

Sponsorship Opportunities

2026 Frankston's
Christmas Festival



Frankston's Christmas Festival

Saturday 28 November 2026, 4pm – 9pm

Davey & Young Streets, Frankston

Frankston's Christmas Festival is Melbourne's longest-running single-day Christmas celebration and a treasured community tradition that marks the official start of the festive season. Each year, approximately 35,000 residents and visitors come together to share in the magic of Christmas, creating a vibrant atmosphere where families, friends and loved ones connect and celebrate in the heart of the city.

The festival delivers a dynamic program of festive entertainment and experiences, including live Christmas performances, the iconic Christmas Parade, curated market stalls, family-friendly activities and interactive attractions.

With broad community appeal and a strong regional reputation, the event attracts a diverse audience and provides meaningful opportunities for sponsors to connect with attendees in a positive and highly engaging environment. As day turns to night, the city comes alive with the much-anticipated lighting of the Christmas tree and a spectacular fireworks finale.

More than just an event, Frankston's Christmas Festival is a celebration of community spirit, bringing people together to create lasting memories and kick-start the festive season across the city.



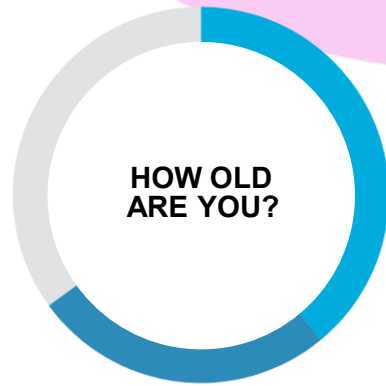
visit the website 

2025 Frankston's Christmas Festival Audience Engagement Snapshot



87%

From Frankston City,
Casey and Mornington
Peninsula Shire



38%

30-39 years old

31%

40-49 years old

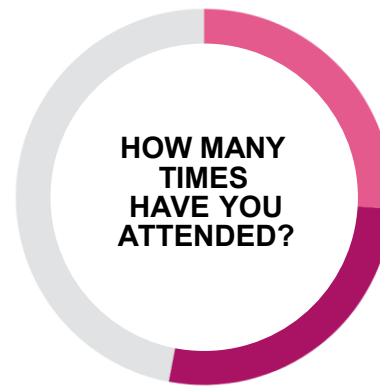


69%

2-12 years old

22%

Teens (13-17 years old)



28%

First time attendees

24%

Attended 5+ events



87%

Female

* 2025 post event survey data



Sponsorship Overview

Why partner with us?

- Connect directly with your target audience through meaningful face-to-face interactions and authentic community engagement opportunities.
- Tailored partnership opportunities - we love to get creative! Our bespoke sponsorship packages are designed to align with your brand objectives, helping you maximise value and impact.
- End-to-end activation support - enjoy a seamless experience with our experienced events team working alongside you to plan, coordinate and deliver a successful and engaging event presence.



Major Sponsor – Presenting Rights

Opportunities:

- **Fireworks Sponsor**
- **Main Stage Sponsor**

\$10K+ investment per opportunity
(cash and/or in-kind)

Examples of sponsor entitlements:

- Mentions and logo on event website, mention on social media platforms (16k+ followers)
- Print Marketing - logo on road board signage and posters
- Digital Marketing – acknowledgement via EDM & socials
- Presenting partner rights to activity
- Activation space onsite 6m x 3m
- MC acknowledgment on the day
- Other benefits, as negotiated



Precinct Sponsor

Opportunities:

- Rides Precinct
- Official Christmas Parade
- Santa's House

\$6K+ investment per opportunity
(cash and/or in-kind)

Examples of sponsor entitlements:

- Mentions and logo on event website, mention on social media platforms (16k+ followers)
- Print Marketing - logo on road board signage and posters
- Signage/activation opportunities within Precinct
- Presenting partner rights to activity
- MC acknowledgment on the day
- Other benefits, as negotiated



Activity Partner

Opportunities:

\$2K+ investment per opportunity

Partner with us to cover the costs of an interactive free activity for the community.

Examples include:

- Face painting
- Glitter Bar
- Branded Snow Globe (subject to availability)
- Photobooth
- Arts & Crafts

Examples of sponsor entitlements:

- Mentions and logo on event website, mention on social media platforms (16k+ followers)
- MC acknowledgment on the day
- Signage displayed at activity.
- Other benefits, as negotiated

* All activities subject to availability – exact pricing available on request



Destination Profile

The Stage

On the shores of Port Phillip Bay lies Frankston City, a vibrant creative city bordering metropolitan Melbourne and the northern entrance of the Mornington Peninsula.

Home to over 141,000 residents, and welcoming over 1,100,000 visitors annually, locals and visitors have long celebrated Frankston City's unique blend of urban, natural and coastal experiences, creating an enviable Lifestyle by the bay.

Frankston's identity is now deeply tied to its transformation into a creative, inclusive, and engaging destination having hosted several major events including AFLW, Sand Sculpting Championships, Sunset Beach Club, F18 National Championships, and Council-led events including the Waterfront Festival, South Side Festival, and Frankston's Christmas Festival.

Frankston City Council is committed to attracting and delivering world-class events that emphasise the city's unique lifestyle experiences and contribute to making the city one of Victoria's most enviable places to live, work and play.

With over 200,000 attendees from across Frankston City, Mornington Peninsula, Casey and along the bayside corridor into Metropolitan Melbourne, Frankston's events are uniquely positioned to expose your business to a dynamic range of potential customers across the south-east region.



[Click here to discover Frankston's events scene](#)

Acknowledgement of Country

Frankston City Council acknowledges the Bunurong people of the Kulin Nation as the Traditional Custodians of the lands and waters in and around Frankston City, and value and recognise local Aboriginal and Torres Strait Islander cultures, heritage and connection to land as a proud part of a shared identity for Frankston City.

141k+

Engaged residents –
59% of attendees
are residents

1.1M+

Visitors
annually

Fans

From Mornington
Peninsula, Casey/
Cardinia, Kingston,
Dandenong,
Bayside and Metro
Melbourne

120k+

Access to Council's
social media
fan-base

200k+

Major event
attendance –
average 50%
new attendees

91%

Average
satisfaction score
with Council's
Major Events



Imagine Frankston web

250k+ views annually



Imagine Frankston Facebook

40k+ followers



Imagine Frankston Instagram

19k+ followers



Imagine Frankston TikTok

7k+ followers



Frankston City Council Facebook

37k+ followers



Frankston City Council Instagram

11k+ followers



Frankston City Council Linked In

14k+ followers

Frankston Profile

Like nowhere else, Frankston is a fascinating juxtaposition of CBD, stunning coastline and hidden bushland - where laneways meet the sea.



**CBD by
the Sea**



**Street Art
& Sculpture**



Proximity



**Vibrant Music
Scene**



Melbourne CBD (1hr, 20min)
757 services per week



Melbourne CBD (45min, 55km)
Melbourne Airport (60min, 77km)

Thank You!



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