



FAIRY PIG PRESENTS

VICTOR HARBOR ROCK 'N' ROLL FESTIVAL

September 20-22, 2024

PARTNERSHIP PACK

rocknrollfestival.com.au





WE WANT YOU!

Fairy Pig is looking for partners for the 2024 Rock 'N' Roll Festival

This is a free, non-ticketed event,
which has been delighting Victor Harbor
for the past 14 years.

Some numbers from previous festivals:

- 20,000 attendees letting the good times roll across the weekend
- Estimated \$1.8 million for the local economy
- Live bands playing multiple venues across the city
- 200+ classic cars on display

This year's event is shaping up to be bigger
and better - **and we need your support.**

VICTOR HARBOR
ROCK 'N' ROLL
FESTIVAL

HOW CAN YOU HELP?

The Victor Harbor Rock 'N' Roll Festival is set to return in 2024, thanks to the City of Victor Harbor. However, the Festival needs the support of local and likeminded businesses to bring it back in full swing, particularly by reviving the iconic Ocean Street stage and expanding the much-loved vehicle displays!

Whether you are into the music, the vehicles, the culture, or something else entirely, we can find a spot for you at the Rock 'n' Roll Festival.

Take out naming rights on one of our stages!
Get your logo in lights across our vintage car display!
Show off your style and team up with our Best Dressed competitions!



WHO WILL BE THERE?

A combination of people who know your brand (and who are thrilled to see you supporting live entertainment), and some who haven't seen you before but would love to get to know you.

LOCAL HEROES

Groups of people - including families with children - who love having live music and entertainment in their own backyard.

DAY TRIPPERS

Visitors who appreciate having something additional on offer while they spend some time in our region on a sunny Sunday afternoon.

AFFICIONADOS

Fans of the music, the cars, the rock 'n' roll lifestyle!
These folk have travelled to Victor Harbor explicitly for the event. They're always keen to chat to locals about what to do, where to go, and the best places to eat, drink, and shop while they're on the South Coast.

MAJOR PARTNERS

Based on overwhelming visitor feedback, we are excited about the possibility of bringing back the second stage on Ocean Street, by the Grosvenor Hotel. This can become a reality with the generous support of our sponsors.

But that's not all - we also envision Ocean Street transformed into a two-wheel friendly zone, with classic and historic motorcycles joining the party.

With your support, we can make these exciting additions a reality!

MUSIC OPTIONS

Each stage will feature at least two live bands on the Saturday and Sunday of the festival, with additional acts to be confirmed.



STAGE 1 (WARLAND RESERVE) \$6,000

Naming rights to stage on Warland Reserve
Banner prominently displayed on stage
Referenced in any mention of live music



STAGE 2 (OCEAN STREET) \$4,000

Naming rights to stage on Ocean Street
Banner prominently displayed on stage
Referenced in any mention of live music

VEHICLE OPTIONS

Vintage cars parked on Warland Reserve and across Albert Place, while motorcycles and scooters take pride of place along Ocean Street.



CAR AREA \$8,000

Branded banner across Albert Place
Company booth or display of two vehicles* at the Festival
Referenced in any mention of cars (excluding Show & Shine competition)



MOTORCYCLE AREA \$6,000

Branded banner across Ocean Street
Company booth or display of two vehicles* at the Festival
Referenced in any mention of motorcycles

* booth / display / vehicles pending management approval

OTHER OPTIONS

At its heart, the Rock 'N' Roll Festival is a celebration of culture. It goes beyond merely music, cars and bikes - it's a lifestyle!

If your brand doesn't quite fit with these ideas, get in touch. We'd love to work with you!

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MARKET STALLS

\$3,000

Banner at entrance to market stall area
Referenced in any mention of market stalls



FLEURIEU PIN-UP

\$TBA

Naming rights to one or both of male/female fashion competition



MAKE THE FESTIVAL GREAT!

\$1,000

Featured on all advertising / banners



SOMETHING ELSE?

Get in touch!

Got a great idea? We'd love to chat!



VICTOR HARBOR ROCK 'N' ROLL FESTIVAL



ABOUT THE EVENT

The Victor Harbor Rock 'N' Roll Festival is returning for the 15th year, hitting the South Coast September 20-22, 2024!

Set against the picturesque backdrop of Victor Harbor, our festival promises the winning combination of classic rock 'n' roll, vintage vehicles and that unique culture that'll have you dancing the weekend away.

But this isn't just any music event – it's a vibrant celebration of community, cars, and culture.

Partnering with the local Historic Motor Vehicles Club, we're revving up the excitement with a stunning display of classic and vintage cars that'll transport you back in time.

This year, you can also browse our curated market stalls, indulge in mouthwatering treats from our food trucks, and hit the dance floor to the electrifying sounds of live bands playing a mix of good ol' fashioned rock 'n' roll as well as something with a more modern twist.

The Victor Harbor Rock 'N' Roll Festival is an iconic event in the local calendar. Why not join us in making memories, celebrating days gone by and creating a weekend to remember?

WHO IS FAIRY PIG?

Fairy Pig is an event company bringing great live experiences to the often-overlooked young adult population of Adelaide's South Coast.

Whether it's an exciting new original artist, a note-perfect tribute act or an impressive theatre performance, live events are our passion – and it's even better if it's local!

We love sharing the thrill of a well-executed gig. We put care and attention into the choice of venue, the colour of the lights, and mixing the audio in just the right way to vibrate into your heart.

With partners spanning the entire music industry, from production and sound engineering to marketing and design, Fairy Pig is here to bring the noise.

Let us entertain you at one of our shows!

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FOR ALL INQUIRIES, PLEASE CONTACT US!

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**VICTOR
HARBOR**
FEEL IT CALLING