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, 28.5k+ 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









OVERVIEW OF PACKAGES



PACKAGE NAME	INVESTMENT (ex. GST)	KEY BRANDING
Festival Bag Partner	$999 + GST	2,000 branded bags - your logo across the ENTIRE festival site
Workshop Gift Partner	$499 + GST (1 w/shop) $699 + GST (2) $999 + GST (3) $1,299 + GST (4)	200–800 products direct to targeted audience (200 per workshop)
Healing Haven Partner	$2,999 + GST	On-site presence Luxurious touchpoint
Food Market Partner	$4,999 + GST	On-site presence Exclusive branding for your area
Goddess Partner Package	$5,999 + GST	On-site presence Welcome gift to EVERY woman on site + more

Looking for product placement opportunities specifically? Check out our product placement packages - CLICK HERE.



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

EXCLUSIVE
Branding Opportunity



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 (41k+ followers) and Instagram (28.5k+ followers).

Investment ~ $499+gst (1 workshop) +200 x product gift
$699+gst (2 workshops) +400 x product gift
$999+gst (3 workshops) +600 x product gift
$1,299+gst (4 workshops) +800 x product gift
***All workshop partnerships to be approved by the workshop presenter.**

YOUR PRODUCT DIRECT TO UP TO **800** FESTIVAL ATTENDEES





HEALING HAVEN PARTNER

The Seven Sisters Festival hosts the largest Healing Haven & Divination Space of any festival in the southern hemisphere with 100+ practitioners offering healings and readings over the four days – seeing 1,200+ women across the festival. Guests can experience services from massage to reiki, to tarot readings and astrology – the Healing Haven is one of the most popular parts of the festival and your brand could be an exclusive part of the experience.

Includes ~

- Opportunity to theme the Healing Haven, including the opportunity to display branding and signage*.
- Sponsor a 6m x 6m lounge space used as the waiting area.
- Opportunity to design and provide activations and/or gifts for attendees in the Healing Haven waiting areas such as: interactive altar, giveaways, water station, essential oil spritzing station - the opportunities are endless!
- Your logo is included on the Seven Sisters Website ‘Healing Haven’ section.
- Your logo on the festival app.
- 3 x social media posts (including 1 post and 2 stories) tagging in your brand on Facebook (41k+ followers) and Instagram (28.5k+ followers).
- 2 x free tickets to Seven Sisters Festival – available for general use for your staff or as a giveaway through a competition.
- Opportunity to provide discount code/offer to Seven Sisters Festival audience to be included in 1 post-festival email.

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

FOOD MARKET PARTNER



Every great wellness festival deserves delicious, nourishing and unforgettable food. At Seven Sisters Festival, our food stallholders delight guests with healthy, flavour packed options that keep them coming back.

But what truly elevates the experience is where and how they enjoy it - and that's where your brand shines. Partner with us to activate the culinary heart of Seven Sisters Festival with thoughtfully designed seating, umbrellas, and bespoke activations that create a welcoming, memorable space.

Your brand will become part of the atmosphere that guests associate with connection, wellness, and indulgence - leaving a lasting impression long after the last bite.

Includes ~

- **Exclusive naming rights to the festival food market** and the opportunity to display branding & signage*. *Branding & signage to be approved by the Partnership Manager to be in line with Seven Sisters Festival decor and theme.
- **3m x 6m space** for your company to attend the festival (marquee provided if required) including lighting and power.
- Opportunity to provide **branded seating, umbrellas, lounges**, and a specifically tailored activation (to be created in collaboration with the partnership manager) styled to your brand in one of the most frequented locations of the festival.
- **Your logo** on the home page of Seven Sisters Festival website hyperlinked to your website.
- Your logo included on the Seven Sisters Website Food Market section.
- Your logo on the Seven Sisters Festival app including a blurb about your brand and opportunity to offer a discount code.
- **8 x social media posts** (Includes 4 stories and 4 posts) tagging in your brand on Facebook (41k+ followers) and Instagram (28.5k+ followers).
- **5 x tickets** to the Seven Sisters Festival for your staff use.
- Opportunity to provide **discount code / offer** to Seven Sisters Festival audience to be included in 1 post festival email (12k subscribers) & linked on our website for up to 10 months post-festival.
- Opportunity to **provide snack food or product** to festival areas for performers, staff and volunteers.
- **Exclusivity** for your brand to be used by all market-stall holders across the festival if applicable*. *(Your brand to provide required products). *Subject to stall holder agreement.

Investment ~ $4,999+gst*
***Exclusive opportunity, inclusions can be customised**



GODDESS PARTNER PACKAGE

Exclusive Naming Right to your choice of a Festival area that most aligns with your brand and the opportunity to custom build an exclusive package for maximum exposure.

Create an experience for the attendees they will never forget.

Includes

- Your choice of Festival space to have exclusive branding & naming rights (examples: Healing Haven, Food Market, Workshop Space)
- Opportunity to display branding and signage*.
- Opportunity to create a branded activation such as a beautifully styled, branded space where guests take photos, relax, and spread your brand on social media effortlessly.
- 3m x 6m marquee with power and lighting in a prominent space near your chosen festival area.
- Opportunity for product placement in the Seven Sisters Festival bag, given to every guest (2,000) on arrival.
- Option to provide each glamper (up to 350 women) with a glamping gift.
- Your logo on the home page of our website hyperlinked to your website.
- Your logo included on the Seven Sisters Website section relevant to your chosen area.
- Your logo on the festival app with a blurb about your brand.
- 6 x social media posts (Includes 4 stories and 2 posts) tagging in your brand on Facebook (41k+ followers) and Instagram (28.5k+ followers).
- 6 x tickets to the Seven Sisters Festival for your staff use.
- Opportunity to provide discount code / offer to Seven Sisters Festival audience to be included in 1 post festival email in the most prominent position.
- Opportunity to provide discount code / offer to Seven Sisters Festival audience to be at the top of the partners page - available until December 31st 2027.
- 10 x A4 posters places across the festival site in bathrooms including your discount code.

Investment ~ $5,999+gst*

***Exclusive opportunity, inclusions can be customised**

WE'RE EXCITED TO

PARTNER WITH YOU IN 2027



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