

Midsumma Carnival Stallholder Brochure Sun 19 Jan 2020



 midsumma
festival

P – 9296 6600

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www.midsumma.org.au

Midsumma Festival – Carnival

Midsumma Festival is Australia's premier LGBTQIA+ arts & cultural festival, made for and by communities who live with shared experiences around diverse gender and sexuality.

A three-week festival held in summer each year, Midsumma Festival brings a diverse mix of artists, performers, communities and audiences together under a single umbrella for a celebration and innovative presentation of queer arts and culture.

On 19 January 2020, Alexandra Gardens will be transformed into the queerest precinct in town for a day, and Midsumma invites your organisation to present yourself to an estimated crowd of over 120,000 LGBTQIA-friendly people.

Throughout the event the Carnival attendees will set up picnics, watch hours of free entertainment, wander through the crowds of people and most importantly - find out about your business or community group!

Come join the fun and be a part of the 2020 Midsumma Carnival!

KEY INFORMATION

Date – Sunday 19 January 2020

Time – 11am – 5pm

Venue – Alexandra Gardens, Melbourne

Forecast – 120,000+ visitors



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What do you get?

As part of the 2020 Midsumma Carnival, we will host **over 170 stalls** across the grassy lawns of Alexandra Gardens, **populated by diverse community groups, government agencies, liaison units and commercial businesses.**

Your stall includes:

- 3x3m marquee
- 1.8m trestle table
- 2 x chairs
- A 2.4 x 0.3m corflute sign, with your organisation's name and logo

We have a variety of options for stallholders to ensure you get the most out of your Midsumma Carnival experience.

Customise your stall by purchasing:

- A powered site
- Extra marquee space
- Additional tables
- Additional chairs

Midsumma Festival will also **promote your business** by utilising:

- Social Media marketing to an online audience of **9,000 followers**
- Targeted digital promotion via a database of **6,000 subscribers**
- **Online listing on Midsumma Festival website** with links back to your online content
- Opportunities for **additional featured advertising** in printed guide, online, socials and through the EDM



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What does it cost?

Fees for stallholders are calculated based on the organisation. This allows Midsumma Festival to offer **discounted rates for community organisations and not-for-profits.**

Your fee is determined by whether your organisation is a:

- Commercial Business
- Small Business (sole trader)
- Large Community Organisation
- Small Community Organisation

Detail regarding this criteria can be found on the Midsumma Festival website.

“There was lots of engagement with our stall for the Pride Network so we were pretty stoked with that.”

- David, Victorian Pride Network

Commercial Organisation	From \$1,320*
Small Business (Sole Trader)	From \$670*
Large Community Organisation	From \$670*
Small Community Organisation	From \$400*

*** Discounts apply for stallholders who register within the first month or registration being open!**

*There are additional costs for customising your stall with power, extra chairs and tables, and additional marquees.



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3x3m marquee (2 pictured)

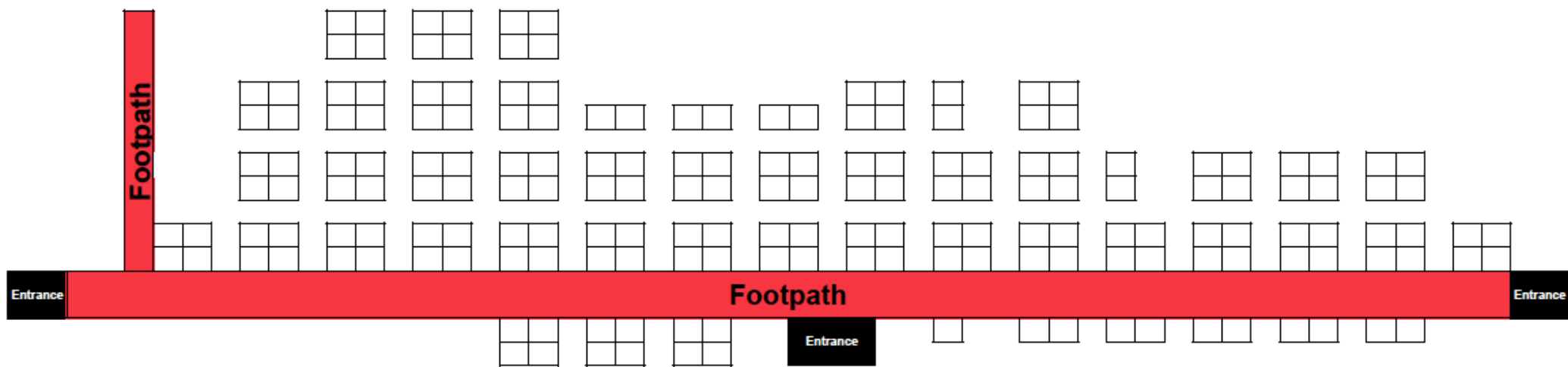


6x3m marquee

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Map of stalls precinct



- Approximate layout based on 2019 Festival.
- Stalls are in blocks of 2 or 4, creating pathways between.
- Layout is dictated by the site (trees, pathways, water fountains etc.)

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BOATHOUSE DRIVE

YARRA RIVER



Sign In

Sports
Precinct
Team
Melbourne

Youth
Precinct
with
Minus18

Main
Stage

VIP
Bar

Main Bar

Family
Precinct

Skate Park

Chill
Zone

Tea Tent
with Alice's
Garage

Picnic
Stage

Picnic Precinct

Stalls Area

TO ST KILDA ROAD

BOATHOUSE DRIVE

ALEXANDRA AVENUE

Accessible
Drop-off
Point



Food Vendors



First Aid



Bar



Toilets



Accessible Toilet



ATM



Free Drinking Water



Entrance to Gardens



Main Information Tent

- Box Office

- Cloakroom

- Wheelchair Charging Station



Carnival Stallholders



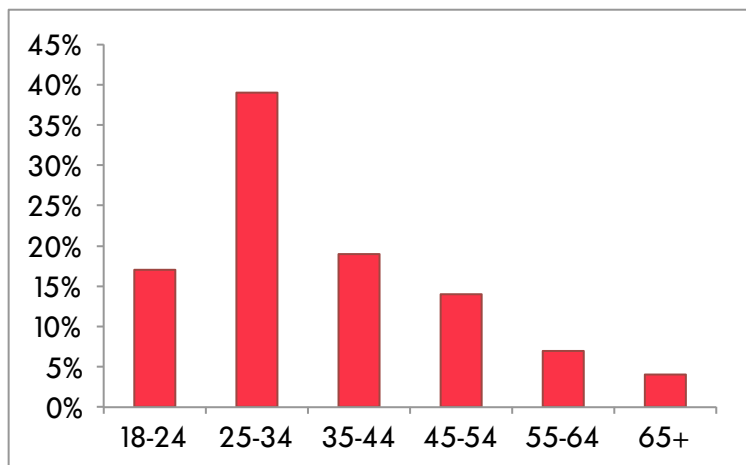
Recycle Station

MIDSUMMA CARNIVAL

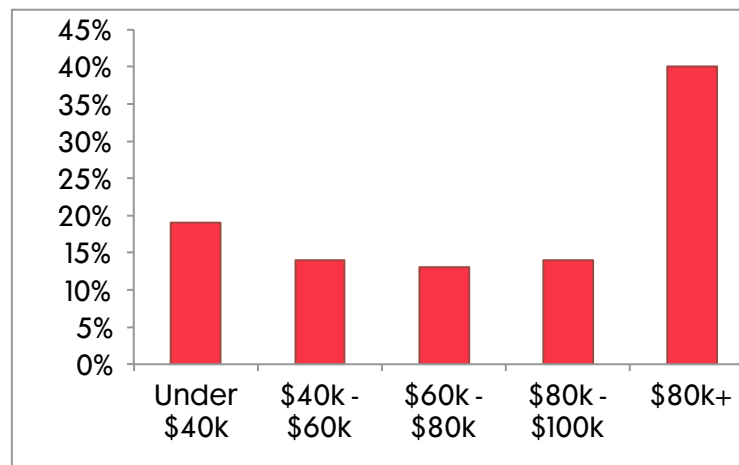
Map of 2019 site for reference

Who are our audiences?

Age



Income (per annum)



Male	45%	Gay	38%
Female	44%	Heterosexual	15%
Non-Binary	7%	Lesbian	14%
Transgender	2%	Queer	13%
People with an intersex variation	2%	Bisexual	11%
Prefer not to say	1%	Pansexual	5%
		Asexual	1%

Data collated by Culture Counts for the 2019 Midsumma Festival

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Why register?

Boost your brands presence within the LGBTQIA+ market and community

Recruit new members, donors, or partners for your organisation

Showcase your product, service, or brand to 120,000+ attendees

Support Melbourne's queer community through community engagement

Stimulate lead generation and further develop your business

Network with other stallholders and vendors

Expand your organisation's reach and subscriber database

"the day was extremely well organised. We had a great level of engagement with our stall and my staff really enjoyed the day."

– Aimee, Victoria Legal Aid

"We had a good reaction to our stall and people were interested in speaking to us and taking our promotional items."

– Ruby, Kara House



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Who hosts a stall?

Midsumma Carnival hosts stalls from a variety of commercial businesses, government organisations, not-for-profits, health services and more.

With over 170 stalls in the precinct, we've had organisations such as:



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Register online at
Midsumma.org.au/participate/carnival-stallholders

