



Easy COME
Easy GO
2025 ADVERTISING GUIDE



ABOUT THE FESTIVAL

The iconic Parkes Elvis Festival is a celebration of Elvis Presley's life and music, held annually in Parkes, NSW. Now in its 32nd year, the Festival is held during the second week of January, coinciding with the birthday of The King, and sees the town come to life in an extravagant week-long celebration.

The Parkes Elvis Festival is proud to be officially endorsed by the estate of Elvis Presley, Elvis Presley Enterprises Inc. It is recognised as Australia's original, biggest and best celebration of the music and life of The King of Rock 'n' Roll™, Elvis Presley.

Known as one of the top three Festivals and Events in Australia, the Parkes Elvis Festival continues to grow, with more than 24,000 national and international visitors making the trip to Central West NSW to partake in the festivities each year. The 2024 Festival had an international media reach of 1.874 billion.

The bucket-list Festival has something for everyone - diehard Elvis fans, rock'n'roll fanatics, rock-a-billy and retro fashionistas, and car enthusiasts alike - with more than 200 events programmed across five fabulous, fun-filled days.

Easy COME
Easy GO
8-12 JANUARY 2025

Each year, the Festival celebrates with a theme. In 2025, Parkes will celebrate Elvis' classic 1967 musical comedy, **Easy Come, Easy Go**.

Program highlights will include 100+ free events on the Cooke Park Main Stage, the adored headline Feature Concert series, the much-anticipated Ultimate Elvis Tribute Artist Contest, the ever-popular Elvis Express arrival, Gospel Service and Street Parade, the crowning of the 2025 Miss Priscilla, the look-a-like and rock 'n' roll dancing competitions, and the plethora of musical entertainment provided by buskers along the Festival Boulevard.

ADVERTISE

WITH THE PARKES ELVIS FESTIVAL

The Parkes Elvis Festival team have developed a range of tailored packages to help your business leverage our highly engaged festival-goers and online audience.

Whether you are a local cafe, motel or mechanic, you're an artist performing during the 2025 Festival, or you simply want to show off a service or product you're proud of, the Parkes Elvis Festival can help get your ad in front of the right people.

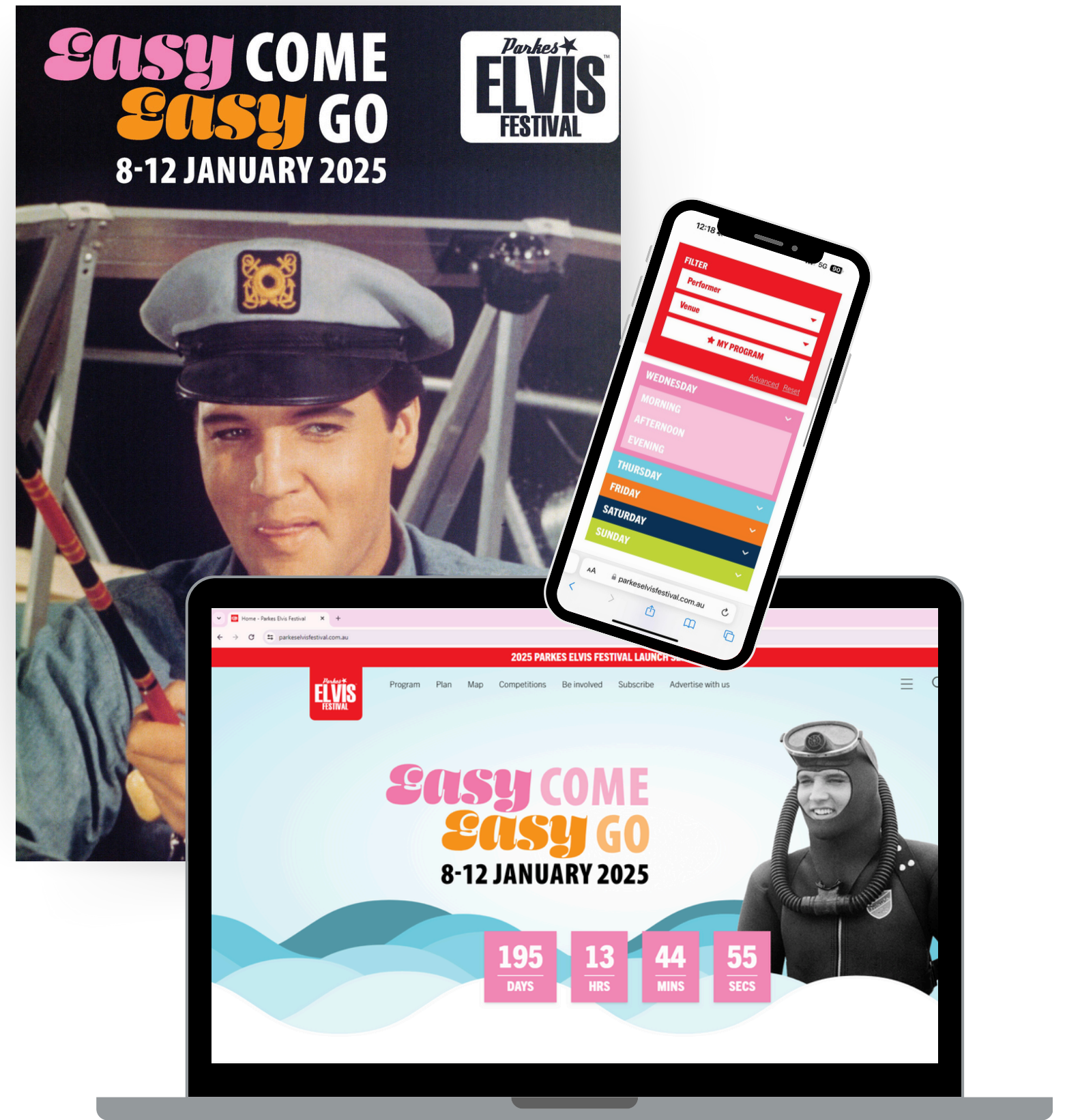
OFFICIAL SOUVENIR PROGRAM

The Parkes Elvis Festival Souvenir Program is an 84-page glossy publication. It's the go-to guide to what's on during the 2025 Festival, where to eat, shop, and stay, and includes artist biographies, shuttle bus timetables and town maps. 3,000 copies of this publication are available to purchase from November to January and are highly sought after by all festival-goers.

OFFICIAL WEBSITE

Our Official Website is the ultimate destination for those planning their Festival experience. Have your event listed in our digital program, or your business featured in our 'Where to Eat', 'Where to Shop', or 'Where to Stay' sections.

Advertise with the 2025 Parkes Elvis Festival and be exposed to our 24,000+ festival-goers, more than 147,000+ website visitors and our 28,000+ social media followers.



EVENT LISTING

OFFICIAL SOUVENIR PROGRAM + WEBSITE



Hosting an event during the Parkes Elvis Festival?

Include it in our Official Souvenir Program and allow our 24,000+ attendees to include it in their itinerary.

Your event listing will also be published in our virtual program on the Parkes Elvis Festival website.

An Event Listing includes your venue name and address, whether the event is free or ticketed, a 50-word description of your event, and an optional image or QR code.

1-5 Events	\$100 + GST
6-10 Events	\$150 + GST
11-30 Events	\$300 + GST
31-50 Events	\$500 + GST
50+ Events	\$600 + GST



BUSINESS LISTING

OFFICIAL SOUVENIR PROGRAM + WEBSITE



Are you a local business and want everyone to know where to find you during the 2025 Festival?

List your business in our Official Souvenir Program and on our website!

Our Official Website is the ultimate destination for those planning their Festival experience. Have your business featured in our 'Where to Eat', 'Where to Shop', or 'Where to Stay' sections.

Your listing includes a 50-word description, your contact details, including your address, and a high-resolution image or logo.

- Where to Eat** **\$100 + GST**
- Where to Shop** **\$100 + GST**
- Where to Stay** **\$100 + GST**



ARTIST LISTING

OFFICIAL SOUVENIR PROGRAM + WEBSITE



Are you performing during the Parkes Elvis Festival?

Include a listing in our Official Souvenir Program and allow our 24,000+ attendees to get to know you a little better.

Your artist listing will also be published on the Parkes Elvis Festival website, allowing you to include any links to your shows, website or socials.

Choose your customised Artist Listing from the options below.

Name + 20-word Bio	FREE
Name + 100-word Bio	\$100 + GST
Name + 100-word Bio + Image	\$200 + GST
Full Page: 200-word Bio + Image	\$750 + GST



TOUR GROUP LISTING

OFFICIAL WEBSITE

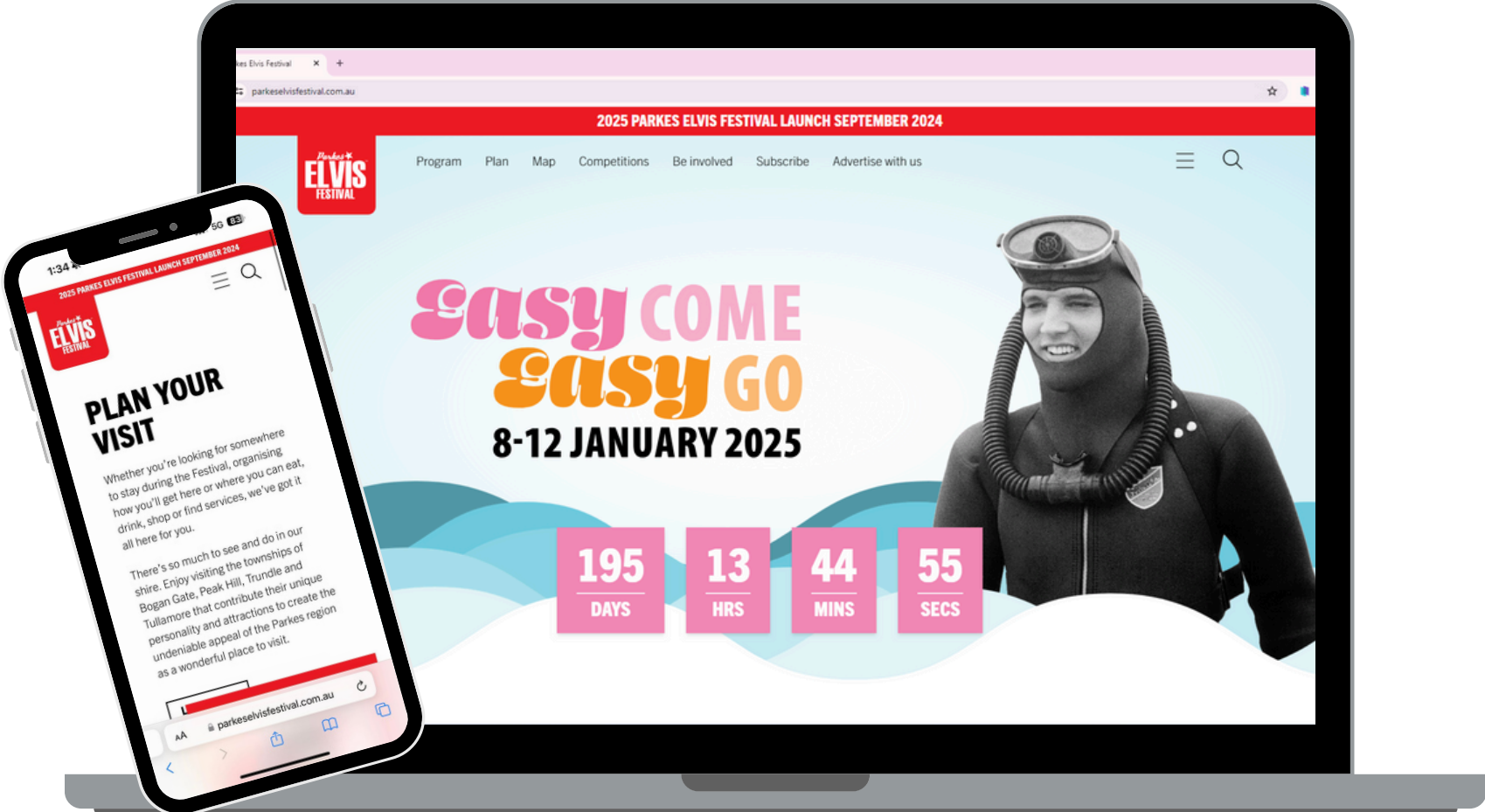


Are you hosting a group at the 2025 Parkes Elvis Festival?

Have your tour included on our website and generate invaluable leads.

Our Official Website is the ultimate destination for those planning their Festival experience. Have your business featured in our 'Tour Groups' section and get full exposure to our plethora of keen website visitors.

Your listing includes a 100-word description, your contact details, a high-resolution image or logo, and a link to your website and socials.



Tour Group Listing

\$250 + GST

DIGITAL ADVERT

OFFICIAL WEBSITE



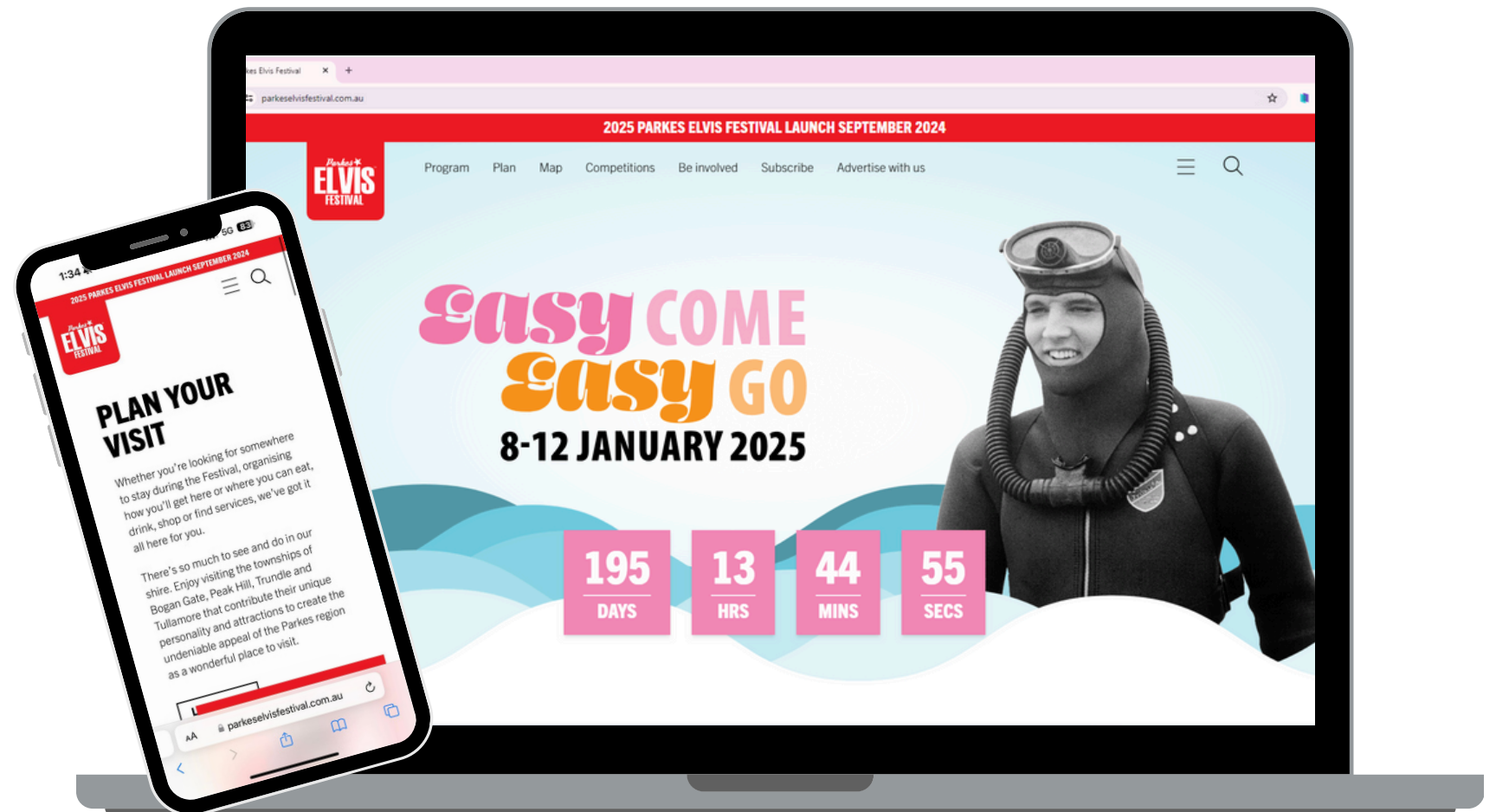
Want exposure to our 147,000+ website visitors?

Place an ad on the official Parkes Elvis Festival website, and drive traffic to your own site or socials.

Our Official Website is the ultimate destination for those planning their Festival experience. You can choose to have your ad placed on either our 'Plan Your Visit' or Home Page as a rotating image.

Your advertisement will include a 700 x 700px image and a link to the site of your choice.

3 Months on 'Plan Your Visit'	\$500 + GST
6 Months on 'Plan Your Visit'	\$800 + GST
9 Months on 'Plan Your Visit'	\$1,000 + GST
6 Months on Home Page	\$1,000 + GST



SOCIAL MEDIA

OFFICIAL FACEBOOK + INSTAGRAM



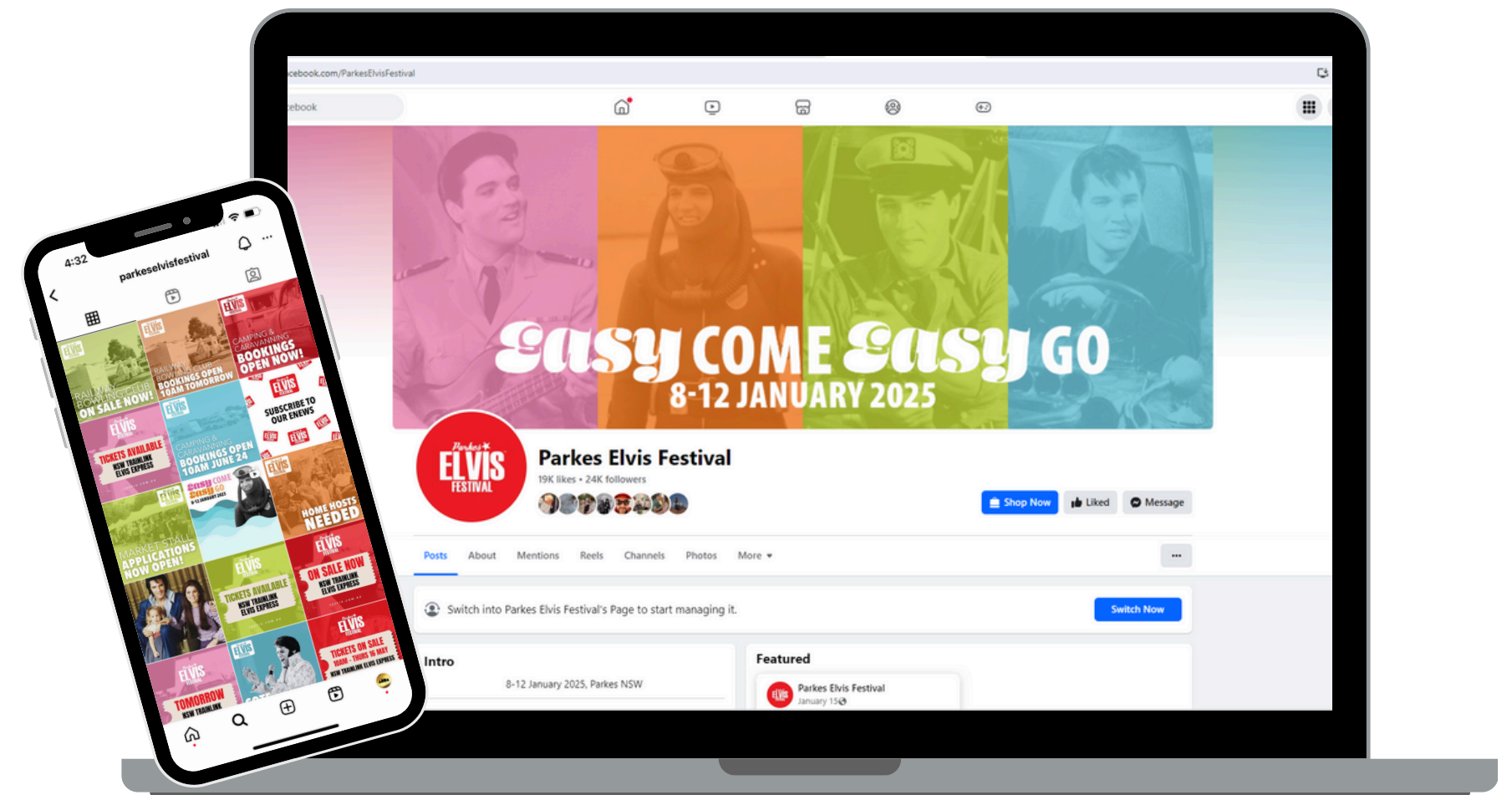
Want access to our 28,000+ social media followers?

Partner with the Parkes Elvis Festival to share an ad on the news feeds of our keen fans.

Share an image, a 50-word caption, and a link to your website or socials with our highly-engaged audience, and boost your sales leads.

This includes a post on the official Parkes Elvis Festival Facebook page and an accompanying Instagram story.

1 Social Post	\$500 + GST
2 Social Posts	\$800 + GST
3 Social Posts	\$1,000 + GST



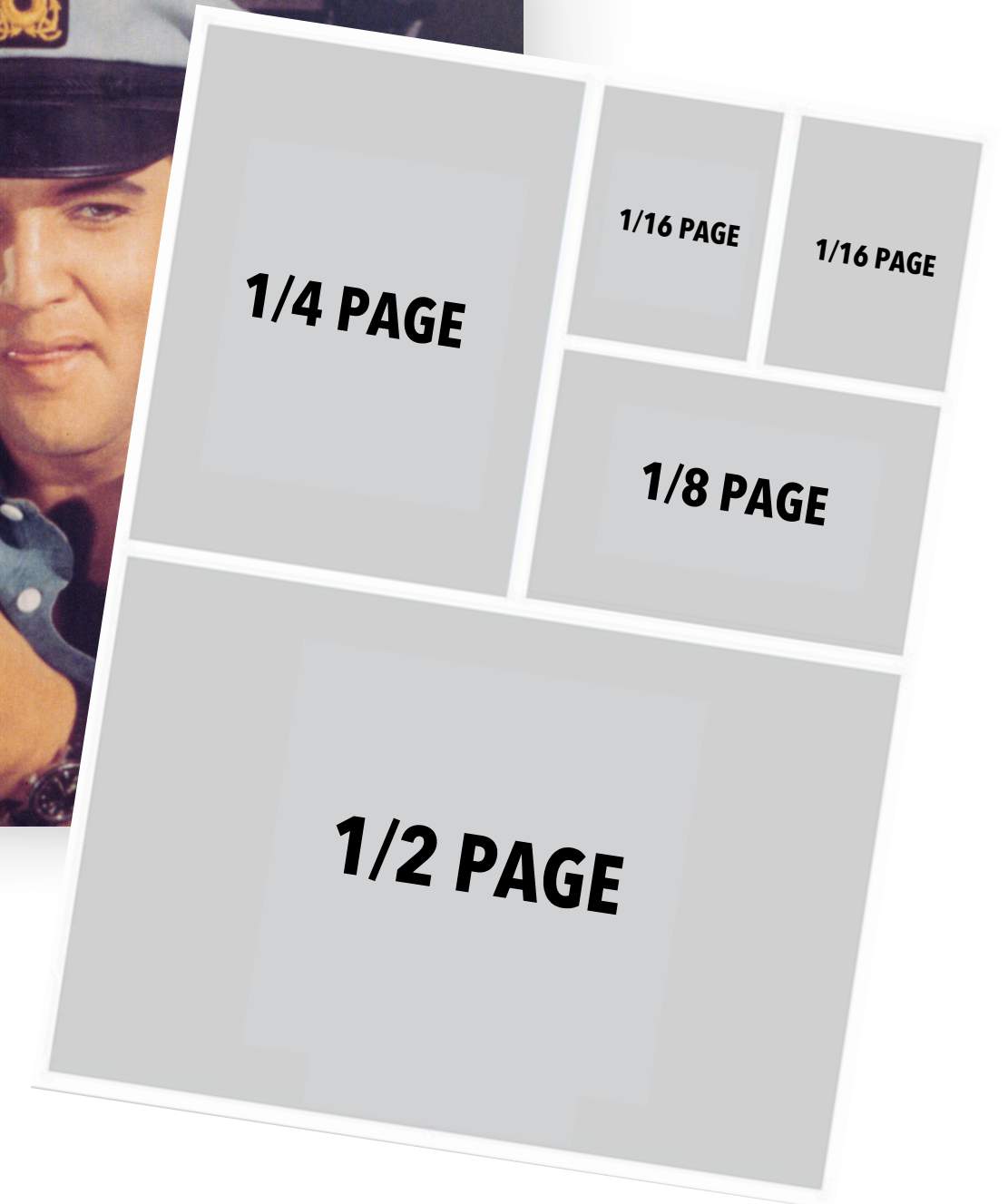
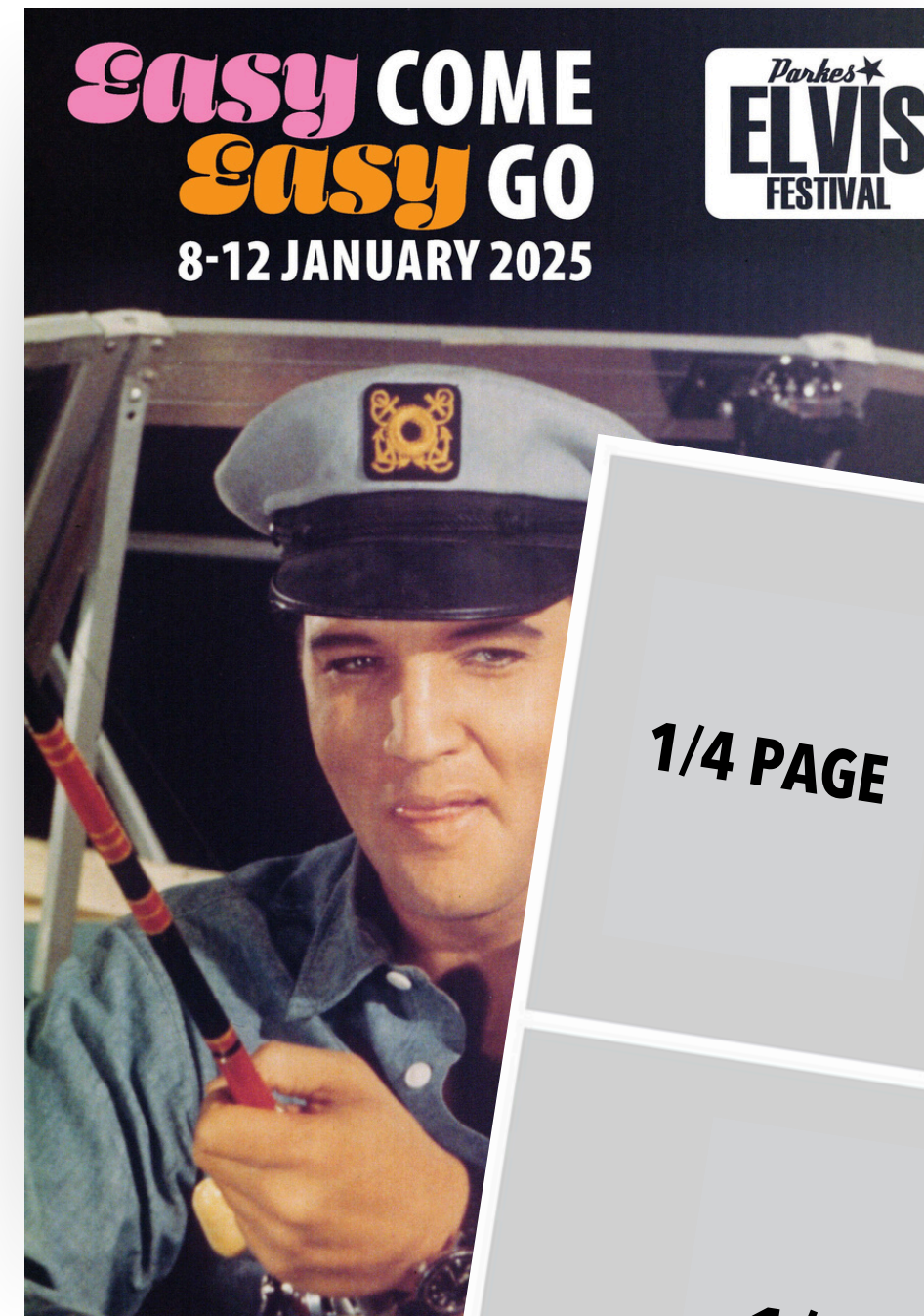
AD BY SIZE

OFFICIAL SOUVENIR PROGRAM

Embrace the power of print and elevate your brand with a creative ad in our Official Souvenir Program.

The Parkes Elvis Festival Official Souvenir Program is an 84-page glossy publication. It's the go-to guide to what's on, where to eat, shop, and stay, and includes shuttle bus timetables and a town map. 3,000 copies of this publication are available to purchase from November through to the end of the Festival and are the ultimate source of truth for all festival-goers. Available in a range of sizes, this is your opportunity to get creative. We can even assist with design for an additional \$100. Get in quick, as ad space is limited!

1/16 Page	64mm H x 46.25mm W	\$200 + GST
1/8 Page	64mm H x 97.5mm W	\$250 + GST
1/4 Page	133mm H x 97.5mm W	\$300 + GST
1/2 Page	133mm H x 200mm W	\$450 + GST
Full Page	297mm H x 210mm W	\$750 + GST



parkeselvisfestival.com.au

CONTACT

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