

FROST
AND
FIRE®

SATURDAY
21 JUNE
2025

SPONSORSHIP PROSPECTUS

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FORBES | NSW

Forbes Shire Council acknowledges the traditional land owners,
the Wiradjuri people, where tourism activity occurs.
We are committed to working with Wiradjuri communities
in the tourism success of Forbes, and pay our respects to
Elders past, present and emerging.





You're invited to sponsor Frost and Fire 2025

Dear Prospective Sponsor,

We are thrilled to invite you to be a part of Frost and Fire 2025, celebrating winter and community spirit, set against the picturesque backdrop of Forbes, NSW.

Forbes Shire Council is excited to present this unique opportunity to your business to partner with us in creating an unforgettable experience.

Frost and Fire 2025 promises to be a spectacular event, featuring fire displays, live entertainment, and unique food and beverage offerings. This event not only showcases the natural beauty and vibrant culture of Forbes but also provides a platform for businesses to connect with a diverse and engaged audience.

By sponsoring Frost and Fire 2025, your business will gain significant exposure with a beloved community event and our surrounding catchment area of more than 65,000 people.

Our sponsorship packages are designed to offer maximum visibility and engagement, ensuring that your investment delivers tangible benefits and strengthens your connection with the community.

We look forward to discussing how our sponsorship package can meet your specific needs and objectives outside of what we have already offered if requested. We are keen to establish mutually beneficial partnerships in the best interests of the Forbes community and your business.

Sincerely,

Cr Phyllis Miller OAM
Mayor of Forbes Shire

Ph: 6850 2300

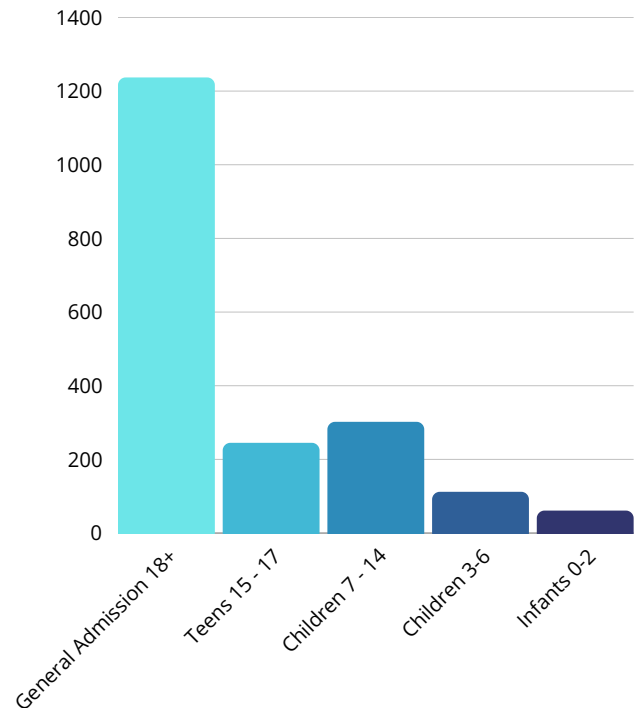


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2024 FROST & FIRE EVENT SUMMARY

Who attends Frost and Fire?

- 1,979 Admission Tickets were sold for the 2024 Frost and Fire event.
- Over 60% were 18 years or older.



Tickets were purchased from four states





- NSW
- QLD
- VIC and
- SA



Frost & Fire

SPONSORSHIP PROSPECTUS



FOR YOUR SPONSORSHIP SUPPORT YOU WILL RECEIVE	GOLD \$20K 	SILVER \$10K 	BRONZE \$2,500K 	VALUED AT
Naming rights of Frost and Fire 2025. Your business logo on all digital event material.	✓			\$10,000
Opportunity to sell / display your product / service on the night to up to 3,000 attendees.	✓			\$5,000
Complimentary tickets	10 tickets + Grazing Box	4 tickets	2 tickets	Tickets are \$150 each
Your logo on our Frost N Fire Marketing eg: social media posts / DL flyer / television 10 event beanies with your business logo	20 x social posts Website feature marketing support	10 x social posts Website feature marketing support	5 x social posts	Between \$5 - 2 K
MC mention throughout event on the night to a crowd of up to 3,000 people.	✓	✓	✓	\$50 per mention
Open to negotiate based on your specific business needs				TBC

FROST AND FIRE PERFORMERS

This event has featured top Australian talent



Lior



Bob Evans



Thirsty Merc



Sneaky Sound System



Vera Blue

2025 performers are..

OUR ARTIST LINE UP WILL HEAT UP FORBES THIS JUNE!

HEADLINER ANNOUNCEMENT COMING SOON



2024 FROST & FIRE EVENT PROMOTION

CARAVANNING AUSTRALIA - DIGITAL ADVERTISING

Digital Advertising: Utilised multiple channels within Caravanning Australia to reach a broad audience.



Blog Post

An informative post detailing the event, aimed at engaging readers and driving traffic to the ticket sales page.



Web Banner

Visual advertisements placed on Caravanning Australia's website to capture the attention of travelling enthusiasts



E-Newsletter

Inclusion in the e-newsletter ensured direct communication with subscribers, providing details and links to purchase tickets.



RADIO PROMOTION - TRIPLE M & HIT FM

During the month of April Forbes Shire Council ran advertisements across multiple stations to reach diverse audiences in different locations.

CENTRAL WEST NSW

93.5 TRIPLE M DUBBO
105.1 TRIPLE M ORANGE
105.9 HIT FM ORANGE

VALLEY FM PARKES & FORBES

Secured a community radio slot to engage local listeners and generate buzz within the community



2024 FROST & FIRE EVENT PROMOTION

FACEBOOK PAID ADS - DELIVERED VIA ADS MANAGER

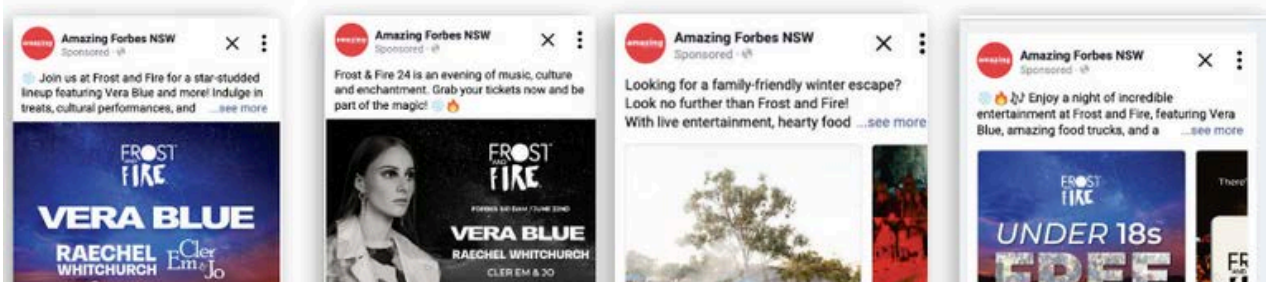
Conducted 22 total campaigns from March 13th to June 22nd.

746,525 Impressions

indicating the number of times the ads were displayed

263,549 Reach

Representing the unique number of users who saw the ads.



TAMWORTH COUNTRY CAPITAL NEWS MAGAZINE

Being Australia's only country music magazine, it provided access to a niche audience of country music enthusiasts, aligning perfectly with the event's theme and performers.



2024 FROST & FIRE EVENT PROMOTION

ELLA'S LIST - WINTER CAMPAIGN

Ella's List is an independent online publisher and around-you platform aimed solely at Australian families. Ella's List makes discovery easy through our web, mobile, social and eDM channels. Connecting Aussie parents with the best of local and beyond.



Editorial

Provided detailed information about the event, highlighting key attractions and performers.



Web Banner

Ensured constant visibility on Ella's List's homepage, attracting significant traffic and interest



E-Newsletter

Directly reached Ella's List subscribers, promoting ticket sales and event details.



Podcast Mention

Featured in a popular podcast, reaching listeners interested in family-friendly events.



Social Posts

Two social media posts to engage Ella's List's large online community.

1 MILLION

Accessed by over 1 million families with over 3 million page views.

WIN NETWORK - TELEVISION

Aired from May 19th to June 2nd, the ad reached over **420,000 viewers** in the Central West NSW region, significantly boosting regional awareness and ticket sales.



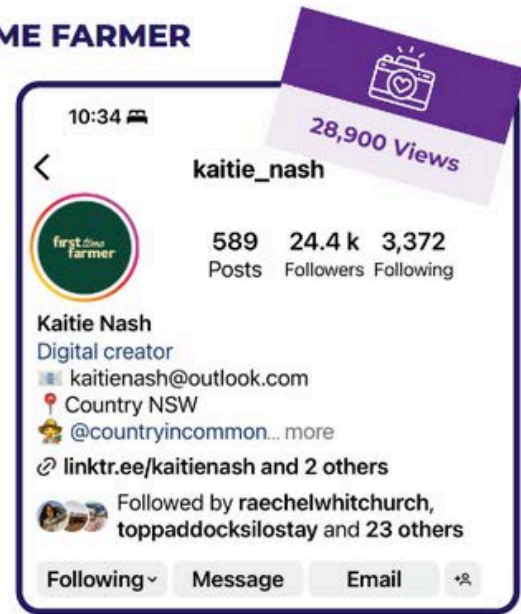
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2024 FROST & FIRE EVENT PROMOTION

INFLUENCER VIDEO PROMOTION - FIRST TIME FARMER

For the Frost and Fire campaign, we engaged rural social media influencer Kaitie Nash, known online as the First Time Farmer. Kaitie created two promotional videos that resonated with her audience of farming families and mums on the land across Australia.

Her authentic connection with this community helped amplify our reach and fostered greater engagement, driving interest and ticket sales for the event.



As per any large-scale event, methodology is evaluated each year. This may mean some changes to marketing in 2025, though the methods to engage will be similar to the following. Your business will have the opportunity to feature in these types of marketing tools.

FROST AND FIRE®

SATURDAY
21 JUNE
2025

Gather by warming fire buckets, indulge in hearty food and boutique brews, enjoy the sounds of nationally renowned musicians together with local artists along with amazing live acts and Wiradjuri cultural performances.

4PM - 10PM
FORBES SKI DAM

Scan for
**Early Bird
Tickets**



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The map displays the Forbes region with two concentric catchment areas. The inner yellow area represents the 1-hour catchment, and the outer grey area represents the 2-hour catchment. The central town of Forbes is highlighted within the 1-hour catchment. Surrounding towns include Tullamore, Tullaghan, and Tullaghan. The map also shows major roads like the A39 and A41, and geographical features like Goobang National Park and Lake Cowal.

Based on data from the 2021 Census and Traffic NSW count, Forbes Shire Council estimates the catchment of Forbes at 67,496 people.

FORBES SNAPSHOT

As at 2021 Census



Forbes Shire is a vibrant and economically diverse region with a Gross Regional Product of \$799.7 million. Agriculture, Forestry, and Fishing are the backbone of our economy, contributing \$405.1 million, while Manufacturing adds another \$248.9 million.

This economic strength is supported by a local government area spanning 4,717 km², encompassing the urban area of Forbes and the villages of Bedgerabong, Wirrinya, Corinella, and Ootha.

The Forbes locals

Our community is growing, with a population of 10,023 as of 2022, and projections indicating a 32% increase over the next 20 years, potentially reaching around 14,000 residents. Education is a cornerstone of our community with two local high schools, three primary schools and seven early childhood centers. A significant portion of our population, 25.63%, is aged between 0-19 years, and 57% are of working age. The unemployment rate is relatively low at 3.8%, and the average family income stands at \$87,932.



Forbes Shire is proud of its cultural diversity, with 13.3% of residents identifying as Indigenous and 86.6% born in Australia. Other countries of birth include England, New Zealand, India, the Philippines, and China. Our community is well-served by six award-winning childcare and preschool centres, and parents have a choice of four primary schools and two high schools, both offering a broad academic curriculum and vocational courses.

Recreational opportunities are many and varied in Forbes, with a full range of winter and summer sports, including swimming, equestrian, archery, croquet, and various football sports.

The region regularly hosts major national and even world championship events.



Our vibrant community lifestyle offers

- monthly farmers markets
- the Forbes National BBQ Championships
- the Galari River Arts Festival
- Presidents Lunch
- Grazing Down the Lachlan
- and the Frost & Fire celebration of the Winter solstice, which attracts 3,000 visitors annually.



KEEN TO PROCEED?

Contacts:

The Event Manager

Frost and Fire

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