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Sponsorship and Partnership Opportunities 2026



# About the Festival

Running from 18 April to 18 May each year, the Australian Heritage Festival (Victoria) invites communities to celebrate the stories, places, and traditions that shape who we are.

As one of Victoria's largest open-access cultural and heritage festivals, the program stretches across the state — from Melbourne laneways to country town halls, from grand estates to hidden bushland tracks. Events are as diverse as the people who create them: walking tours, talks, workshops, open gardens, performances, and exhibitions.

At its heart, the Festival is about connection to heritage. It brings together the voices of First Peoples, the legacies of migrants, the traditions of craftspeople, and the stories of local communities. It's where the past meets the present — reminding us that heritage is not just history, but the living fabric of our identity.

The Festival is in an exciting growth phase, with significant increases in events and event organisers contributing over recent years. In 2026, the Festival will launch a brand new website, offering attendees powerful new tools to plan and customise their Festival journey — from creating personal itineraries to receiving event alerts. This digital transformation will enhance the visitor experience and extend audience engagement.

For audiences, the Heritage Festival is an opportunity to explore, learn and be inspired. For communities and event organisers, it's a platform to share pride in place and story. And for partners, it's a chance to stand alongside the National Trust of Australia (Victoria) (NTAV) in nurturing cultural identity, strengthening community, and celebrating the places that make Victoria unique.



# 2025 Festival at a Glance

- **325 events** delivered across Melbourne and Victoria
- **149 event organisers**, including historical societies, museums, libraries, councils, and community groups
- **188 regional events and 137 metro events**, showing strong statewide reach
- **126 free events and 25 gold coin events**, making the Festival highly accessible
- **15,000+ total visitation** across events
- **94.7% audience satisfaction** and **85% very likely to attend again**
- **4.9M media reach** through 79 earned media mentions
- **77,545 social media impressions** and **3,856 engagements**
- **33% increase in website traffic**, with curated guides driving strong engagement
- **600 new subscribers** added to mailing list during the Festival





# Audience & Visitor Snapshot

- **Broad reach across metro and regional Victoria** – particularly strong in Melbourne and the Goldfields
- **High repeat visitation** – 50% were first-time attendees, 50% had attended previously
- **Multi-generational audiences** – popular with families, retirees, and older adults; growth opportunity among ages 18–44
- **Strong satisfaction** – 95% rated their experience as “satisfied” or “very satisfied”
- **Future engagement** – 90% reported being inspired to seek out more heritage events and activities
- **Accessibility focus** – 160 accessible venues, 72 Companion Card-accepted sites, strong free/low-cost program





# 2026 Program Snapshot

## A 70th Anniversary Celebration

2026 marks the 70th Anniversary of the National Trust in Victoria. The Festival will be the centrepiece of a year-long celebration, with every accessible National Trust property across Victoria opening its doors for the program. Special anniversary events, activations, and collaborations will spotlight the NTAV's history and future.

## A New Heritage Festival Website

The 2026 Festival will launch a brand-new digital platform designed to transform how audiences connect with the program. Visitors will be able to plan and customise their Festival journey with personal itineraries, event alerts, and improved search functionality. This innovation will expand audience engagement, dwell time, and sponsor visibility.

## Festival Highlights Program

A new printed and digital Highlights Program will be distributed to all National Trust Members and available at Trust properties. This program will feature a selection of events from across the state that showcase the diversity of the festival.





# Why Partner with Us?

**Partnering with the Australian Heritage Festival (Victoria) connects your brand with:**

**One of Victoria's largest cultural celebrations** – more than 300 events spanning city and regional communities.

**Engaged audiences motivated by culture, community, sustainability and heritage values** – generating strong brand awareness through a statewide marketing and PR campaign.

**Advance your CSR goals** – showcase your commitment to community, sustainability, heritage and inclusion. Position your business as community-minded and values-driven.

**Extensive marketing reach** – access 60,000+ National Trust members and subscribers, alongside strong digital, social and earned media presence.

**A trusted partner** – the National Trust of Australia (Victoria) has been protecting and celebrating the state's heritage for 70 years.



Maypole Dancing at Botanica Festival

# Partnership & Benefits Opportunities

		PLATINUM SPONSOR	MAJOR SPONSOR	FESTIVAL SPONSOR	FESTIVAL SUPPORTER
		\$35,000	\$20,000	\$10,000	\$1,500
		1 spot	1 spot	2 spot	6 spots
Festival Highlights Program (6000+ Distribution, 30,000 digital reach)	Logo on sponsors and partner's page	✓	✓	✓	✓
	Advertising space in program	✓	✓	✓	
	Logo on Front Cover Program	✓	✓		
Festival Website (40k visits)	Logo and backlink included in Festival Supporters Block on AHF Victoria Home Page	✓	✓	✓	✓
	Logo, bio and back-links on Supporters/Partners Page	✓	✓	✓	✓
Festival Promotional Collateral	Logo on Festival Poster distributed to Event Organisers	✓	✓	✓	✓
	Logo on Digital Collateral distributed to Event Organisers	✓	✓		
	Acknowledged/tagged in Social Media Posts on National Trust Channels (Facebook/Instagram/TikTok/LinkedIn)	✓ All posts	✓ 3 posts	✓ 1 post	Inclusion in post acknowledging all Festival Sponsors
	Dedicated EDM sent to National Trust Members & Festival Supporters (10,000+ Distribution)	✓	✓		
	Banner Ad in Festival eDMs (3,500+ Distribution)	✓ All eDMs	✓ 2 eDMs	✓ 1 eDM	
National Trust Member Promotion (14.5k Members)	Full Page Ad in Member Magazine	✓	✓		
	Banner Ad in Member eDM	✓	✓		
	Recognition in post-event National Trust Magazine Article and Impact Report	✓	✓ Full profile	✓ Summary	✓ Listing
	Opportunity to host a branded event	✓			





# Get in Touch

For a conversation about how your organisation can play a role in this state-wide celebration, contact:

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