertising space in program listings (value \$1,250)

Website

- Your logo and hyperlink on the supporters' page (value \$500)
- Ad tile (specs 600px wide x 400px high) (value \$750)
- One leaderboard ad (728px wide x 90px high) (value \$500)

Printed Promotional Collateral

- Logo on all posters (value \$2,640)

Digital Promotional Collateral

- One x leaderboard ad in email newsletters published weekly during the Festival (33.33% SOV with a max of three ads per page) (value \$750 per newsletter) (value \$750)
- Two x social media mentions (one on Facebook and one on Instagram) 10K+ followers (value \$1,500)

Events

- Logo displayed at key selected events (value \$5,000)
- Four complimentary tickets to the History Festival Closing and History Council of SA Historian of the Year awards Friday 31 May 2024 (venue TBC) (value \$1,000)

Integrated brand and activation opportunities

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Program & Focus Program Partnerships

Value
\$9,950

**We have a limited
number of Focus
Program Partnerships
available.**

Cost
\$5,000

Benefits and inclusions:

Printed Program

- Logo on sponsors' and partners' page (value \$1,500)
- One-sixth page advertising space in program listings (value \$950)

Website

- Your logo and hyperlink on the supporters' page (value \$500)
- Ad tile (specs 600px wide x 400px high) (value \$750)

Digital Promotional Collateral

- One x leaderboard ad in email newsletters published weekly during the Festival (33.33% SOV with a max of three ads per page) (value \$750 per newsletter) (value \$750)

Events

- Logo displayed at key selected events (value \$5,000)
- Two complimentary tickets to the History Festival Closing and History Council of SA Historian of the Year awards Friday 31 May 2024 (venue TBC) (value \$500)

Integrated brand and activation opportunities

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Partnership tiers

Benefits

		Major Partner \$30,000	Premier Partner \$20,000	Supporting Partner \$10,000	Program & Focus Program Partnerships \$5,000
Printed Program	Logo on sponsors' and partners' page	✓	✓	✓	✓
	Advertising space in listings	✓	✓	✓	✓
	Logo on front cover	✓	-	-	-
	Editorial inclusion	✓	✓	-	-
Website	Your logo and hyperlink on the supporters' page	✓	✓	✓	✓
	Ad tile on program page	✓	✓	✓	✓
	Your logo and hyperlink on footer	✓	-	-	-
	One Leaderboard ad (728px wide x 90px high) on homepage	✓	✓	✓	-
Printed Promotional Collateral	Logo on posters	✓	✓	✓	-
	Logo on venue stickers	✓	✓	-	-
Digital Promotional Collateral	Leaderboard ad in email newsletters published weekly during the Festival	✓	✓	✓	✓
	Social media mentions (one on Facebook and one on Instagram) 10K+ followers	✓	✓	✓	-
	Longform piece in collaboration with you to be published on the History Trust of South Australia LinkedIn account	✓	-	-	-
	Dedicated EDM sent to the History Festival email database	✓	✓	-	-
Events	Logo displayed at key selected events	✓	✓	✓	✓
	Complimentary tickets to the History Festival Closing and History Council of SA Historian of the Year awards Friday 31 May 2024 (venue TBC)	✓	✓	✓	✓
	Partnership acknowledgement by speaker at Closing event	✓	✓	-	-
	Speaking invitation at the History Festival Closing and History Council of SA Historian of the Year awards Friday 31 May 2024 (venue TBC)	✓	-	-	-
Value		\$51,340	\$28,690	\$15,390	\$9,950

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Partnership opportunities

For all partnership enquiries for South Australia's History Festival 2024, please contact Paul Rees, Head of Museums, Marketing and Major Events or Tamrah Petruzzelli, Director, Super Studio.

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