



Central
Coast
Council

ChromeFest

25-27 October 2024

Advertising Opportunity

Expression of Interest

The Entrance, Central Coast

ABOUT CHROME FEST

ChromeFest has become NSW's largest rock 'n' roll and rockabilly festival paying tribute to American classics, hot rod cars and all makes and models pre-1979.

ChromeFest 2024 will celebrate its 16th year and will bring with it some exciting activations in Memorial Park, Marine Parade car park, Waterfront Plaza, The Entrance Social Club Hub, The Entrance Road, Bayview Mall and a new area returning with heaps of fun in Short Street Car Park.

ChromeFest is a buzz of excitement and fun for all ages, with plenty on offer for the whole family to enjoy!



CHROME FEST 2024

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:

- 3 days of non-stop rock 'n' roll and rockabilly entertainment in town and at local venues.
- 3 days of Classic American Auto's, Hot Rods and all makes and models pre 1979 on display.
- Massive Show n' Shine Saturday and Sunday with the winners announced on Sunday.
- Engine start-ups.
- Street cruise and car cruises.
- 5 outdoor stages of entertainment.
- Short Street carpark activation with stalls, food, entertainment and much more.
- Evening ticketed event.
- Chrome After Dark
- Food stalls.
- Retro market stalls.
- The Entrance Social Club carpark, full of fun activities and more cars on display.
- Pin Up competition grand final.



CHROME FEST FACTS:

2023

- Over 55,000 visitors attended ChromeFest.
- ChromeFest injected over \$11.4m dollars back into the Central Coast
- The ChromeFest marketing campaign had a reach of over 2.5m people.
- 89% of attendees surveyed specifically came to The Entrance for ChromeFest.
- 33% of attendees surveyed stayed overnight for a minimum of one night.
- 83% of attendees surveyed rated ChromeFest as an excellent event.
- 75% of attendees surveyed said they would recommend ChromeFest to others.
- 8,000 programs were printed and distributed.
- 15,000 car shaped flyers were printed and distributed which included a QR code to scan for the program.
- Digital program displayed on the official ChromeFest website and ChromeFest Facebook page along with car related websites, Love Central Coast and Central Coast Council websites.
- 400 posters on display.
- 5 outdoor stages with free entertainment.
- 23 bands and 6 DJ's performed at ChromeFest.



EVENT MARKETING

2024 Marketing Campaign to include:

- Radio adverting with Media Partner STAR104.5 with an average weekly reach of over 92,000 listeners.
- Digital advertising campaign and editorials.
- Print marketing campaign with the event featuring in over 8 print publications and distributed to over 395,000 people.
- Outdoor marketing including billboards, public signage, and bus shelters.
- Brand activations.
- Comprehensive social media plan on the ChromeFest Facebook page, home to more than 18,270 followers.
- Marketing collateral to be distributed around the Central Coast, Sydney, Newcastle and interstate.



ADVERTISING OPPORTUNITY

Secure your ad in the official ChromeFest full colour program:

- Minimum of 8,000 programs, and 15,000 flyers with QR code linking back to the official program.
- 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
 - Love Central Coast
 - Car related websites
 - Plus more
- Program featured on the official ChromeFest Facebook page and The Entrance Town Centre page.

Option A – Full page

- Artwork dimensions 210mm high x 98mm wide
- Cost \$660.91 + GST

Option B – 1/2 page

- Artwork dimensions 105mm high x 98mm wide
- Cost \$471.82 + GST

Option C – 1/3 page

- Artwork dimensions 70mm high x 98mm wide
- Cost \$282.72 + GST

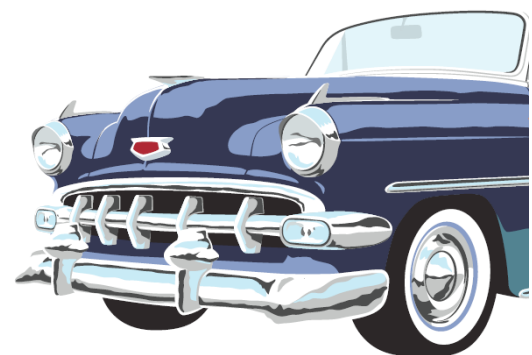
NOTE: All ads are to have 3mm bleed and crop marks

CONTACT:

Kellie Purcell, Events Officer

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TERMS AND CONDITIONS

1. All EOI's must send an email to kellie.purcell@centralcoast.nsw.gov.au confirming advertising space by **Friday 29 March 2024**.
2. Rates are for advertising space only.
3. Ad design, copy and other pre-press production costs are the responsibility of the advertiser.
4. All ads submitted for publication must be print-ready.
5. Print ready ads must be received by Monday 6 May 2024.
6. We print full colour ads as well as black and white.
7. All ad artwork must be high resolution and in pdf or jpg format at 100% size.
8. The Advertiser must pay for advertising within 30 days of invoice date, invoices will be sent out in July 2024.

Signed for and on behalf of Advertiser.

Signature: Name:

Position: Date:

