



WHY SPONSOR THE NATURAL THERAPIES EXPO &  
FESTIVAL?

A trusted community.  
An authentic connection.  
Real Visibility.

A *HIGH-TRUST* SOUTHERN HIGHLANDS EVENT FOR CONSCIOUS BRANDS

EVENT DATE: 30 AUGUST 2026  
MITTAGONG RSL



[NATURALTHERAPIESEXPOANDFESTIVAL.COM.AU](https://NATURALTHERAPIESEXPOANDFESTIVAL.COM.AU)



Sponsors help make the Expo accessible, support event production costs, and strengthen local wellness community.



NATURAL THERAPIES EXPO & FESTIVAL

# A trusted local event showcasing wellness, creativity, and conscious business

- Annual event celebrating holistic health, spirituality, wellness and natural living
- Held at Mittagong RSL with a growing regional and online presence
- Features exhibitors, workshops, talks, and wellness networking

[NATURALTHERAPIESEXPANDFESTIVAL.COM.AU](https://NATURALTHERAPIESEXPANDFESTIVAL.COM.AU)

# Our Audience

## Our direct community reach is growing rapidly

- 827 Facebook followers | ~ 19% annual increase
- 524 Instagram followers | ~ 31% annual increase
- 136 email subscribers | ~ 143% increase

### STATS AT A GLANCE

**827** Facebook Followers

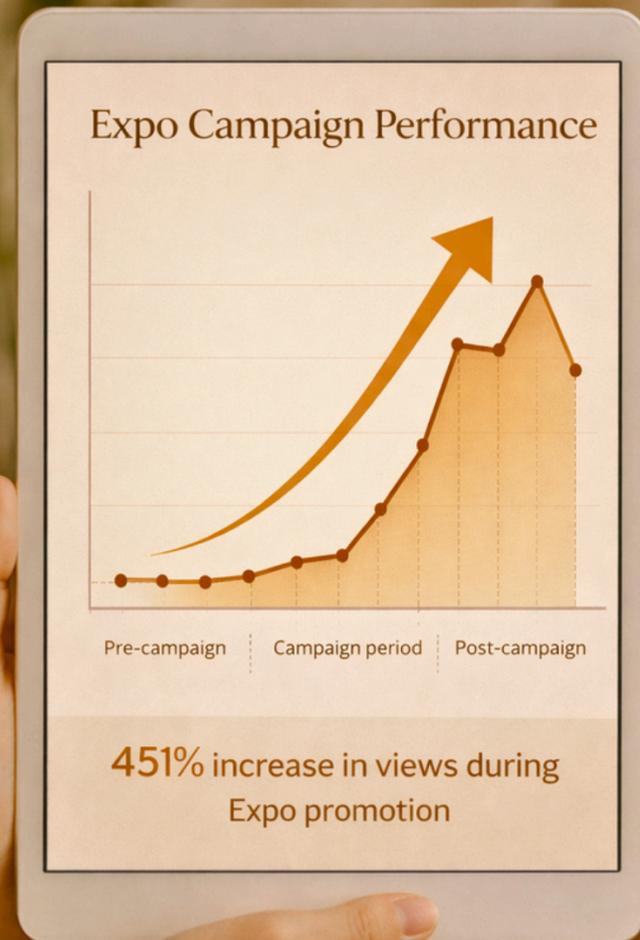
**524** Instagram Followers

**136** Email Subscribers

### AUDIENCE REACH

- 📍 Southern Highlands
- 📍 Goulburn Region
- 📍 Wollondilly / Macarthur
- 📍 Greater Wollongong Area
- 📍 Western Sydney Fringe

# Expo Campaign Growth & Engagement Surge



- 99,651 Facebook views during Expo campaign period
- 451% increase in Facebook visibility during campaign period
- 423% increase in video engagement during campaign period
- 85% of views came from link posts - strong traffic-oriented audience
- Email open rates averaging: 21%+ during campaign period (on par with industry benchmarks)
- Email click rates up to: 8% (well above standard industry averages)

Our audience doesn't just scroll — they act.

Campaign periods drive measurable spikes in views, engagement, and clicks.



# Website

Google Search data during promotion for reporting period:  
1 July – 31 August 2025



## Website Performance — Strong Visibility Signals for Sponsors

- 1,630 appearances in Google Search results during event promotion
- 215 website visits from organic search
- 13.2% click-through rate (well above industry avg.)
- Consistent growth in search visibility and engagement

Sponsors aren't just displayed — they are discoverable through search, mobile browsing, and event-driven traffic.

# Sponsor Promotion Timeline

**BEFORE THE EXPO** - Awareness & Discovery Phase  
(Campaign Window: 4 weeks leading up to Expo)

**Your brand appears through:**

- Website listing & backlink
- Social media acknowledgements (tier dependent)
- E-newsletter feature(s)
- Inclusion in pre-event marketing materials
- Program recognition

**All activity supports search visibility, brand recall, and event anticipation.**



# Sponsor Promotion Timeline

## DURING THE EXPO - On-Day Visibility Phase

**Your brand appears through:**

- On-site signage placement (tier dependent)
- MC acknowledgements (where applicable)
- Program recognition
- Direct attendee exposure

## AFTER THE EXPO - Extended Visibility Phase

**Your brand appears through:**

- Post-event thank-you feature
- Continued website presence (tier dependent)
- Community spotlight opportunities
- Ongoing exposure within the Expo ecosystem



# Sponsorship That Goes Beyond a Logo

Every tier includes multi-channel exposure — online, in print, in-person, and email.

Benefit	★★★★★ MOST POPULAR			
	Seed - \$60	Bloom - \$120	Harvest - \$200	Evergreen - \$250/year
Listed on the website	✓	✓	✓	✓
Description on website	✓ Short	✓ Medium	✓ Detailed	✓ Detailed
Clickable website link	✓	✓	✓	✓
Social Media shout outs (Facebook & Instagram)	1 Grouped (pre-event)	2 Grouped (pre/post)	2 Grouped + 1 Spotlight	4 Across the year
Printed Program Inclusion	✓ Small logo	✓ Small logo with description	✓ Medium logo with description	✓ Large logo with description
MC acknowledgement (if schedule allows)			✓	✓
Tote bag insert	1 item	1 item	2 items	2 items
E-newsletter inclusion	✓ group thank you text only	✓ Group thank you (small logo & text)	✓ Group thank you (medium logo & text)	✓ Dedicated half page thank you (large logo & text)

Limited sponsor placements to ensure quality visibility.

Benefit	★★★★★ MOST POPULAR			
	Seed - \$60	Bloom - \$120	Harvest - \$200	Evergreen - \$250/year
Registration table signage			✓	✓
Social Media Spotlight post (Facebook & Instagram)			✓	✓
Feature in E-Newsletter			✓	✓
Priority 2027 Exhibitor Booking				✓
Southern Highlands Wellness Gathering Promo			✓ 1 Gathering	✓ 2 Gatherings
Discount on 2027 Exhibitor Fees	✓ 10%	✓ 15%	✓ 20%	✓ 25%
Recognition of a Founding Sponsor (certificate of appreciation)			✓	✓

Sponsorship isn't just exposure — it's alignment with values, visibility in trusted spaces, and meaningful connection with a conscious, ready-to-engage community.

# Ready to Be Part of Something Meaningful?

Apply to Partner as a Sponsor

Sponsor places are limited to ensure quality visibility.

**Visit our website to apply**

Apply via the “Join as a Sponsor” page

[NATURALTHERAPIESEXPANDFESTIVAL.COM.AU](https://NATURALTHERAPIESEXPANDFESTIVAL.COM.AU)

30 Aug 2026 | Natural Therapies Expo & Festival | Mittagong

Prefer to talk first?

[contact@naturaltherapiesexpoandfestival.com.au](mailto:contact@naturaltherapiesexpoandfestival.com.au)

