Sponsorship Opportunities

festival of MOSMAN ENCORE

Contents

Sponsorship Opportunities	4
Festival of Mosman Encore Program	5
Anticipated Audience	6
Sponsorship Levels	7
Festival of Mosman Encore Marketing	8
Sponsorship Summary	9
Selection Criteria	11

Sponsorship Opportunities

Festival of Mosman Encore 2026
22 October – 27 October 2026

Festival of Mosman Encore brings together the most loved and highly attended events from Festival of Mosman into one vibrant, high-impact six-day mega weekend celebration.

Encore is expected to attract more than 15,000 attendees across four signature experiences: the bustling SpringFeast night market, a two-day street party and community concert, a spectacular cultural event at Headland Park, and the much-loved Children's Fair. In addition, we will host a new interactive visual and performing arts event at the Mosman Art Gallery targeting residents of the age of 18 to 35.

By concentrating the Festival's most popular events into one dynamic mega weekend, Encore delivers powerful audience engagement, increased foot traffic and strong brand visibility across multiple high-profile activations.

Mosman Council is inviting expressions of interest from businesses and community partners who wish to align their brand with this premium celebration. **Festival of Mosman Encore** presents a unique opportunity to connect with thousands of engaged residents and visitors in a festive, family-focused environment that fosters community pride and connection.

To discuss sponsorship opportunities for Encore 2026, please contact the Events Team on 9978 4050, **events@mosman.nsw.gov.au** or complete the application form: **bit.ly/FOM-app**.

Festival of Mosman Encore Program 2026

Date	Event	Location
Thursday 22 October	SpringFeast Night Market	The Crescent, Mosman Square and Village Green
Friday 23 October – Saturday 24 October	Encore Street Party and Community Concert	Middle Head Road, Mosman Junction
Sunday 25 October	Songs & Stories	Headland Park
Monday 26 October	Mega Mosman After Dark	Mosman Art Gallery
Tuesday 27 October	Children's Fair	Mosman Village Green

Anticipated Audience

40% young families

25% affluent professionals

15% seniors >60

20% young adults < 35

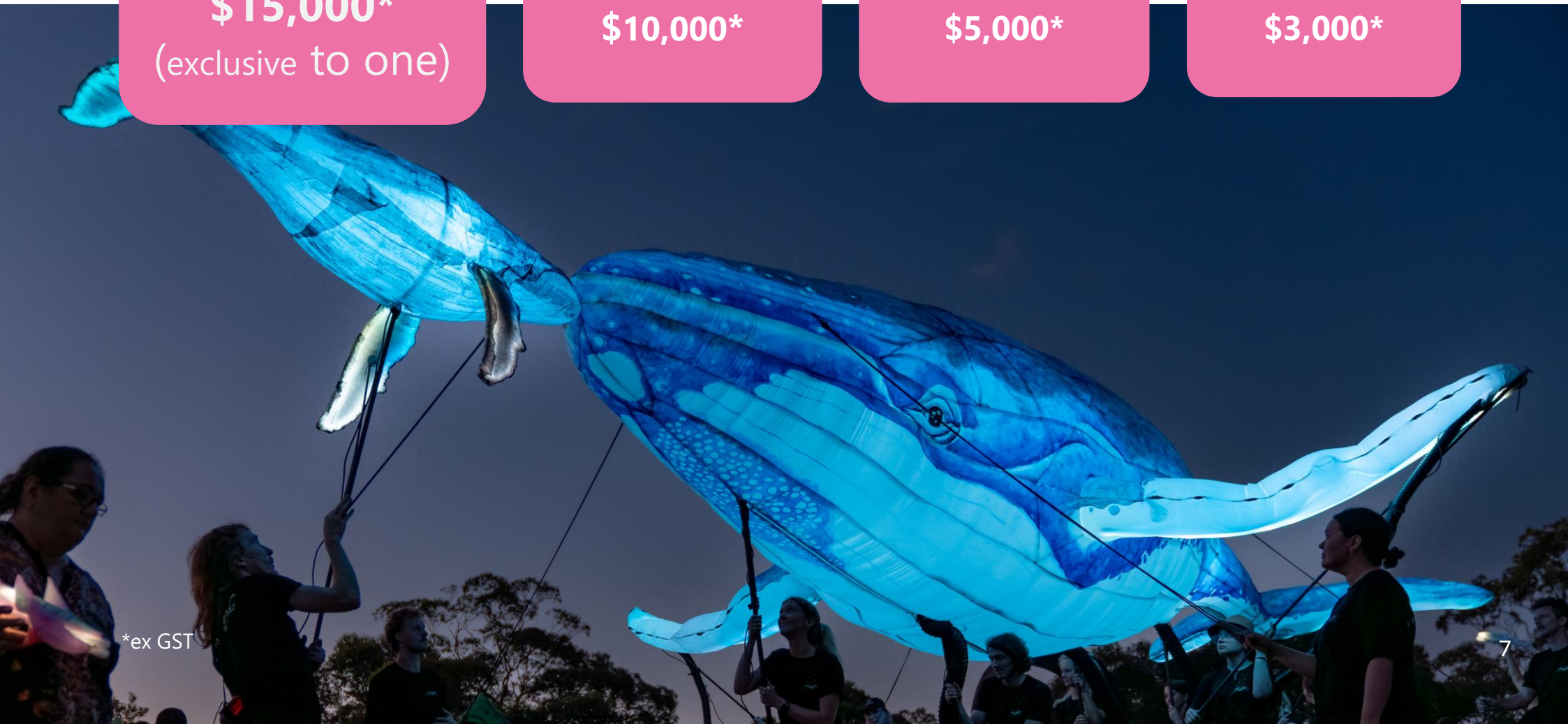
Sponsorship Levels

DIAMOND
$15,000*
(exclusive to one)

GOLD
$10,000*

SILVER
$5,000*

BRONZE
$3,000*



*ex GST

Festival of Mosman Encore Marketing

8-week marketing campaign

100,000 reach through editorial coverage and print advertising

20,000 website visits*

13,000 households directly targeted

12,000 email subscribers in our database

240,000 social media impressions*

*Based on 2025 data during the Festival of Mosman marketing campaign.

Sponsorship Summary

	Diamond	Gold	Silver	Bronze
Outdoor Advertising				
Sponsor recognition on oversized digital billboard in prime position across Military Road	✓			
Sponsor recognition on bus shelter ads in high traffic areas around Mosman	✓	✓		
Sponsor regognition on billboards in Shopping Centres in Mosman and surrounding suburbs				
Logo on 60 vertical street flags along Military Road	✓	✓		
Logo on Mosman Junction banner	✓	✓	✓	
Sponsor recognition on digital advertising at Orpheum Cinema	✓	✓		
Sponsor recognition on freestanding sign at Balmoral	✓	✓	✓	✓
Sponsor recognition on posters at key locations in Mosman	✓	✓	✓	✓
Sponsor recognition on two digital Council noticeboards in prominent locations	✓	✓	✓	✓
Distribution				
Sponsor recognition in Encore flyer	✓	✓	✓	✓
Inclusion in Mosman Spring newsletter delivered to over 13,000 households and businesses	✓	✓		
Social Media Campaign				
Sponsor specific Mosman Council social media post	1	1		
Digital Campaign				
Sponsor recognition on Mosman Council website	✓	✓	✓	✓
Sponsor recognition on Events Mosman website	✓	✓	✓	✓
Sponsor recognition in email newsletters	✓	✓		
Media Campaign				
Sponsor recognition in newspaper advertising campaign (Northshore Living, Mosman Daily)	✓	✓	✓	✓
Festival Presence				
Logo on stage banners at Encore Street Party	✓	✓		
On-site space available to further promote your business	All events	All events	2 events	1 event
Opportunity to speak at Encore events (where appropriate)	✓	✓		
MC announcements during Encore Street Party	✓	✓	✓	✓
Post Festival				
Access to official photos (where appropriate)	✓	✓	✓	✓

Sponsorship Summary

Diamond Sponsor $15,000* (exclusive to one)

- Recognition on oversized digital billboard in prime position across Military Road
- Recognition on bus shelters in key Mosman locations
- Logo on 60 vertical street flags along Military Road
- Logo on Mosman Junction banner
- Recognition on the digital external twin screens at Orpheum Cinema
- Recognition on freestanding sign at Balmoral
- Recognition on posters at key locations in Mosman
- Recognition on two digital Council noticeboards in prominent locations
- Recognition in Encore flyer
- Recognition in Mosman Spring newsletter delivered to 13,000 households
- Sponsor specific Mosman Council social media post (one)
- Recognition on Mosman Council website
- Recognition on Events Mosman website
- Recognition in email newsletters
- Recognition in newspaper ad campaign
- Logo on stage banners at Encore Street Party
- On-site space available to further promote your business, size negotiable
- Opportunity to speak at events (where appropriate)
- MC announcements at Encore Street Party
- Official photos of sponsor activations (where appropriate)

Gold Sponsor $10,000*

- Recognition on bus shelters in key Mosman locations
- Logo on 60 vertical street flags along Military Road
- Logo on Mosman Junction banner
- Recognition on the digital external twin screens at Orpheum Cinema
- Recognition on freestanding sign at Balmoral
- Recognition on posters at key locations in Mosman
- Recognition on two digital Council noticeboards in prominent locations
- Recognition in Encore leaflet
- Recognition in Mosman Spring newsletter delivered to 13,000 households
- Sponsor specific Mosman Council social media post (one)
- Recognition on Mosman Council website
- Recognition on Events Mosman website
- Recognition in email newsletters
- Recognition in newspaper ad campaign
- Logo on stage banners at Encore Street Party
- On-site space available to further promote your business, size negotiable
- Opportunity to speak at events (where appropriate)
- MC announcements at Encore Street Party
- Official photos of sponsor activations (where appropriate)

Note: No sponsorship agreement will be entered into with a second same-industry business or a competing brand at the Gold Sponsor level. Successful sponsor applications are to be determined by Council at its absolute discretion.

Silver Sponsor $5,000*

- Logo on Mosman Junction banner
- Recognition on freestanding sign at Balmoral
- Recognition on posters at key locations in Mosman
- Recognition on two digital Council noticeboards in prominent locations
- Recognition in Encore leaflet
- Recognition on Mosman Council website
- Recognition on Events Mosman website
- Recognition in email newsletters
- Recognition in newspaper ad campaign
- Recognition on stage banners at Encore Street Party
- MC announcements during Encore Street Party
- On-site space available to further promote your business at two events
- MC announcements at Encore Street Party
- Official photos of sponsor activations (where appropriate)

Bronze Sponsor $3,000*

- Recognition on freestanding sign at Balmoral
- Recognition on posters at key locations in Mosman
- Recognition on two digital Council noticeboards in prominent locations
- Recognition in Encore leaflet
- Recognition on Mosman Council website
- Recognition on Events Mosman website
- Recognition in email newsletters
- Recognition in newspaper ad campaign
- Acknowledgement in Festival official opening speech
- MC announcements at Encore Street Party
- On-site space available to further promote your business at one event
- MC announcements at Encore Street Party
- Official photos of sponsor activations (where appropriate)

In-kind Sponsor

Mosman Council will also consider in-kind sponsorship from businesses that can offer goods or services that are essential to the planning, preparation or operations of an individual event. The benefits to in-kind sponsors will be determined according to the value of the goods and services provided.

*ex GST

For sponsor recognition at all levels, we will prioritise sponsor logo inclusion wherever appropriate.

Selection Criteria

All expressions of interest will be assessed according to the following selection criteria and preference will be given to the first sponsors to endorse and submit relevant sponsorship agreements to the satisfaction of Council:

- The sponsor is a reputable organisation whose public image, products and services are consistent with the values, goals and specific policies of Mosman Council;
- The sponsor is not involved in the sale of tobacco or addictive drugs or products injurious to health or in conflict with Council's policies and responsibilities to the community;
- The sponsor's main business is not fossil fuel extraction, production, refining or sale;
- The sponsor's main business is not gambling such that it falls under State or Federal gambling regulation;
- All sponsorship arrangements are in accord with Council's Sponsorship Policy: bit.ly/FOM-policy.

To be acknowledged as a sponsor in Festival of Mosman Encore promotional materials, please lodge your expression of interest by Friday 31 July 2026 via the application form: bit.ly/FOM-app or contact us on events@mosman.nsw.gov.au or call 9978 4050.

festival ENCORE MOSMAN

Contact

Mosman Council
Events Team
events@mosman.nsw.gov.au
(02) 9978 4050

Mosman COUNCIL