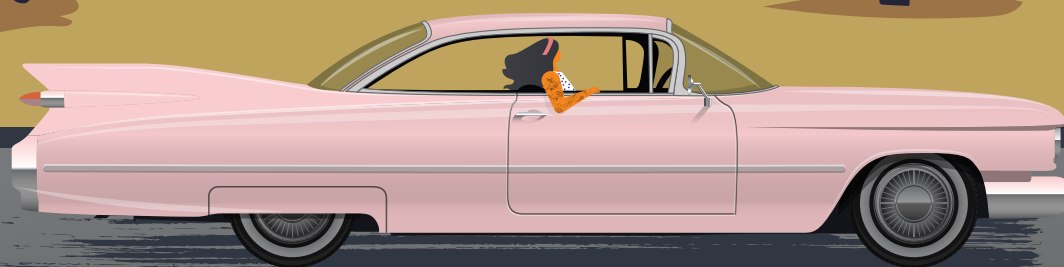


PRESENTED BY

Central  
Coast  
Council

# CHROMEFEEST

A TRIBUTE TO CLASSIC AMERICAN AUTOS, HOT-RODS AND ROCK & ROLL



23-24 OCTOBER 2021  
THE ENTRANCE, CENTRAL COAST

**ADVERTISING OPPORTUNITIES**  
**EXPRESSIONS OF INTEREST**



# CHROME FEST

A TRIBUTE TO CLASSIC AMERICAN AUTOS, HOT-RODS AND ROCK & ROLL

## ABOUT CHROME FEST

ChromeFest has become NSW's largest rock 'n' roll and rockabilly festival paying tribute to American classics and hot rod cars.

ChromeFest celebrated its 12-year anniversary in 2020, with the event delivering all the key elements online due to Covid-19. ChromeFest Overdrive TV was live streamed to audiences all over the world capturing a new widespread audience, and reaching over 560,000 people.

ChromeFest 2021 will bring with it some exciting changes, and Central Coast Council (CCC) will be delivering a COVID safe live event in Memorial Park, The Entrance. The weeklong festivities kick off on Monday 18 October at local venues across the coast, including live bands, dance lessons, 50's trivia night, and the Pinup competition, all leading to the main event on **Saturday 23** and **Sunday 24 October**.

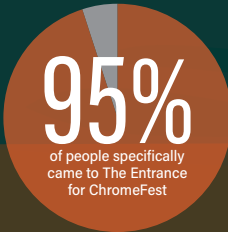
## CHROME FEST 2021

Remember the days of hot rods, rock 'n' roll, big hair and blue suede shoes? Well take a step back in time to the rocking 50's and swinging 60's at ChromeFest with:

- 7 days of activities across the Central Coast
- 4 days of non-stop rock 'n' roll and rockabilly entertainment in local venues
- 2 days of Classic America Auto's and Hot Rods on display including live entertainment
- Coastal Custom Car Cruise
- Show and Shine
- Retro market stalls
- Miss ChromeFest 2021
- Viva La Vintage Glam workshops



## CHROME FEST FACTS





# CHROME FEST

A TRIBUTE TO CLASSIC AMERICAN AUTOS, HOT-RODS AND ROCK & ROLL

## EVENT MARKETING

### 2020 Stats

**371,000**

people reached through social media in 2020

**148,000**

people reached on ChromeFest Facebook page

**565,000**

people reached with ChromeFest videos

Over  
**1.3 MILLION**

people reached across the 2020 marketing campaign

### 2021 Marketing

- Media partner to be engaged with an average daily reach of over 11,500 listeners
- The event will feature in at least 8 local print publications distributed to over 395,000 people
- 9 media channels will be engaged to run ChromeFest advertising via print, digital and editorials
- Out of Home campaign including billboards, public signage and bus shelters
- Brand activation
- Giveaways via competition and on ground
- Online and website advertising
- Online editorial
- Comprehensive social media plan on the ChromeFest Facebook page, home to more than 13,900 followers
- Over 5,000 programs and flyers to be distributed around the Central Coast, Sydney and Newcastle

## ADVERTISING OPPORTUNITY

Secure your ad in the official ChromeFest full colour program:

- Minimum of 5,000 copies printed and distributed
- Program featured online at least 10 weeks prior to the event giving your organisation great brand exposure. The sites in which the program will feature are below:
  - Official ChromeFest website
  - Central Coast Council
  - Destination NSW
  - Love Central Coast
  - Car related websites
  - Plus more
- Program featured on the official ChromeFest Facebook page
- QR codes displayed on all marketing material, linking straight to the official program

### Option A - Full page

- Artwork dimensions 210mm high x 96mm wide
- Cost \$700 + GST

### Option B - 1/3 page

- Artwork dimensions 70mm high x 90mm wide
- Cost \$300 + GST



# CHROME FEST

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## CONTACT

Kellie Purcell, Events Officer

M: 0439 248 422

E: [kellie.purcell@centralcoast.nsw.gov.au](mailto:kellie.purcell@centralcoast.nsw.gov.au)

## TERMS AND CONDITIONS

1. Rates are for advertising space only
2. Ad design, copy and other pre-press production costs are the responsibility of the advertiser
3. All ads submitted for publication must be print-ready
4. We print full colour ads as well as black and white
5. All ad artwork must be high resolution and in pdf or jpg format at 100% size
6. The Advertiser must pay for advertising within 30 days of invoice date

## SIGNED FOR AND ON BEHALF OF ADVERTISER

Signature: .....

Name: .....

Position: .....

Date: .....

Contact Number: .....

Email: .....

