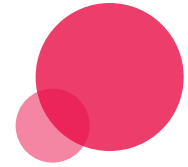


WODONGA CAROLS by CANDLELIGHT



2023 Partnership Opportunities

The annual Wodonga Carols by Candlelight is one of Albury Wodonga's largest community events. In 2023, we have opportunities for trusted local brands to join in partnership with our Christmas celebrations. With your support, we can continue to deliver Wodonga's Carols by Candlelight, bigger and better each year, with your organisation recognised with meaningful community engagement.

Wholly organised and run by volunteers, the event consistently attracts in excess of 7,500 attendees every year, close to 20 per-cent of the Wodonga population.

The non-denominational family orientated event offers your business the one of the most meaningful opportunities to connect with families and women in our region. 90% of our online engagement is with women, 31% are aged between 35 – 45 years.

Importantly, Wodonga Carols by Candlelight is a trusted local brand. Now in its 48th year, 90% of attendees surveyed say they would attend again, in addition to attendance increasing year-on-year.

Wodonga Carols is underpinned by local institutions, like the City of Wodonga, Wodonga Brass, Albury Wodonga Health, and an over 25-year partnership with The Border Mail. This ensures the professional, high-quality event exceeds the community's expectations each and every year.

Your support will mean we can continue to run the Wodonga Carols by Candlelight event we have all come to know and love. Without community support, especially in the wake of enormous cost increases, we would simply not be able to hold Wodonga Carols by Candlelight.

Please contact Jacob or Lindsay to secure your partnership or visit wodongacarols.org for more information.



Opportunity Overview



Total Event Partnership: Key Presentation Partner

Pre-Event Opportunities

01 Print, TV & Radio Advertising Recognition



02 Christmas Carol Activations



03 Giveaways, Competitions & Social Media Collaboration



In-Event Opportunities

04 Event Signage & Live In-Show Brand Promotion



05 Market Stall / Audience Interactive



06 Live On-Stage Mascot



Jacob Mildren

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2023 Event Date: Sunday 17 December