

SILVERDALE PIONEER FESTIVAL 2026

Celebrating Silverdale's pioneering spirit with an unforgettable afternoon of heritage, fun, and community

SUNDAY 8TH MARCH, 2026 ~ SILVERDALE VILLAGE



DRIVING LOCAL
BUSINESS
& COMMUNITY

SPONSORSHIP OPPORTUNITIES

About

The **Silverdale Pioneer Festival** is a celebration of the pioneering spirit that has shaped our vibrant community. Set in the heart of Silverdale village, the festival is designed to bring families and businesses together for a memorable afternoon of fun, entertainment, and connection.

Inspired by Silverdale's rich heritage, including its iconic **Pioneer Village** and pioneer-themed murals, this unique event reflects the area's character while creating a platform to showcase local businesses and foster community pride.



Goals

Our aim is to raise the profile of Silverdale as a thriving business and community hub. By drawing visitors into the area, the festival aims to boost local trade, with a goal of welcoming **5,000 attendees** and **generating \$20,000 in additional local spending**.

Event Highlights

- **Pioneer Village Tours and activities:** Step back in time with tours of Silverdale's historic Pioneer Village.
- **Family-Friendly Entertainment:** Activities and performances designed to delight visitors of all ages.
- **Live Performances:** By talented locals, creating a lively festival atmosphere.
- **Market Stalls:** A variety of local vendors showcasing unique crafts, products, and services.
- **Vintage Car Parade:** A stunning display of classic vehicles in a vibrant parade through Silverdale Village.
- **Local Food and Refreshments:** Savour delicious offerings from Silverdale's best local food vendors.
- **Community Celebration:** An afternoon dedicated to celebrating Silverdale's heritage, fostering connections, and creating memories.



Images are a depiction of what the event will include.

Proposed Site Map



Event Schedule

Date: Sunday 8 March, 2025

9:30am

Road Closure Starts

12-5pm

Activities & Entertainment

6:30pm

Road Closure Finishes



Benefits for Sponsors

Sponsoring the Silverdale Pioneer Festival offers your business an unparalleled opportunity to reach a wide and engaged audience while supporting the growth of our community.

Audience Reach

- **5,000 attendees** are expected in the festival's inaugural year.
- A mix of **families, local residents, and professionals**, ensuring broad exposure.
- A comprehensive marketing campaign including digital ads, social media, outdoor and local print coverage **reaching over 250,000 people**.

Economic Impact

- Projected to generate **\$20,000 in additional spending in Silverdale**, benefiting local businesses and collaborators.
- Opportunities to **showcase dozens of local businesses**, fostering increased trade and visibility.

Sponsorship Value

- Brand exposure across event signage, promotional materials, and festival programs.
- Social media mentions and posts with an anticipated reach of **10,000+ engagements**.
- On-site activations providing face-to-face interactions with festival-goers.

Community Engagement

- An afternoon of family-focused activities, ensuring high foot traffic and active engagement.
- Significant community involvement, including **volunteers, performers, and exhibitors**.

Sponsorship Options

NAMING RIGHTS SPONSOR

Be the premier partner of the festival with the highest level of visibility and recognition. As the Naming Rights Sponsor, your brand will be prominently featured throughout the event, ensuring maximum exposure to thousands of attendees and extensive media coverage.

Event Title Branding

Your brand name will be included in the event title, used in on-air, print, digital, and verbal references to the event.

Event Space Branding

Full sponsor branding throughout the event (event space), including banners, hardrop flags, and more.

Media and Social Media Exposure

Comprehensive media and social media plan providing exposure to upwards of 100,000 people.

Additional Benefits

All other aspects included in the Supporting Partners tier.

SUPPORTING PARTNERS - \$1000

Support the festival while gaining valuable brand exposure through multiple channels. As a Supporting Partner, your business will be featured in key event materials and have the chance to connect directly with attendees.

Logo Placement

Your logo will be placed on printed and digital materials promoting the event.

Brand Exposure on Social Media

Brand exposure and URL web links on all social media placements on the event-specific Facebook page, More FM Rodney Facebook Page, Hibiscus Coast, Rodney, North Shore, and Silverdale Facebook & Instagram pages.

Audience Engagement

Opportunity to engage with the audience and community at the event by handing out flyers and marketing information.

Event Branding

Opportunity to erect a branded flag or gazebo at the event.

Live Social Media Coverage

Live Instagram and Facebook videos throughout the evening, acknowledging all sponsors, managed by Silverdale Business

COMMUNITY PARTNERS - \$500

This tier allows you to support the event on a smaller scale while still enjoying the benefits of being associated with a prominent community event. Ideal for businesses looking to enhance local visibility and build brand recognition.

- Logo placement on selected event materials and signage.
- Acknowledgement in social media posts leading up to the event.
- Opportunity to engage with attendees through marketing collateral or giveaways.

Contact us to secure your sponsorship today!

Don't miss this opportunity to align your brand with an event that promises lasting memories and meaningful connections. You'll not only gain valuable exposure but also play a pivotal role in supporting our local community and celebrating Silverdale's rich heritage.



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