



WHY SPONSOR THE NATURAL THERAPIES EXPO &  
FESTIVAL?

A trusted community.  
An authentic connection.  
Real Visibility.

EVENT DATE: 31ST AUGUST 2025  
MITTAGONG RSL



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





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

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



# Our Audience

- 696 Facebook followers | 504 likes
- 399 Instagram followers
- 89.7% female audience aged 35–54
- 56 email subscribers (opted-in, targeted)
- SH Wellness Gatherings: 10–15 local practitioners and makers

Our audience is niche, deeply engaged, and regionally connected with strong trust indicators and a clear alignment to wellness values.

## STATS AT A GLANCE

504 FACEBOOK LIKES	399 INSTAGRAM FOLLOWERS
89.7% WOMEN AGED 35-54	56 EMAIL SUBSCRIBERS
10-15 MONTHLY-IN-PERSON ATTENDEES	

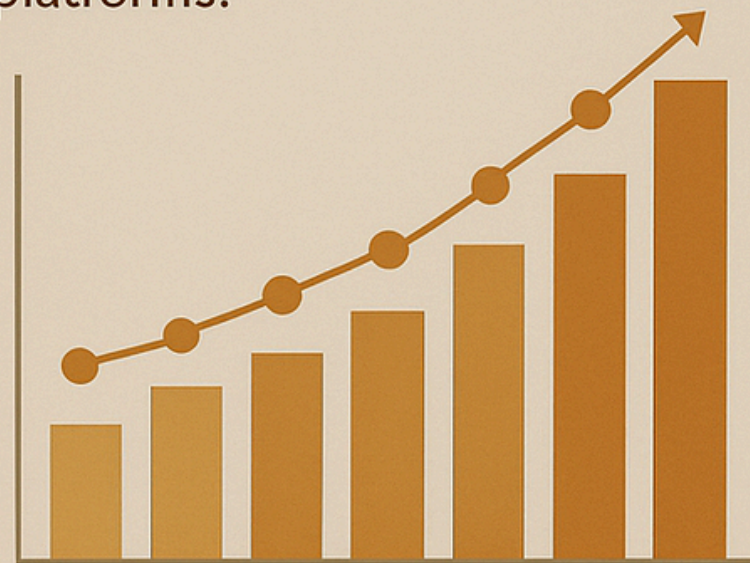
### LOCATION DEMOGRAPHICS

CANBERRA	CAMDEN
GOULBURN	NARELLAN
WOLLONGONG	CAMPBELLTOWN
MOSS VALE	GREATER SYDNEY AREA
BOWRAL	



# Organic Growth and High Engagement

Our digital presence is growing organically and performing above industry averages — with high engagement, strong open rates and consistent reach across platforms.



Last updated 23, Mg) 2025

- Facebook weekly views: 3.5k–5k | Reach: 600–1,000
- Instagram views (last 28 days): 1.1k | Weekly reach: 100–150
- Mailchimp open rates: 26%–43%
- Click rates: 2.1%–12.2%

We don't just reach people  
— “we connect”.

Our digital channels are thriving with above-average open rates, growing views, and real interaction.

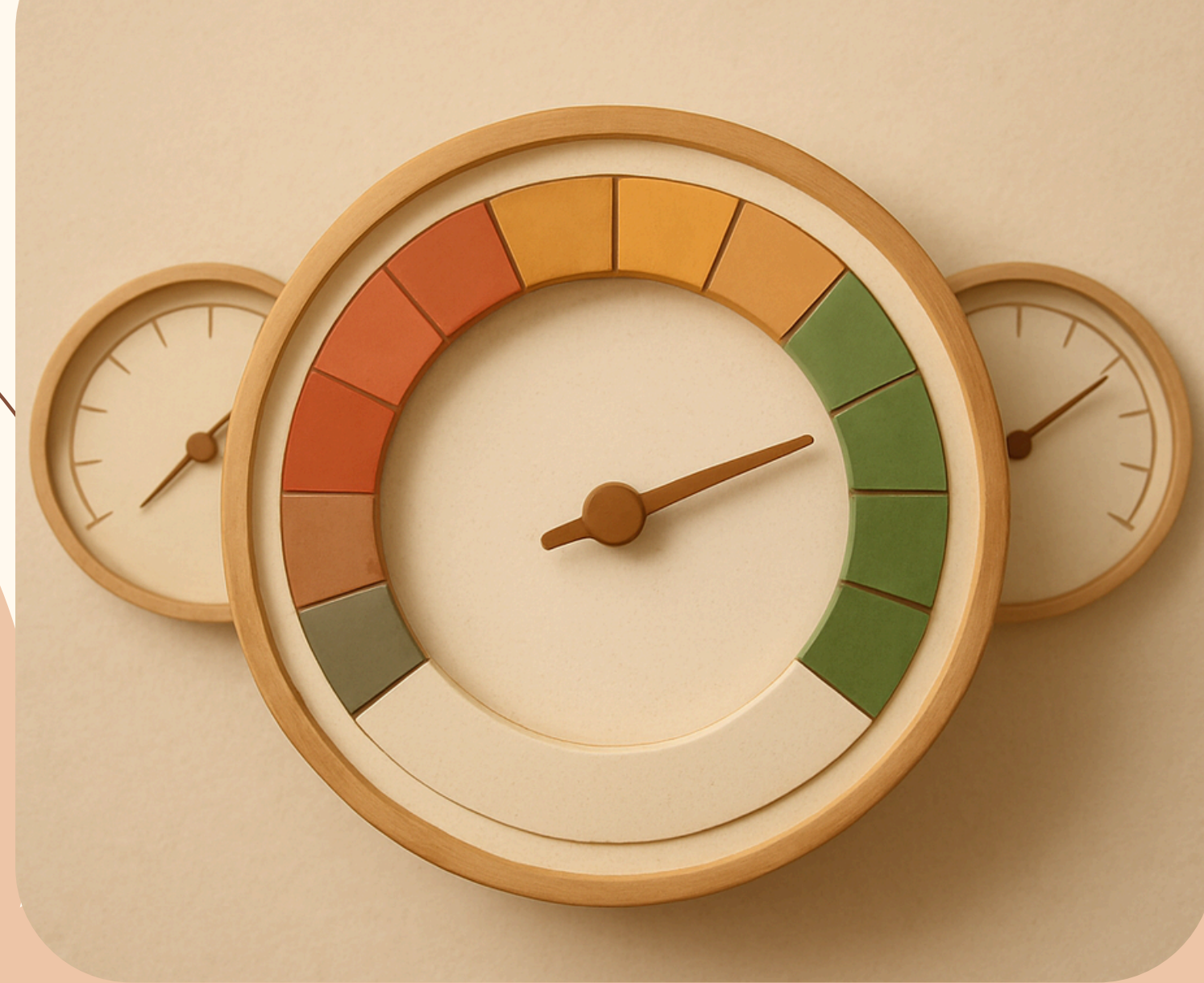


# Website

## Early Analytics — Strong Signals

- Tracking only live for 48 hours
- CTR up to 50% on exhibitor and event pages
- Strong mobile presence: Avg. Position 6.2
- Relevant search queries:
  - "Massage expo"
  - "Holistic health centre"

Source: Google Search Console



Even in just 48 hours, our website is already showing strong traction — with standout click-through rates, mobile-first visibility, and search interest aligned with our core audience.



# Sponsorship That Goes Beyond a Logo



## SPONSORSHIP TIERS 2025

Benefit	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)



## SPONSORSHIP TIERS

Benefit	Seed - \$60	Bloom - \$120	Harvest - \$200	Evergreen - \$250/year
Registration table signage			✓	✓
Social Media Spotlight post (Facebook & Instagram)			✓	✓
Feature in E-Newsletter			✓	✓
Priority 2026 Exhibitor Booking				✓
Southern Highlands Wellness Gathering Promo			✓ 1 Gathering	✓ 2 Gatherings
Discount on 2026 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 connection with a conscious, ready-to-engage community.



# Ready to Be Part of Something Meaningful?

Apply Now to Become a Sponsor

**Visit the Website**

click on 'Join as a Sponsor' tab

NATURALTHERAPIEEXPOANDFESTIVAL.COM.AU

Alternatively, email:

contact@naturaltherapiesexpoandfestival.com.au

