



GERMAN CULTURAL DAY 2024 | SPONSORSHIP INFO

EVENT:

The **German Cultural Day** is an annual **free-entry** community festival organised by the **Goethe-Institut** in the Sydney suburb of Woollahra, supported by **Woollahra Council**. The festival celebrates German culture in all its **diversity**: a vibrant mix of food, drink, music, performances, information, language, and family activities. **Attendance** in 2023 was **3,500**.

DATE & TIME & LOCATION:

Saturday 04 May 2024

1 pm - 8 pm

Goethe-Institut, 90 Ocean Street, Woollahra 2025 - with *Euroka Reserve*

SPONSORSHIP CATEGORIES:

	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
Speaking Opportunity	Representative slot in opening speech with Director of Goethe-Institut, Mayor of Woollahra, more	-	-
Physical Display	Options to be discussed with sponsor, including product display, on-site branding, giveaways, presentation, dedicated video message.	<ul style="list-style-type: none"> • 3m x 3m stall • Product giveaway • Branding near stall 	<ul style="list-style-type: none"> • 3m x 3m stall • Product giveaway
Logo Placement	In Gold Category: <ul style="list-style-type: none"> • Website • 5,000 postcards • 500 posters • 2 outdoor banners 	In Silver Category: <ul style="list-style-type: none"> • Website • 2,500 postcards • 250 posters 	In Bronze Category: <ul style="list-style-type: none"> • Website • 1,000 postcards
Social Media*	<ul style="list-style-type: none"> • 2 x story post incl. direct link to website / product & social handle mention 	<ul style="list-style-type: none"> • 2 x story post incl. social handle mention 	<ul style="list-style-type: none"> • 1x story post incl. social handle mention
	<ul style="list-style-type: none"> • 1 x 5-slide carousel feature (feed) • 2 x single slide feature (feed) 	<ul style="list-style-type: none"> • 2x single slide feature (Feed) 	<ul style="list-style-type: none"> • 1 x single slide feature (Feed)
CONTRIBUTION	\$ 7,500	\$ 5,000	\$ 2,500

* Our Instagram reach is currently 21,000+ (with 3,600+ followers), Facebook reach is 68,000+ (with 11,000+ followers).



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ORGANISER:

The Goethe-Institut is Germany's official cultural institute encouraging international cultural exchange and promoting the study of German. We are a not-for-profit organisation; German Cultural Day is a **free-entry, non-commercial** event.

SITE:

In-and-around the Goethe-Institut in Woollahra, including the *Euroka Reserve* park directly in front of the building and adjacent Jersey Road.

CONTACT:

Curious? Interested? Have any questions...? Please don't hesitate to contact us and have a chat with our Director, **Christoph Mücher**. The above-mentioned categories are to be seen as guidelines; we're happy to discuss further ideas and options with you. Last year's festival was a huge success and we'd love to share the attention with you.

Email: christoph.muecher@goethe.de **Phone:** +61 2 8356 8333

VIDEO IMPRESSIONS FROM 2023:



<https://www.youtube.com/watch?v=ye-JvczaHFg>



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PHOTOS FROM 2023:

