



## 2021 ADVERTISING GUIDE



# Parkes★ ELVIS FESTIVAL



24,000  
Festival Attendees

**PARKES ELVIS FESTIVAL 2020**

WITH OVER 300  
EVENTS!



INJECTING  
\$13 Million  
into the local economy



● **WEBSITE**  
**107,000** website visits  
**277,000+** page views



● **SOCIAL MEDIA**  
Facebook, Twitter  
& Instagram (grouped)  
**19,500+** followers

**23 Million** reach



● **GLOBAL**  
**422 Million** Global  
Media Reach



## AWARDS

Grey Nomad Awards\_**Best of the Best\_2019**

Australian Tourism Awards\_**Bronze\_2019**

NSW Regional Tourism Awards\_**Wall of Fame\_2019**

## ABOUT PARKES ELVIS FESTIVAL

Parkes Elvis Festival is held in the second week of January to coincide with Elvis Presley's birthday (January 8). The Festival boasts a dynamic program of more than 200 events across five days and offers a positive Central West NSW tourism experience in what is otherwise a low-visitation period.

Parkes Elvis Festival is managed by Parkes Shire Council, which delivers the event with corporate and community support. The Festival stages a number of official events, however local business and community organisations host satellite Elvis-themed events that extend the Festival's offering and broaden the impact of tourism benefits across the region.

The Parkes Elvis Festival dates are Wednesday, 6th to Sunday, 10th January 2021.

These packages are tailored to help your business get the most out of advertising with Parkes Elvis Festival.

## OPTIONS

A)	Display advertisement in souvenir program	Page 3
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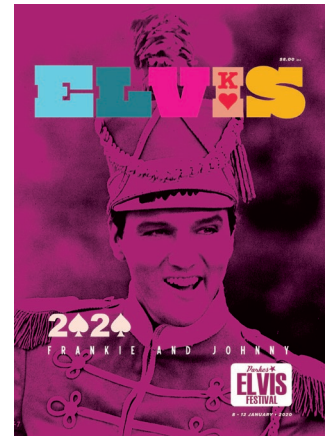
## A) OFFICIAL SOUVENIR PROGRAM

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, stay, find services, shuttle bus timetables and town map. 3,000 copies of this publication are available to purchase from late November through to the end of the Festival.

### ADVERTISEMENT PRICES

Includes professional design of advertisement with two rounds of minor changes. See advertisement sizes for dimensions.

Inside Back Cover (1 available)	\$1,500 + GST
Full Page - Right Hand Side (5 available)	\$925 + GST
Full Page - Left Hand Side (5 available)	\$775 + GST
1/2 Page (6 available)	\$480 + GST
1/4 Page (8 available)	\$375 + GST
1/8 Page (8 available)	\$250 + GST
1/16 Page (16 available)	\$175 + GST



### SUPPLIED ADVERTISEMENTS

High resolution PDF - Files must be supplied as press ready artwork (PDF 1.5). Files supplied as Word or Publisher, will not be accepted.

Files must have all images at 300dpi at 100% with fonts embedded or outlined. All colours to be process CMYK breakdowns, RGB files will not be accepted. All transparencies flattened.

Full page advertisements are to be supplied with 5mm bleed, no trim marks. Files supplied without correct bleed will be rejected.

Refer to information on adding trademarks and legal notice.

Supplied advertisements are to be submitted to [tiffany.steel@parkes.nsw.gov.au](mailto:tiffany.steel@parkes.nsw.gov.au) by 11 October 2020.

### ADVERTISEMENTS TO BE DESIGNED

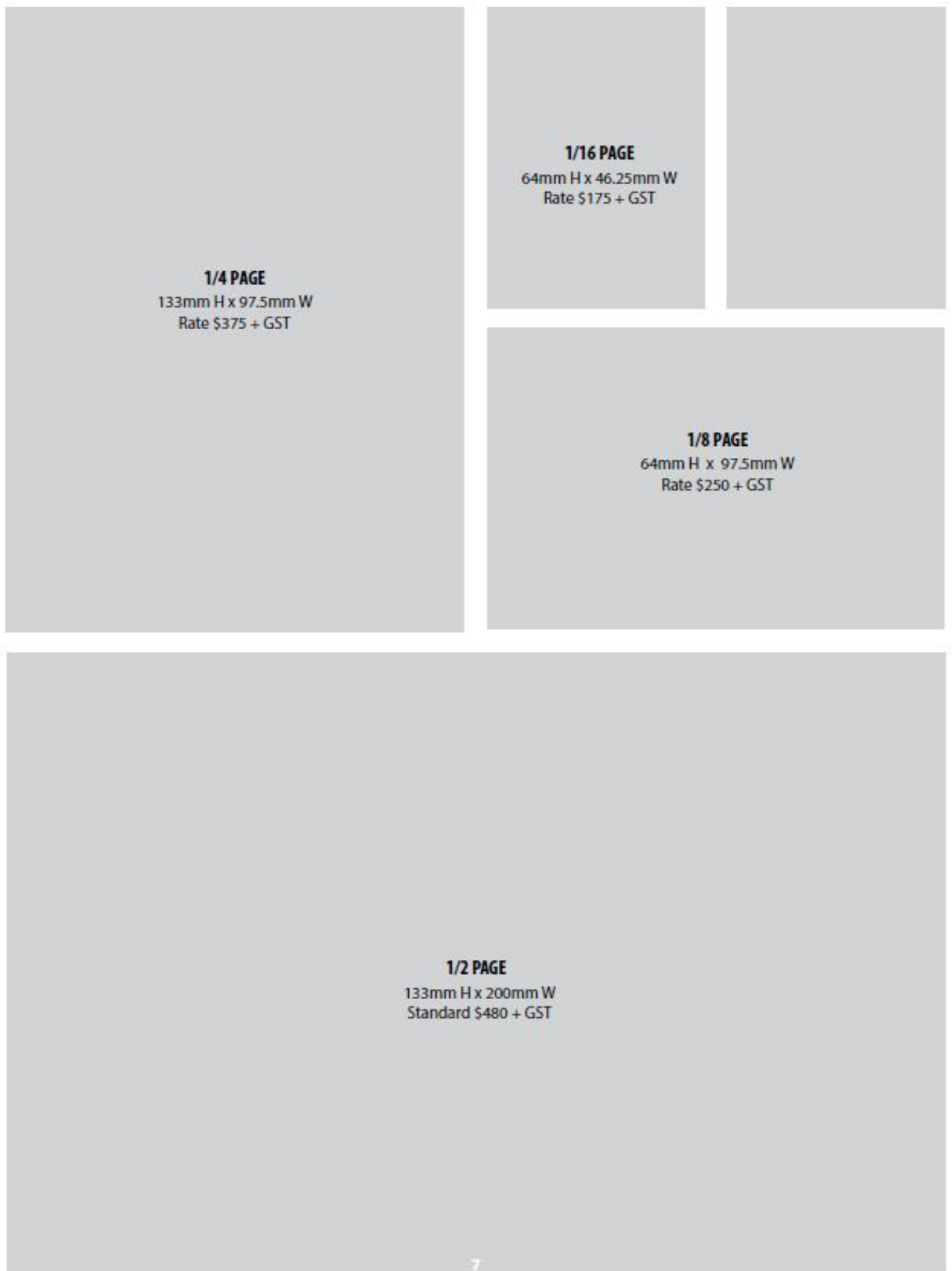
Advertisement price includes graphic design. Once the text and image/s have been received, two sets of minor changes are allowed. The advertiser is responsible for all further changes and associated costs.

Advertiser must supply content, high resolution images/logo and details such as font type to [tiffany.steel@parkes.nsw.gov.au](mailto:tiffany.steel@parkes.nsw.gov.au) by 1 September 2020.

Photographs or images used in advertisements or listings must be respectable and match the values and tone of Parkes Elvis Festival.

To list your business or Festival event refer to listing packages on page 6.

## ADVERTISEMENT SIZES



## B) WEBSITE BANNER ADVERTISING

With more than 270,000 page views on our website [www.parkeselvisfestival.com.au](http://www.parkeselvisfestival.com.au), advertising your business online has never been easier.

Banner advertisement placements are available on these pages on the Festival website.

- Homepage (sponsors only)
- What's On (available from Sept-June only)
- Plan My Visit

### BANNER ADVERTISEMENT PRICES

9 months rotating website tile (Sept - June)	\$900 + GST
6 months rotating website tile (Sept - Feb)	\$750 + GST
3 months rotating website tile (Nov-Jan)	\$500 + GST

### BANNER ADVERTISEMENT SPECIFICATIONS

Banner advertisements are 350 px (wide) x 250 px (high) with 72dpi resolution

Accepted files are .gif, .jpg or .png

Flash files are not accepted. Banner adverts need to be static.



Examples of banner advertisements

## C) LISTING PACKAGES

These packages are tailored to your business and will help you get the most out of promoting through Parkes Elvis Festival. Each listing will be promoted on the website, in the souvenir program and on social media.

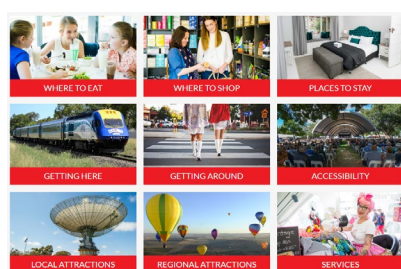
Local business listings are \$150 + GST

Events, tour operators, pubs, clubs and accommodation start at \$250 + GST

Here's what you'll get.

### WEBSITE

Your business will be promoted on the website in one of the following categories with events listed in the *What's On* section.



Categories for businesses and attractions

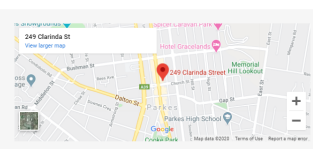


Website listing

#### ROASTED KOMBI CAFE, PARKES

Themed cafe with great alfresco space right in the heart of town. All your classic cafe foods available and fun to boot. See the big 58' Kombi on the wall. Get one casino chip with each coffee in the house, collect all for your free coffee.

249 CLARINDA ST, PARKES NSW 2870, AUSTRALIA  
0475 672 487  
<https://www.facebook.com/rkparkes/>



Website listings include; a high resolution landscape image, business street address, contact number, link to website or social site and a description of up to 150 words. As content will not be updated menus and prices cannot be added, although links to your website where you can keep the information up-to-date.

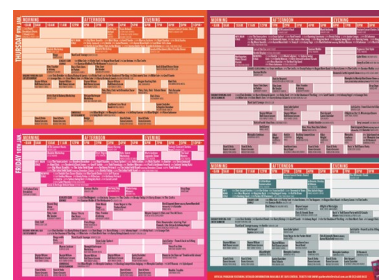
### OFFICIAL PROGRAM & POCKET GUIDE

Listing in the relevant section in the official souvenir program.

Events - program and pocket guide event matrix, daily event guide pages, an overview of your event (space permitting)

Local Business - business name, address and phone, number 30 word description in the classifieds *Where to Eat* or *Where to Shop* section plus a map reference

Pub, Club, Accommodation, Tours and Attractions - promotional listing/blurb and image (space permitting) plus a map reference



Pocket guide fold out event matrix

### FACEBOOK

Supply up to 50 words and an image

### TWITTER

Supply between 100-280 characters, image and optional hashtags

*Display advertisements and website banner ads can be purchased separately.*

## D) IMPORTANT INFORMATION FOR ADVERTISERS

### RESTRICTIONS AROUND USING IMAGES OF ELVIS AND HIS NAME

Parkes Elvis Festival has the privilege of being an official partner with the estate of Elvis Presley, Elvis Presley Enterprises (EPE) Inc and are licenced to use specific images of Elvis Presley. No images of Elvis (photographic or cartoon) should be used by third parties in advertisements unless your organisation is directly licenced with EPE. Images of tribute artists dressed respectfully are permitted.

The word Elvis is trademarked (see below) and cannot be used to promote a show. Tribute artists can state they are performing a tribute to Elvis but cannot state they are Elvis.

ie Permitted: John Smith's tribute to Elvis. Not Permitted: John Smith is Elvis

### TRADEMARKS

Elvis Presley™, The King™ and Elvis™ are all trademarks of EPE. Any advertising using these names need to have the TM symbol the first time the name appears. The EPE legal taglines (see point 9) have to be added when these appear.

### LEGAL NOTICE

The EPE legal tagline is to be added to advertisements that contain the words Elvis Presley™, The King™ and Elvis™ or any visual reference to Elvis Presley.

Elvis Presley™ © 2020 AGB EPE IP LLC

In addition, 'Official Parkes Elvis Festival Partner' should be added when the Parkes Elvis Festival name appears.

## E) OTHER ADVERTISING OPPORTUNITIES

The Parkes Elvis Festival has other advertising opportunities available including;

- Branding on water refilling stations and bubblers
- Sponsored advertising on social media
- Branding on the heat break hotels
- Advertising in various locations during the Festival including; baby change rooms, heat break hotels and back of toilet doors



Examples of correct use of trademarks and legal notice

## F) EVENT TICKETING

List your event, workshop or tour to be included on the dedicated Festival page with 123TIX for \$25 + GST. Please note 123TIX ticketing fees still apply.



## G) ADVERTISING TERMS AND CONDITIONS

1. To be included in the pocket guide, top line listing information must be received no later than 14 August 2020.
2. Advertisement price includes the graphic design. Once the text and image/s have been received, two sets of minor changes are allowed. The advertiser is responsible for all further changes and associated costs.
3. Advertiser is to approve artwork within 2 days of receiving the proof
4. Advertiser must supply content, high resolution images/logo and details such as font type no later than 14 September 2020.
5. Print ready advertisements are to be submitted by 11 October 2020.
6. All advertisement artwork must be created as per the advertising specifications in a print ready pdf at 100% size.
7. Photographs or images used in advertisements or listings must be respectable and match the values and tone of Parkes Elvis Festival
8. Parkes Elvis Festival has the privilege of being an official partner with the estate of Elvis Presley, Elvis Presley Enterprises (EPE) Inc and are licenced to use specific images of Elvis Presley. No images of Elvis should be used in advertisements without consent and approval of the Parkes Elvis Festival Director and EPE.
9. Elvis Presley™, The King™ and Elvis™ are all trademarks of EPE. Any advertising using these names need to have the TM symbol the first time the name appears. The EPE legal taglines (see point 10) have to be added when these appear.
10. The EPE legal tagline that are added to advertisements referred to in point 9 are;  
Elvis Presley™ © 2020 AGB EPE IP LLC

In addition, add 'Official Parkes Elvis Festival Partner' when the Parkes Elvis Festival name or logo is added the following line should be added

Official Parkes Elvis Festival Partner

10. Closing date for official program bookings is 15 August 2020.
11. All advertising accounts must be paid in full by payment date (unless prior alternative arrangements have been made).
12. Parkes Elvis Festival reserves the right to reject any advertisement they deem unsuitable for publication.
13. The Parkes Elvis Festival accepts no responsibility whatsoever for typesetting/artwork done by a third-party on behalf of the advertiser.
14. Parkes Elvis Festival may place advertisements and listings in categories and pages at its discretion.
15. The Advertiser guarantees their right to use and supply any intellectual properties provided and indemnifies Parkes Elvis Festival from any action resulting from the use of such intellectual properties.
16. Cancellation: If the 2021 Parkes Elvis Festival is cancelled due to Covid-19 restrictions placed on Festival's by the Government, a full refund will be given to all advertisers.
17. Should an advertiser decide to cancel a show or product after the program has been sent to print, no refunds are permitted.

## H) BOOKING AND CONTENT DEADLINES

14 August - Booking deadline

14 August - Top line event details for pocket guide due

1 September - Social media content due

1 September - Advertisements to be designed content due.

11 October - Print ready advertisements due

## HOW DO I SIGN UP?

Book your advertisement, business/event listing or website banner advertisement online at

<https://www.parkeselvisfestival.com.au/be-involved/advertise/>

## CONTACT

Tiffany Steel

Festival Sponsorship and Marketing Coordinator

02 6862 6000

0437 117 171

[tiffany.steel@parkes.nsw.gov.au](mailto:tiffany.steel@parkes.nsw.gov.au)

[www.parkeselvisfestival.com.au](http://www.parkeselvisfestival.com.au)