

MUSIC THEATRE CABARET
DRAG COMEDY & MORE

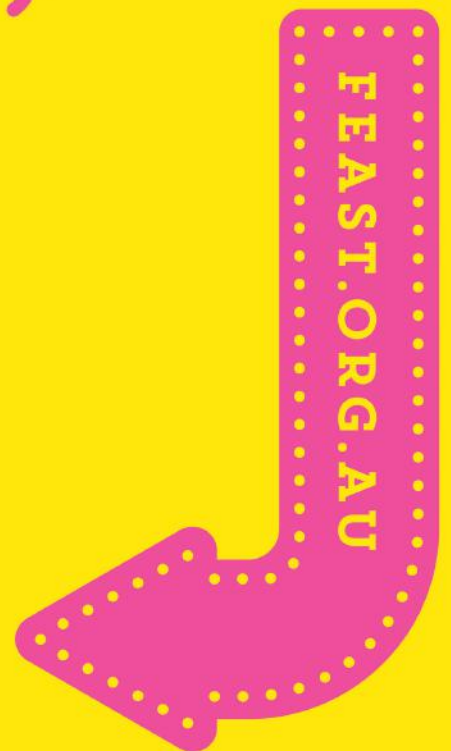
FEAST

*Adelaide Queer Arts
& Cultural Festival*



2020 Media Kit

FEAST.ORG.AU



WHO YOU'LL REACH

Feast is Adelaide's not-for-profit LGBTIQ+ Queer Arts and Cultural Festival that celebrates pride and diversity annually in November. Feast is recognised as one of the 11 major Festivals in South Australia and is the 3rd largest LGBTIQ+ Festival in Australia.

49,198

People attended the 16-day Festival in 2019



Carnival - Opening Night Party Performer | Pic credit: Photo Jo



Carnival - Opening Night Party | Pic credit: Photo Jo

68 %

Visitors from Adelaide Metro

15 %

Visitors from Interstate

17%

Visitors from regional SA

\$1,481,713

ESTIMATED MEDIA VALUE GENERATED

In 2019 Feast Festival delivered a strong publicity and marketing campaign that delivered **461** media items about, relating to or mentioning the Feast Festival.

81.4K

Website views from Program Launch to end of Festival (3 months)

33% increase

10.7K

Facebook Likes **4.9%** increase

2.6K

Twitter Followers **4%** increase

2.7K

Instagram Followers **23%** increase

Of the **461** media items **284** were social media mentions from reputable news sources, businesses/organisations and celebrities. **104** were published online news sites, **36** radio spots, **35** published in a printed product and **2** television broadcasts.

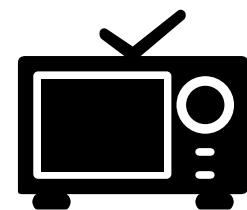


500K

Viewers reached with Ch 9 TV partnership

100K

Listeners reached with Hit 107 radio partnership



\$1,339,966

ESTIMATED
ECONOMIC BENEFIT

Each year Feast conducts a visitor impact survey to generate an estimated economic benefit the Festival has on the state of South Australia.

\$260

Estimated average spend (per person)
on SA Accommodation

\$100

Estimated average spend (per person)
on food and drink in SA.

\$60

Estimated average spend (per person)
on transport during the Festival

Customer Satisfaction Rating

86%

Attendees were Very Satisfied to
Somewhat Satisfied with the overall
2019 Festival.



Shadow Minister for the Arts, Jayne Stinson MP and 2019 Festival Ambassador
Christian Hull | Pic Credit: Photo Jo

1,848

Estimated visitor bed nights generated

72%

Visitors chose to stay in hotel/motel
accommodation



TESTIMONIALS

"It was an absolute honour to be an Ambassador for Feast this year. This is one of my favourite festivals and the fact that the turn out this year was so massive only goes to prove that the LGBTIQ+ arts and culture is still growing in importance and acceptance. I can't wait to see all the fabulous faces next year."

Christian Hull - 2019 Festival Ambassador

"Feast showcases and highlights the importance of diversity and uniqueness of a community that has been shunned for so many years and being a proud Sistagirl from Rural SA I got to share my stories to a wider community."

Charlotte Coulthard Dare - Adnyamathanha, Barngarla n Yankunytjatjara Artist

"The Ongoing role of Feast is a vital one. It is a significant part of South Australia's cultural calendar. Moreover, it provides the opportunity for organisations such as the Migration Museum to engage with communities and develop innovative new programs under the Feast banner."

Mandy Paul, Director - Migration Museum

"Feast Festival is a glorious celebration of queer art and artists in South Australia. It values the uniqueness that every individual has to offer and fosters the building of a stronger community. I am grateful for the platform it has given me to tell my stories and to share our collective experiences."

Josh Sanders, 2019 Artist - Sugarbabies



Christian Hull - 2019 Festival Ambassador
Pic Credit: Photo Jo



Interstate Performers - The Sugarbabies

\$66,677+

GENERATED IN TICKET SALES

Feast used a registered event model which meant all artists that participated received 100% of their box office sales.

480+

Artists Participated

450+

Local Artists

30+

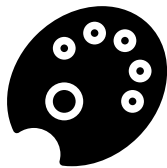
Interstate Artists

5+

International Artists

100+

Events



This year Feast spanned across many art forms including **25** special events, **13** community events, **10** queer conversations, **9** visual art exhibitions, **8** comedy shows, **8** poetry and literary events, **6** cabaret shows, **4** sport events, **4** Workshops, **4** tours, **3** dance parties, **3** drag shows, **2** theatre performances, **1** music events, **1** film screening,



Lupa J - Carnival Opening Night Party Performer
Pic Credit: Photo Jo



Welcome to country by Katrina Ngaityalya Power
Pic Credit: Photo Jo



#FEASTFEST @FEASTFESTIVAL | 08 8463 0684

ADVERTISING

PRINTED GUIDE

20,000 copies (subject to change due to COVID-19 Government guidelines) of the A5 Feast Guide will be distributed across Australia, attracting both tourists and locals alike, as well as a fully downloadable PDF version available on our website.

The Guide is the perfect opportunity to promote your business or organisation to the LGBTIQ+ community.



Full Page

1/2 Horizontal

1/2 Vertical

1/4 Horizontal

1/4 Vertical

ADVERT SIZE

TRIMM (mm)

BLEED (mm)

RATES

Double Page Spread	297 wide x 210 high	+ 3mm	By negotiation
Full Back (inside back cover)	148.5 wide x 210 high	+ 3mm	By negotiation
Full Page	148.5 wide x 210 high	+ 3mm	\$1,500 + gst
1/2 Page Horizontal	126.5 wide x 93.5 high		\$850 + gst
1/2 Page Vertical	61.75 wide x 190 high		\$850 + gst
1/4 Page Horizontal	126.5 wide x 45.25 high		\$475 + gst
1/4 Page Vertical	61.75 wide x 93.5 high		\$475 + gst

ARTWORK SPECIFICATION

Required file format PDF. Colour Model CMYK only. Minimum resolution 300dpi.

All colour objects and images must be CMYK. No RGB or spot colours will be accepted.

Pantone (PMS) colours must be converted to CMYK.

ADVERTISING

WEBSITE, EDM & SOCIAL MEDIA

The Feast website and social media platforms (Facebook, Instagram and Twitter) are a hive of activity and a great place to promote your brand and business.



2.6K
Followers



10.7K
Likes



2.7K
Followers



81.4K
Website Views



2.5K
Subscribers

MEDIUM	SPECS (px)	FILE	RATES	DURATION
Web Banner	1000 wide x 192 high	JPEG	\$250 + gst	4 weeks
EDM Article	400 wide x 400 high	JPEG	\$150 + gst	1 edition
Facebook post	940 wide x 788 high	PNG	\$200 + gst	x2 posts
Instagram post	1080 wide x 1080 high	PNG	\$200 + gst	x2 posts
Twitter post	1024 wide x 512 high	PNG	\$150 + gst	x2 posts

ARTWORK SPECIFICATION

Required file format PNG or JPEG.

Colour Model RGB only. Minimum resolution 300dpi.



MAKE A BOOKING

To make a booking please call or email James Landseer, Marketing and Business Development Officer.

08 8463 0684

marketing@feast.org.au

