



BENALLA

STREET ART FESTIVAL
2 - 4 APRIL 2027

SPONSORSHIP
PROSPECTUS

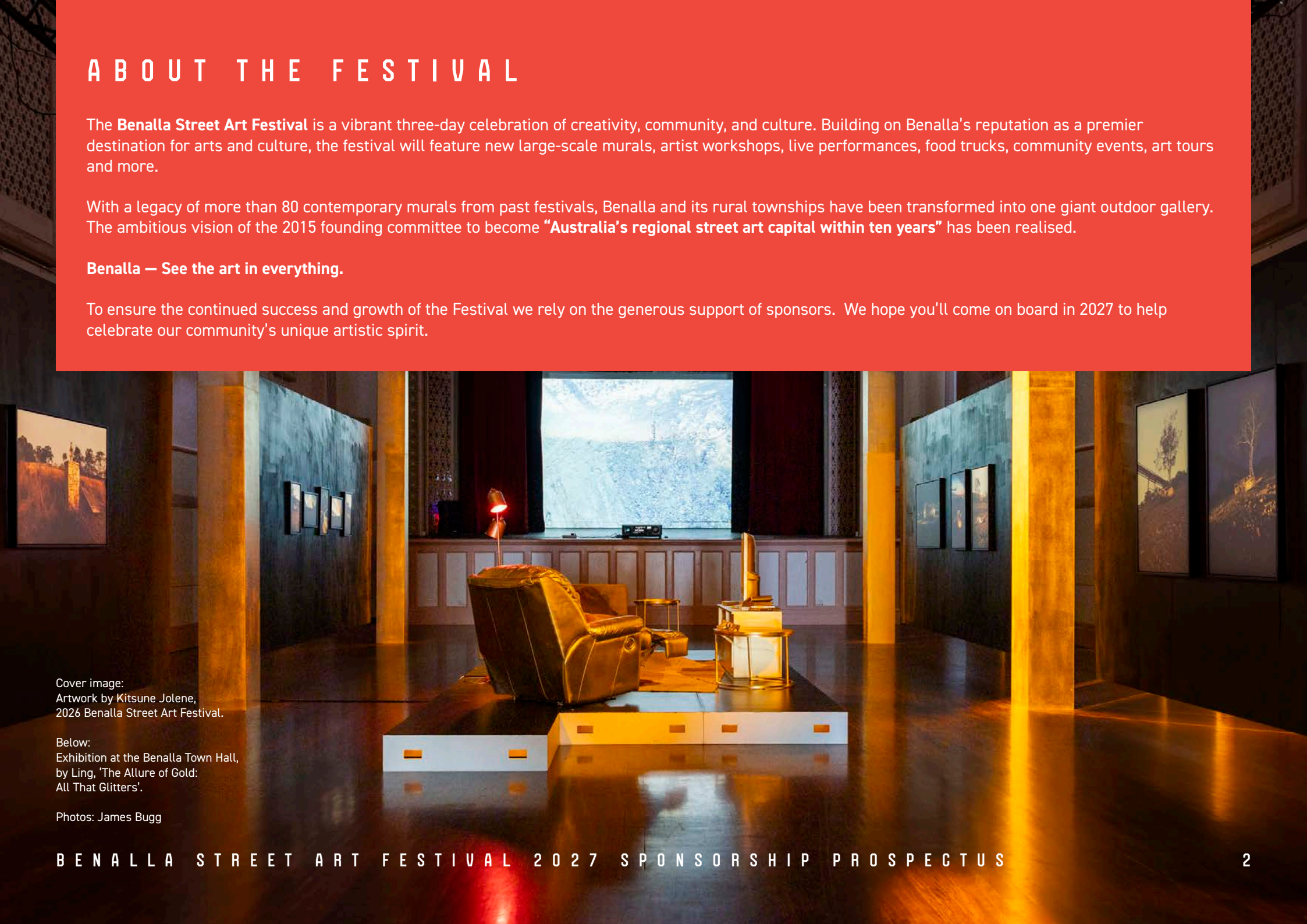
ABOUT THE FESTIVAL

The **Benalla Street Art Festival** is a vibrant three-day celebration of creativity, community, and culture. Building on Benalla's reputation as a premier destination for arts and culture, the festival will feature new large-scale murals, artist workshops, live performances, food trucks, community events, art tours and more.

With a legacy of more than 80 contemporary murals from past festivals, Benalla and its rural townships have been transformed into one giant outdoor gallery. The ambitious vision of the 2015 founding committee to become **"Australia's regional street art capital within ten years"** has been realised.

Benalla — See the art in everything.

To ensure the continued success and growth of the Festival we rely on the generous support of sponsors. We hope you'll come on board in 2027 to help celebrate our community's unique artistic spirit.



Cover image:
Artwork by Kitsune Jolene,
2026 Benalla Street Art Festival.

Below:
Exhibition at the Benalla Town Hall,
by Ling, 'The Allure of Gold:
All That Glitters'.

Photos: James Bugg

WHY SPONSOR?

Benalla has gained a reputation as a 'bucket list' destination.

With annual visitation of over 50,000 and a regional economic impact exceeding \$6 million, the **Benalla Street Art Festival** is a powerful platform for brand exposure, community engagement, and cultural investment.



SPONSOR BENEFITS

1. Enhanced Brand Visibility and Awareness

- **High Foot Traffic:** the Festival draws large crowds, increasing your exposure via sponsor branding on signage, merchandise and social media.
- **Media Coverage:** receive local, state, and even national media coverage by association — offering significant PR value.
- **Digital Amplification:** sponsors benefit from mentions across Festival websites, social media, livestreams, and user-generated content (e.g. posts by artists and visitors of mural progress).

2. Enabling Community and Cultural Impact

- **Positive Brand Alignment:** supports creativity, inclusivity, and youth engagement — values that many companies wish to align with.
- **Corporate Social Responsibility Benefits:** shows your support of regional community development, while helping fulfill your Corporate Social Responsibility (CSR) objectives.
- **Rural Engagement:** shows commitment to supporting regional Australia, helping your brand move beyond metro-centric marketing.

3. Economic Development and Tourism Boost

- **Visitation:** the Festival brings thousands of visitors to Benalla, benefiting the local economy. Sponsors are therefore seen as key contributors to regional revitalisation.
- **Long-Term Impact:** Benalla is already known for its street art scene. Supporting this signature event helps build the town's reputation as a bucket list tourist destination.

4. Unique Brand Activation Opportunities

- **Creative Integration:** street art allows for creative brand expressions (e.g. branded murals, interactive installations, or augmented reality experiences).
- **Product Placement and Sampling:** sponsors can set up booths or activations to directly engage audiences with product demos, giveaways, or experiences.
- **Storytelling Platforms:** the arts provide rich storytelling opportunities, whether it's co-creating murals or supporting youth artist workshops.

Top left:
Squid the Kid performs live at the the
2026 Benalla Street Art Festival.

Bottom left:
Smoking Ceremony at the Benalla Aboriginal Gardens to launch
the 2026 Benalla Street Art Festival.

Photos: James Bugg

5. Stakeholder and Business-to-Business Engagement

- **Client Entertainment:** sponsors can host VIP events or private tours during the Festival.
- **Networking:** opportunity to connect with local businesses, government bodies, and other sponsors in a collaborative, creative environment.

6. Lasting Legacy

- **Permanent Murals:** unlike other festivals, street art leaves a lasting visual presence in the town — ensuring the sponsor's association with the community continues well beyond the event itself. Murals remain for at least 12 months, and usually years.
- **Educational Outreach:** sponsors can support programs like artist talks, school visits, or mural creation with youth, reinforcing long-term value.

Can we count on you in 2027?

Middle:
Krimstone painting.

Top right:
Gus Eagleton painting.

Bottom right:
MurOne painting.

Photos: James Bugg



2026 NEW MURALS

All Photos: James Bugg



Artwork by Timur Fork.
Location: GOTAFE Benalla Campus
2/24 Bridge Street East



Artwork by Mattie Davo.
Location: 87 Nunn Street, lane to Denny Street carpark



Artwork by Gus Eagleton.
Location: 19 Bridge Street East, rear wall



Artwork by Vero Coya.
Location: Mair Street carpark
5-9 Bridge Street East, rear wall



Artwork by Krimstone.
Location: Denny Street carpark



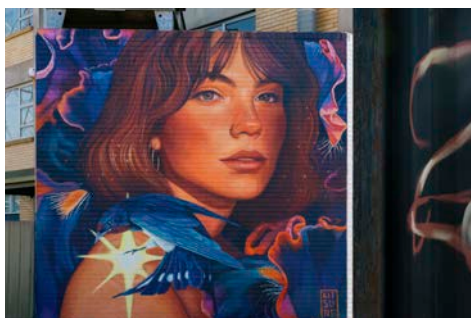
Artwork by JUZPOP.
Location: 44 Bridge Street East, lane to Fawckner Drive



Artwork by Madwings.
Location: Laneway between 103-105 Bridge
Street East



Artwork by SARSAR.
Location: Laneway at 101 Bridge Street East



Artwork by Kitsune Jolene.
Location: The Shed
126-128 Bridge Street East



Artwork by Jasmine Crisp.
Location: Wheelie Awesome Bike Repairs
22 Carrier Street



Artwork by Mur0ne.
Location: Primal Health Club Carpark
35 Carrier Street

Image:
'Happy Place' exhibition by
Elliott Routledge.
Photo: James Bugg



2 0 2 6 O U T C O M E S

8 , 3 2 3

Total Festival Attendees

27% Local
60% Intrastate
8% Interstate
5% International

5 0 +

Events

1 3

Australian and
International Artists

1 3

Breathtaking New Murals

\$ 3 . 5 MILLION

Total Economic Impact

M E D I A A N D R E A C H

2 . 6 MILLION

Viewers Reached via Traditional Media

Major TV broadcasters including Channels 7, 9 and 10.
Metro and regional radio including 3AW, Triple M, KISS FM and ABC.
Arts and culture media, including Australian Arts Review focus.
Tourism Australia - 'Hot List' listing gaining international exposure.

2 . 5 MILLION

Social Media Views

S P O N S O R S H I P A N D I N - K I N D P A C K A G E S

PRESENTING SPONSOR \$100,000+

Key Benefits:

- Naming rights of the Festival
- Speaking opportunity at official opening event
- Premium logo placement on all marketing materials, merchandise, and signage
- Acknowledgement in all press releases and media opportunities
- Full-page ad in printed and digital program
- VIP pass pack* (x20)
- Prominent sponsor profile on website and social media
- Opportunity for creative branded activations on site
- Limited edition signed and framed print for your head office
- Limited edition 2027 Festival Tees (x20)

PLATINUM SPONSOR \$50,000+

Key Benefits:

- Naming rights of a precinct on the trail
- VIP pass pack* (x10)
- Recognition at official opening event
- Projections: illuminations during Festival and/or lighting of murals (ongoing)
- Prominent logo placement on all marketing materials, merchandise, and signage associated with the festival
- Half page ad in printed and digital program
- Dedicated sponsor profile on website and social media campaigns
- Opportunity for branded activations on site
- Limited edition 2027 Festival Tees (x10)

GOLD SPONSOR \$25,000+

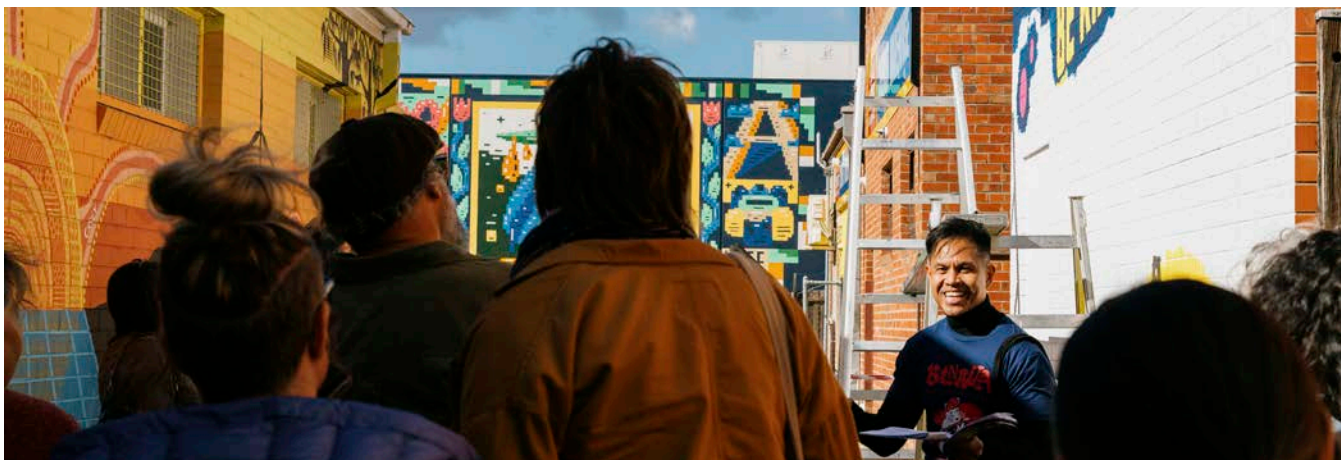
Key Benefits:

- Optional branded stall/booth at a key event location
- Logo placement on selected marketing and signage
- Quarter-page ad in printed and digital program
- Featured in selected media and social campaigns pre and during the event
- VIP pass pack* (x6)
- Limited edition 2027 Festival Tees (x6)

* V I P P A S S P A C K

Includes access to artists talks, guided walking tours and VIP events

Image:
Ian Gonzaga from the Benalla Street Art Advisory Committee hosts a guided tour of the 2026 Benalla Street Art Festival.
Photo: James Bugg



S P O N S O R S H I P A N D I N - K I N D P A C K A G E S

SILVER SPONSOR \$10,000+

Key Benefits:

- **Workshop Partner:** sponsor an artist workshop or youth program
- **Kids Zone:** sponsor family friendly arts related activities during the Festival
- **Logo placement** on website, program, and event signage
- Acknowledgement in digital program
- Social media shout-outs pre and during the event
- **VIP pass pack* (x4)**
- Opportunity to **display your banner at select venues**
- Limited edition **2027 Festival Tees (x4)**

BRONZE SPONSOR \$5,000+

Key Benefits:

- **CBD Activations:** decoration of laneways, windows, bench seats and pavements within the CBD
- **Logo placement** on website and select digital communications
- Name listed in digital program
- Social media mention during the Festival week
- **VIP pass pack* (x2)**
- Limited edition **2027 Festival Tees (x2)**

COMMUNITY PARTNER \$1,000+

Key Benefits:

- Limited edition **2027 Festival Tee**
- Decal for your window/car bumper

FRIEND OF THE FESTIVAL \$250+

Key Benefit:

- Decal for your window/car bumper



Image:
Artist Tank hosts a 'Prosecco and Picasso' session, 2026.
Photo: James Bugg

Image:
Artwork by Jasmine Crisp
2026 Benalla Street Art Festival.
Photo: James Bugg



F I N A L L Y

N E X T S T E P S

Sponsoring the **Benalla Street Art Festival 2027** offers a multi-layered return – from visible brand engagement and marketing reach to deeper social impact, cultural legacy and alignment with a regional creative economy leader.

Brands that support this Festival position themselves not just as advertisers, but as active contributors to regional development and artistic legacy.

We'd love you to join us in transforming Benalla into a living canvas of creativity and community!

Summary of Benefits

- **Brand Visibility:** reach over 3.9 million people through media and digital exposure during the Festival and ongoing street art trail.
- **Targeted Engagement:** connect with local, regional, and interstate audiences.
- **Cultural Impact:** support public art, local and international artists in this culturally inclusive and diverse event.
- **Corporate Social Responsibility:** align your brand with creativity, community and regional revitalisation.

To secure your place as a 2027 Festival Sponsor, scan the QR code or complete your details opposite and return to catherine.macmillan@benalla.vic.gov.au

For further information or to arrange a meeting to discuss these options further, please contact:

Catherine Macmillan
Business Development Co-ordinator
Benalla Rural City Council
0418 916 180
catherine.macmillan@benalla.vic.gov.au

or

Simon Grant
Benalla Street Art Festival 2027 Curator
0422 044 116
simon@verbco.online

Deadline for Sponsorship: 1 November 2026



Yes! I'd like to sign up to sponsor the Benalla Street Art Festival 2027.

Company/organisation: _____

Contact Name: _____

Position: _____

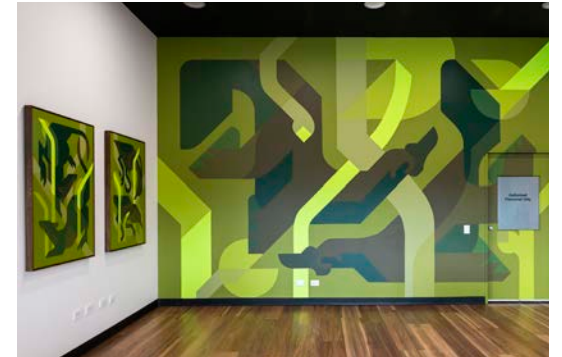
Mobile: _____

Email: _____

Address: _____

Please circle the package of interest:

Presenting Sponsor	\$100,000
Platinum	\$50,000
Gold	\$25,000
Silver	\$10,000
Bronze	\$5,000
Community Partner	\$1,000
Friend	\$250+



All Photos: James Bugg

SPONSORSHIP PROSPECTUS

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GET IN TOUCH



[BENALLASTREETARTFESTIVAL.COM.AU](https://benallastreetartfestival.com.au)



[BENALLASTREETARTFESTIVAL@BENALLA.VIC.GOV.AU](mailto:benallastreetartfestival@benalla.vic.gov.au)



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