PARTNER WITH

AUSTRALIA'S LARGEST & LONGEST RUNNING WOMEN'S FESTIVAL



Seven Sisters

FESTIVAL

15 - 18 APRIL 2027-VIC
TAUNGURUNG COUNTRY

ALIGN YOUR BRAND

Grow your Audience through the thousands of Women connected with Seven Sisters Wellbeing Festival



Seven Sisters Festival runs for 4 days & 3 nights and provides a powerful platform for 1000's of women to learn, heal, connect and grow. We have...

- A 15+ YEAR HISTORY
- 24,000+ WOMEN IMPACTED
- 2,200 ATTENDEES ANNUALLY
- 140+ WORKSHOPS
- 69.5K+ SOCIAL MEDIA REACH

This is an amazing opportunity to build trust and gain direct exposure for your brand - reaching thousands of health conscious, engaged women both onsite and through our extensive digital channels.
Your message will be seen, felt, and remembered across multiple touchpoints - from the festival grounds to the online community.

Why partner with Seven Sisters Festival?

- **Align with a large audience of conscious, purpose-driven women**
- **Direct experiential marketing over 4 days & online brand exposure**
- **Positive brand association with wellbeing, inclusivity & community**
- **On-the-ground engagement that sparks lasting brand loyalty**



BASIC INFORMATION

Festival Information

FESTIVAL DATES - Thursday 15 - Sunday 18 April 2027
LOCATION - 1755 Seymour-Tooborac Rd, Glenaroua, VIC, (Taungurung Country)
MARKETING CAMPAIGN - Monthly e-newsletters (12.6k+ subscribers), social media, local rural ambassadors, posters in new rural & metropolitan areas
SOCIAL MEDIA AUDIENCE- 41k+ Facebook, 28.4k+ Instagram
REACH - 800% engagement increase over event dates

Our Audience



ATTENDEES - 2,200+ women over 4 days & 3 nights
AGE - 12 - 80 years old
LOCATION - 85% Victorian residents, 15% interstate residents
SOCIAL MEDIA USE - Daily 82%,weekly 14%,rarely 3%,none 1%

Typical Attendee

AGE: 30 - 50
PARENTAL STATUS: 65% Mothers
LIVES: Melbourne, Mornington Peninsula or Regional Victoria
INTERESTS: Health, Wellbeing, Personal development, Spirituality, Nature, relationships, Community, Environment
SHOPS: Health food stores, markets, craft fairs
SOCIAL: Loves to spend time with family, friends and community

PARTNER WITH

Seven Sisters FESTIVAL

Partnership Benefits



BRAND VISIBILITY - On site branding, Festival App, Website
CONTENT EXPOSURE - Social media, email campaigns
PREMIUM PACKAGES - Space partnerships, naming rights
POST EVENT - Partnership report included with photography & videography for re-use.

Seven Sisters is a movement, not just a festival - partnering with us is supporting women's empowerment, health, healing and expression.

34%
Newsletter Open Rate

15%
IG follower increase in the last year

OVER 1,000
posts shared under our official hashtag #SevenSistersFestival

1.5-10k
Average IG Reel Reach



Partner Testimonial

"Partnering with SSF gave us authentic exposure to a highly engaged community of women who truly value connection, wellbeing, and conscious living. The festival aligned perfectly with our brand values, and we saw meaningful engagement that went beyond a typical sponsorship".
Amelia - Organic Trader



PARTNERSHIP BENEFITS

Partnership ROI's

- 100% of surveyed partners reported a boost in their social media following during the festival dates (as well as from pre-event promotion).
- We're proud to have over a 50% partner return rate, which we see as a great reflection of the value and connections our partners experience.



100%
of Partners reported increase in social media followign

18k
Festival website hompage visits per year

1k
Partners web page visits per year

50%
Partner return rate



Our attendees describe Seven Sisters as life-changing - imagine your brand being a part of that transformation. Partnership is not about visibility alone, but about shared purpose and collective empowerment

Brands we've partnered with

LO BROS
cocobella
DR. BRONNER'S ALL-ONE!
SUNBUTTER SKINCARE
ORGANIC INDIA HEALTHY CONSCIOUS LIVING
mannys
MERRY·PEOPLE
POWER SUPER FOODS
superfeast
WellBeing MAGAZINE
Splash BLANKET











"Seven Sisters Festival offered us a platform that felt organic, not forced. Our message reached the right audience in a way that was both natural and deeply impactful. We felt genuinely welcomed and inspired by Seven Sisters Festival, and the relationships we built during the festival continue to flourish well beyond the event."

Mel - Dr Bronner's









Product Placement Packages at a Glance



Package Name	Investment (ex. GST)	Product Quantity Required	Audience Reach / Notes
Festival Bag Partner	$999 + GST	2,000 branded bags	Exclusive opportunity. Includes product in festival bag, 4 social media posts and more...
Welcome Sister	$599 + GST	2,000 products	Direct product to EVERY attendee. Includes 3 social media posts, app & website logos.
Glamping Partner	$499 + GST	350 products *(or 120 if one per tent)*	Gift placed on each glamping bed or per tent. Includes 2 social posts, app & website logos.
Workshop Gift Partner	$699 + GST (1 w/shop) $999 + GST (2) $1,499 + GST (3) $1,999 + GST (4)	200–800 products (200 per workshop)	Direct product placement in selected workshops (200+ women each). Includes 2 social posts, app & website logos.
I've Got You Sister – Door Prize Partner	$499 + GST	5 x product gifts	Products included in door prize packs. Includes 3 social posts, website & app logos and more....



Festival Bag Partner

Imagine EVERY woman at Seven Sisters Festival carrying around YOUR brand. Upon arriving at Seven Sisters Festival every sister is given a festival bag which includes the festival program, additional partner gifts and...YOUR logo on it.

These bags are used throughout the festival by our attendees, often for carrying the festival program, a reusable water bottle, a coffee keep-cup, and of course a spot of shopping at our amazing market stalls; with your brand visible the whole time. Our environmentally conscious community of women are lovers of re-usable bags which will see your branded bag be used for many years to come.

This is one of the most prominent branding opportunities for the Seven Sisters Festival and an exclusive package.

Includes ~

- Your branded bag to be provided to every attendee at the Seven Sisters Festival (2,000 women)*.
- Product placement in the Seven Sisters Festival bag, given to every guest on arrival.
- Inclusion of bag and your brand tagged in 4 social media entries (2 post & 2 stories)
- Promoting the festival bag & welcome pack on Facebook (41k+ followers) & Instagram (28.5k+ followers).
- Your logo on the festival app.
- Your logo included on the Seven Sisters Website hyperlinked to your website.

Investment ~ $999+gst + 2,000 bags
*Exclusive opportunity, inclusions can be customised

Welcome Sister



Do you want to align your brand with our guests' first contact to Seven Sisters Festival?

Greet excited guests with your product in our Festival bag as soon as they arrive. Once our guests have parked, they will be greeted with volunteers handing out goodies on arrival – which could be your product!

A cute gift? A tasty snack? A special something just for a festival-going sister? Align yourselves with this amazing event and get your product in front of a perceptive, passionate, targeted audience at the Seven Sisters Festival.

Includes ~

- Product placement in the Seven Sisters Festival bag, given to every guest on arrival (2,000).
- Inclusion of product and tag in 3 social media entries (1 post & 2 stories) promoting the welcome pack on Facebook (41k+ followers) & Instagram (28.5k+ followers).
- Your logo included on the Seven Sisters Website hyperlinked to your website.
- Your logo included on the Seven Sisters Festival app.

Your company to provide ~

- 2,000 items of product, delivered to site, Thursday 8th April 2027.
  *Product subject to approval and must meet festival sustainability and entry guidelines.
- Your brand to promote the partnership with a post on Instagram for Facebook tagging in Seven Sisters Festival.

Investment ~ $599+gst* + 2,000 units of product





I've got you sister Door Prize!

Contribute to the sisterhood and have your brand be a part of a beautiful gift of a 'Festival Door Prize' for five lucky winners to enhance their Seven Sisters Festival experience. Align your brand with a blissful weekend by providing your products to four lucky winners to use throughout their festival experience. These prizes are given out at random to the lucky winners as they arrive at the festival.

Includes ~

- Option to provide your product x 5 as part of the Seven Sisters Festival Door Prizes*.
- *Product subject to approval and must meet festival sustainability and entry guidelines.
- 3 x Social media posts (1 post & 2 stories) promoting door prizes & your brand on Facebook (41k+ followers) & Instagram (28.5k+ followers).
- Your branding included on the Seven Sisters Website ticketing page.
- Your logo on the Seven Sisters Festival website hyperlinked to your website.
- Your logo on the festival app

Investment ~ $499+gst + 5 x door prizes

Optional extras ~
POSTERS + $199 - 15 posters on bathroom doors offering a discount code.
DISCOUNT CODE + $299 - Your brand mentioned in a email newsletter (12k+ subscribers) with your discount code + the discount code added to our website partner section available to be active until 31st December 2027.



Glamping Partner

Why camp when you can Glamp right?
Glamping has become an extremely popular addition to the annual Seven Sisters Festival ticket. Guests who love a little more luxury arrive to their furnished glamping tent with YOUR gift waiting on their bed.

Align your brand with the most glamorous part of the Seven Sisters Festival and partner with your brand to enhance 285+ women's glamping experience with your product.

Includes ~

- Option to provide each glamper with a glamping gift* OR 1 gift per tent for 120 tents.
  *Giveaway to adhere to Seven Sisters Festival sustainability plan, i.e., to be reusable and packaged responsibly.
  Your logo hyperlinked to your website on the home page of the festival website.
- Your logo included on the Seven Sisters Website 'Glamping' section.
- Your logo on the Seven Sisters Festival app.
- 2 x social media posts (including 1 post and 1 story) tagging in your brand on Facebook (41k+ followers) and Instagram (28.5k+ followers).

Investment ~ $499+gst + 350+ x product gift
***Final glamping numbers TBC**
(OR 1 gift per tent $399+gst + 120 product gift)

YOUR PRODUCT DIRECT TO **350+** FESTIVAL ATTENDEES





Workshop Gift Partner

With seven workshops spaces at Seven Sisters Festival, your brand could be aligned with one or multiple workshops having attendees receive your gift on arrival.

From health & wellbeing, sexuality, life skills to healing and relationships - there are topics galore in our specially curated program - lets chat to find the right workshop for you.

Includes ~

- Option to partner with 1+ workshop/s and provide each attendee (200+ per workshop) a gift for their arrival.
  *Giveaway to adhere to Seven Sisters Festival sustainability plan, i.e., to be reusable and packaged responsibly.
  Your logo hyperlinked to your website on the home page of the festival website.
- Your logo on the Seven Sisters Festival app.
- 2 x social media posts (including 1 post and 1 story) tagging in your brand on Facebook (29k+ followers) and Instagram (26.7k+ followers).

Investment ~ $699+gst (1 workshop) +200 x product gift
$999+gst (2 workshops) +400 x product gift
$1,499+gst (3 workshops) +600 x product gift
$1,999+gst (4 workshops) +800 x product gift
*All workshop partnerships to be approved by the workshop presenter.

YOUR PRODUCT DIRECT TO 200+ FESTIVAL ATTENDEES



WE'RE EXCITED TO

PARTNER WITH YOU IN 2027



Seven Sisters

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