MEHR & MISTLETOE

A SUMMER FESTIVE MARKET

SPONSORSHIP PROSPECTUS | 2026



Saturday, 12 December 2026 • 10:30 am–4:30 pm

Fitzroy Town Hall • 201 Napier Street, Fitzroy

PARTNER WITH A DISTINCTIVE MELBOURNE EVENT

Connect your brand with festive discovery, independent enterprise and a culturally diverse local audience through a coordinated print, digital and event-day campaign.

Partnership opportunities from $350 • Exhibition options available

secretariat@australianlionandsunassociation.com.au

A partnership built for visibility and connection

Mehr & Mistletoe is a curated summer festive market bringing together independent brands, makers, specialty food businesses and shoppers seeking distinctive Christmas and New Year products. Presented by the Australian Lion and Sun Association, the event is designed as a polished retail and brand-discovery experience in one of Melbourne's notable heritage venues.

Planned promotional campaign

Up to 2,000	20,000–30,000	19
printed flyers	estimated digital reach	curated stalls

Digital reach is an estimate, not a guarantee, and remains subject to campaign budget, audience targeting and platform delivery.

Letterbox campaign — A planned print run of up to 2,000 event flyers for distribution to selected households in Melbourne's inner north.

Instagram and Facebook — Paid and organic event promotion, supported by sponsor recognition according to partnership level.

WhatsApp community sharing — Direct event communications through relevant community networks, subject to administrator approval and audience relevance.

Association website — Partner logo, acknowledgement and link on the event or sponsorship page for the agreed campaign period.

Event-day presence — Brand recognition, acknowledgement and optional customer interaction through included or add-on exhibition space.

Audience focus

- Melbourne shoppers during the Christmas and New Year buying season
- Iranian Australian families, professionals and community networks
- Inner-north residents and visitors to Fitzroy
- Design-aware customers seeking distinctive products and brands
- Independent business, arts and cultural communities

CAMPAIGN PRINCIPLE

The event will report actual campaign activity where available. No partnership package guarantees attendance, sales, a specific number of impressions or a specific commercial outcome.

Partnership packages

Choose the level that best matches your visibility, community engagement and customer-interaction goals. Availability is limited to protect partner value.

Benefit	Presenting	Gold	Supporting	Community
Investment	**$3,500**	**$2,000**	**$950**	**$350 / in-kind**
Introductory rate*	**$3,000**	**$1,750**	**$850**	**—**
Number available	1	2	4	By agreement
Exhibition stall	Premium	Standard	Add-on	Add-on
Printed flyer logo	Prominent	Medium	Small	Not included
Website logo + link	Prominent	Included	Included	Acknowledgement
Dedicated social feature	2	1	—	—
Partner group post	Included	Included	Included	Included
Selected paid-ad creative	Priority	Selected	—	—
Event acknowledgement	Priority	Included	Included	Group thanks
Approved banner placement	Included	Subject to space	—	—
Post-campaign summary	Detailed	Summary	Summary	—

** Introductory rates apply to signed agreements confirmed by 31 October 2026, subject to availability.*

ALL AMOUNTS

Amounts are in Australian dollars and inclusive of GST where applicable. A tax invoice and written sponsorship agreement will be issued. Sponsorship is a commercial arrangement and is not represented as a tax-deductible donation.

Exhibition add-ons

- Supporting Partner stall add-on: $475 early bird (approval and deposit cleared by 13 November); $735 from 14 November. One table included; two tables cost $675 early bird or $935 standard, including GST. Layout subject to approval. Approved access to the full commercial kitchen for food vendors costs an extra $100.
- Community Partner or in-kind partner stall: current published exhibitor rate, subject to approval and availability.
- A second adjoining stall, where available: current published exhibitor rate.
- Every sponsor stall occupies part of the 19-stall event capacity.

What each partnership delivers

Presenting Partner — $3,500

One exclusive position for the organisation seeking the strongest association with the event.

- One premium centre-island stall, subject to availability and product/activity approval
- Most prominent sponsor logo placement on the event flyer
- Priority recognition on the event webpage and selected digital campaign creative
- Two dedicated social media features and inclusion in the partner group post
- Priority verbal acknowledgement during the event
- One approved banner placement and approved promotional material or gift inclusion
- Detailed post-campaign summary using available print and digital reporting

Gold Partner — $2,000

- One standard exhibition stall, subject to availability and approval
- Medium logo placement on the printed flyer
- Logo and link on the event webpage
- One dedicated social media feature plus partner group recognition
- Inclusion in selected sponsor-focused digital creative
- Event-day acknowledgement and summary campaign report

Supporting Partner — $950

- Small logo placement in the supporting-partners area of the printed flyer
- Logo and link on the event webpage
- Inclusion in the partner group post and event-day acknowledgement
- Optional exhibition stall at the published sponsor add-on rate
- Summary of relevant campaign activity where available

Community or In-kind Partner — from $350

- Website acknowledgement and inclusion in the partner thank-you post
- Benefits matched in writing to the verified value and usefulness of the contribution
- Suitable for printing, photography, media, styling, decoration, gift bags, beverages or other approved services
- Printed flyer placement is not automatic and must be expressly included in the written agreement

IN-KIND VALUATION

Before confirming benefits, both parties must agree in writing on the contribution, delivery date, normal commercial value and any conditions. Benefits may be reduced if the contribution is not delivered as agreed.

Partnership process and conditions

How to become a partner

1. Select a level — Tell us which package best matches your objectives and whether you require an exhibition stall.

2. Confirm deliverables — We agree the final benefits, approved business category, campaign timing and any in-kind contribution.

3. Sign and secure — The partnership is confirmed when the written agreement is signed and the first payment clears.

4. Supply assets — Provide approved logo files, links, brand copy and any required artwork by the stated deadline.

5. Activate and report — The Association delivers the agreed campaign and provides the applicable post-campaign summary.

Key commercial terms

- Payment: 50% is due within five business days of signing; the balance is due no later than 13 November 2026, unless the agreement states otherwise.
- Artwork: print-ready logo files must be supplied by 30 October 2026. Late assets may be omitted, and the organiser is not required to reprint completed material.
- Approvals: the organiser retains reasonable control over design, logo size, placement, copy, program integration and event layout.
- Availability: flyer, stall and banner positions are limited and are allocated only after written confirmation and cleared payment.
- Changes: the organiser may reasonably vary campaign timing, layout or channels where required by venue, safety, platform or operational conditions.
- Committed costs: sponsorship payments become non-refundable to the extent printing, advertising, production or partner-specific costs have been committed.
- Cancellation: if the event is cancelled and not rescheduled, undelivered benefits will be addressed under the written sponsorship agreement.
- Reporting: reach and impressions are estimates before launch; only platform-reported results and verified production quantities will be reported as actual results.

Sponsor stalls and compliance

Sponsorship does not automatically approve products, food activities, equipment or stall operations. Every sponsor stall remains subject to the Exhibitor Pack, curatorial review, venue requirements and applicable law. Food and beverage sponsors must also complete Attachment A — Food Vendor Requirements & Compliance Checklist.

NEXT STEP

Email your preferred partnership level, business details, campaign objectives and stall requirements to secretariat@australianlionandsunassociation.com.au. We will respond with availability and a tailored written agreement.