20 YEARS OF YABUN

3 UNIQUE STAGES
BROADCASTED LIVE•

BE PART OF THE LARGEST MARKETING CAMPAIGN IN THE EVENTS 20 YEAR HISTORY.

ENGAGE OUR AUDIENCE THROUGH RADIO, LIVESTREAM, DIGITAL MEDIA, ON THE EVENT DAY OPPORTUNITIES & AN ONLINE MARKETPLACE.

CONNECT WITH YABUN

13,313	LIVE STREAM VIEWS IN 2021
234,000	REACH ON FACEBOOK IN JANUARY 2021
30,100	ENGAGEMENTS ON FACEBOOK IN JANUARY 2021
12.85%	ENGAGEMENT RATE ON FACEBOOK IN JANUARY 2021
32,000	WEBSITE HITS IN JANUARY 2021
24,000	PEOPLE REACHED ON INSTAGRAM IN JANUARY 2021
13,800	CONTENT INTERACTIONS ON INSTAGRAM IN JANUARY 2021
363,000	MONTHLY LISTENERS TO KOORI RADIO

MAIN SPONSOR

$250,000

PRESENT THE OFFICIAL VIEWING STAGE AWAY FROM THE ACTION. SPONSOR WILL HAVE BRANDING RIGHTS OF THE STRUCTURE AND FEATURED LOGO AT THE BOTTOM OF SCREEN

8X8M FOOTPRINT *& FETE STALL LOCATED NEXT TO VIEWING STAGE AT YABUN 2022 OFFICIAL EVENT*

YOUR OWN COMMERCIAL AD SPOT, *PRODUCED BY KOORI RADIO. AIRED FOR 10 MINUTES ON EVENT DAY LIVE STREAM AND ACROSS YABUN SOCIALS*

YOUR OWN DEDICATED AD SPOT ON KOORI RADIO *WITH A KOORI RADIO PRESENTER. AD TO BE AIRED 200 TIMES OVER A 3 MONTH PERIOD*

INCLUSIONS ON YABUN 2022 POSTER.

$3,000 AD SPEND ACROSS 4 UNIQUE POSTS ON SOCIALS

SEND 3 EDMS TO OUR MAILING LIST

1 YEAR DIGITAL LISTING ON THE YABUNMARKETPLACE.COM WEBSITE

LOGO INCLUDED IN THANK YOU TO OUR SPONSORS ANIMATION DURING AD BREAK

HERO BANNER AD PLACEMENT ON YABUN.ORG.AU SITE

INCLUSIONS IN OUT OF HOME POSTER CAMPAIGN

ABILITY TO DO GIVEAWAYS AND COMPETITIONS VIA OUR DIGITAL & RADIO PLATFORMS

BLACK

$100,000

6X6M FOOTPRINT *& FETE STALL LOCATED CENTRALLY AT YABUN 2022 OFFICIAL EVENT*

YOUR OWN COMMERCIAL AD SPOT, *PRODUCED BY KOORI RADIO. AIRED FOR 10 MINUTES ON EVENT DAY LIVE STREAM AND ACROSS YABUN SOCIALS*

YOUR OWN DEDICATED AD SPOT ON KOORI RADIO *WITH A KOORI RADIO PRESENTER. AD TO BE AIRED 150 TIMES OVER A 3 MONTH PERIOD*

YOUR BRANDS BANNER ON YABUN 2022 MAINSTAGE.

INCLUSIONS ON YABUN 2022 POSTER.

$2,000 AD SPEND ACROSS 4 UNIQUE POSTS ON SOCIALS

SEND 2 EDMS TO OUR MAILING LIST

1 YEAR DIGITAL LISTING ON THE YABUNMARKETPLACE.COM WEBSITE

LOGO INCLUDED IN THANK YOU TO OUR SPONSORS ANIMATION DURING AD BREAK

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INCLUSIONS IN OUT OF HOME POSTER CAMPAIGN

ABILITY TO DO GIVEAWAYS AND COMPETITIONS VIA OUR DIGITAL & RADIO PLATFORMS

YELLOW

$50,000

3X3M FOOTPRINT *& FETE STALL LOCATED CENTRALLY AT YABUN 2022 OFFICIAL EVENT*

YOUR OWN COMMERCIAL AD SPOT, *PRODUCED BY KOORI RADIO. AIRED FOR 4 MINUTES ON EVENT DAY LIVE STREAM AND ACROSS YABUN SOCIALS*

YOUR OWN DEDICATED AD SPOT ON KOORI RADIO *WITH A KOORI RADIO PRESENTER. AD TO BE AIRED 100 TIMES OVER A 3 MONTH PERIOD*

YOUR BRANDS BANNER ON YABUN 2022 MAINSTAGE.

INCLUSIONS ON YABUN 2022 POSTER.

$1,000 AD SPEND ACROSS 4 UNIQUE POSTS ON SOCIALS

SEND 1 EDM TO OUR MAILING LIST

1 YEAR DIGITAL LISTING ON THE YABUNMARKETPLACE.COM WEBSITE

LOGO INCLUDED IN THANK YOU TO OUR SPONSORS ANIMATION DURING AD BREAK

INCLUSIONS IN OUT OF HOME POSTER CAMPAIGN

RED

$25,000

3X3M FOOTPRINT *& FETE STALL LOCATED CENTRALLY AT YABUN 2022 OFFICIAL EVENT*

80 X 30 SECOND RADIO ADVERTS PLAYED ON KOORI RADIO DURING 3 MONTH MARKETING CAMPAIGN TIMELINE.

YOUR BRANDS BANNER ON YABUN 2022 MAINSTAGE.

INCLUSIONS ON YABUN 2022 POSTER.

$750 AD SPEND ACROSS 4 UNIQUE POSTS ON SOCIALS

SEND 1 EDM TO OUR MAILING LIST

1 YEAR DIGITAL LISTING ON THE YABUNMARKETPLACE.COM WEBSITE

LOGO INCLUDED IN THANK YOU TO OUR SPONSORS ANIMATION DURING AD BREAK

INCLUSIONS IN OUT OF HOME POSTER CAMPAIGN

WHITE

$7,500

3X3M FOOTPRINT *& FETE STALL LOCATED CENTRALLY AT YABUN 2022 OFFICIAL EVENT*

40 X 30 SECOND RADIO ADVERTS PLAYED ON KOORI RADIO DURING 3 MONTH MARKETING CAMPAIGN TIMELINE.

YOUR BRANDS BANNER ON YABUN 2022 MAINSTAGE.

LOGO INCLUDED IN THANK YOU TO OUR SPONSORS ANIMATION DURING AD BREAK

$500 AD SPEND ACROSS 4 UNIQUE POSTS ON SOCIALS

INCLUSIONS IN OUT OF HOME POSTER CAMPAIGN

1 YEAR DIGITAL LISTING ON THE YABUNMARKETPLACE.COM WEBSITE