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











NOURISHMENT PARTNER

Fuel the Magic Behind the Festival

Seven Sisters Festival is powered by an incredible team of staff, volunteers, contributors and artists who work tirelessly to create a truly magical experience each year. Between the hard work comes laughter, connection, spontaneous dancing and plenty of delicious food to keep the energy flowing.

As a Nourishment Partner, your product will be placed directly in front of 800+ festival staff, volunteers, contributors, and artists, ensuring your brand is experienced by the people who bring the festival to life.

Nourished Package – 700 Items

Includes:

- Product placement in the staff & volunteers headquarters and green room throughout the festival, including setup and pack-down.
- Social media promotion: 3 posts/stories tagging your brand (1 post + 2 stories) on Facebook (41k+ followers) & Instagram (28.5k+ followers).
- Logo placement on the Seven Sisters Festival website, hyperlinked to your site.
- Logo inclusion in the festival app.

Your contribution:

- 700+ items of your product.
- Promotion of the partnership on at least one of your online channels (website, Instagram, or Facebook).

MORE NOURISHMENT



Thoroughly Nourished Package – 1,500 Items

Includes:

- Product placement in the staff & volunteers headquarters and green room throughout the festival, including setup and pack-down.
- Social media promotion: 4 posts/stories tagging your brand (2 posts + 2 stories) on Facebook (41k+ followers) & Instagram (28.5k+ followers).
- Logo placement on the Seven Sisters Festival website, hyperlinked to your site.
- Logo inclusion in the festival app.

Your contribution:

- 1,500+ items of your product.
- Promotion of the partnership on at least one of your online channels (website, Instagram, or Facebook).

Why be our Nourish Partner?

- Your product will be experienced by the people who make the festival happen, creating authentic engagement and lasting goodwill.
- Build brand visibility through social media, product placement and direct experience.
- Support the behind-the-scenes heroes who keep the festival running - and associate your brand with fun, energy, and community spirit.

WE'RE EXCITED TO

PARTNER WITH YOU IN 2027



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