

Central
Coast
Council

CHROME FEST

CARS, CHROME & TUNES FROM THE GOOD OL' DAYS

**Advertising Opportunity
Expression of Interest**

**24 - 26 October 2025
The Entrance, Central Coast**

ABOUT CHROME FEST

ChromeFest is a 3-day festival and has become one of NSW's largest, known for its cars, chrome and tunes from the good ol' days! ChromeFest showcases all makes and models of show cars pre-1979, 5 outdoor stages with rock 'n' roll and rockabilly bands, retro market stalls, food trucks and 60,000 attendees across the 3 days.

ChromeFest will celebrate its 17th year in 2025 and bring with it some exciting new activations plus everything you know and love.

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



CHROME FEST 2025

Take a step back in time to the rocking 50's and swinging 60's at ChromeFest with:

- 3 days of show cars all makes and models pre-1979.
- 3 days non-stop rock n' roll and rockabilly entertainment in town and at local venues.
- Massive Show n' Shine Sunday with the winners announced on the main stage.
- Engine start-ups.
- Street cruise and car cruises.
- 5 outdoor stages of entertainment.
- ChromeBar including stalls, food, entertainment and more.
- Saturday Night Jive evening ticketed event.
- Chrome After Dark.
- Food stalls.
- Retro market stalls.
- The Entrance Social Club carpark, live entertainment, activities and show cars.
- Pin Up competition grand final.
- Children's activities.
- Fashion Parade.

Plus much more for all to enjoy!



CHROME FEST FACTS

ChromeFest 2024 was our biggest and best yet:

- Over **57,000** visitors attended ChromeFest.
- Injected **over \$11.8m** dollars back into the Central Coast area.
- Reached over **1.7m** people, with over **5.5m** impressions across the marketing campaign.
- **94%** of attendees surveyed specifically came to The Entrance for ChromeFest.
- **49%** of attendees surveyed stayed overnight for a minimum of one night.
- **85%** of attendees surveyed rated ChromeFest as an excellent event.
- **83%** 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.



EVENT MARKETING

ChromeFest 2025 Marketing Campaign to include:

- 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 website
 - › Love Central Coast website
 - › 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 \$700.91 + GST

Option B - 1/2 page

- Artwork dimensions 105mm high x 98mm wide
- Cost \$500.91 + GST

Option C - 1/3 page

- Artwork dimensions 70mm high x 98mm wide
- Cost \$300 + GST

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

CONTACT: Kellie Purcell, Events Officer
M: 0439 248 422
E: kellie.purcell@centralcoast.nsw.gov.au



TERMS AND CONDITIONS

1. All EOI's must send an email to kellie.purcell@centralcoast.nsw.gov.au confirming advertising space by **Monday 7 April 2025**.
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 12 May 2025**.
6. We print full colour ads as well as black and white.
7. Ad sizes are listed on previous page.
8. All ad artwork must be high resolution and in pdf or jpg format at 100% size.
9. The Advertiser must pay for advertising within 30 days of invoice date, invoices will be sent out in July 2025.

Signed for and on behalf of Advertiser.

Signature: _____

Name: _____

Position: _____

Date: _____



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