

**ICE CREAM
FACTORY**
SUMMER FESTIVAL



PROSPECTUS 22

ICE CREAM FACTORY

2021 REPORT & 2022 PROSPECTUS

DECEMBER 03 – DECEMBER 31, 2022
THE ICE CREAM FACTORY • PERTH, W.A.





ACKNOWLEDGEMENTS

The analysis and data in this report has been prepared by of Jordan Gibbs of Culture Counts. We would like to thank all stakeholders including brand partners, brick and mortar vendors, festival attendees, artists, participants, builders, creatives, event staff, and volunteers for their contribution to the Ice Cream Factory Summer Festival.

Ice Cream Factory Summer Festival and Bar Pop acknowledges the Whadjuk People of the Noongar Nation as the traditional custodians of the land and pay our respects to elders past, present and emerging.

Report prepared: March 2022, Photography supplied by Bar Pop and Ice Cream Factory Summer Festival.



A WILDLY UNIQUE FESTIVAL EXPERIENCE.

Ice Cream Factory Summer Festival captures the spirit of an Australian Summer; warm nights, outdoor dance floors, live music and pop-ups galore. It is the ultimate festival experience.

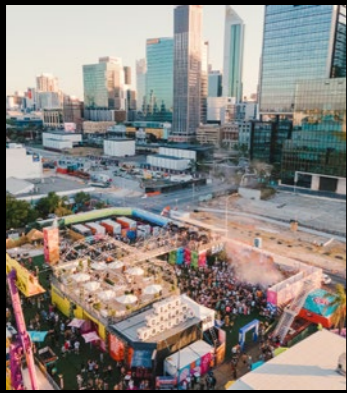
Run over four weeks, from the start of December to New Years' Day, Ice Cream Factory Summer Festival is a melting pot of musical talent, hyper designed branded activities and pop up bars from Australia's leading operators.

After five hugely successful years, Ice Cream Factory Summer Festival will be back in December 2022 with a stacked lineup of national talent.



PERTH, W.A.

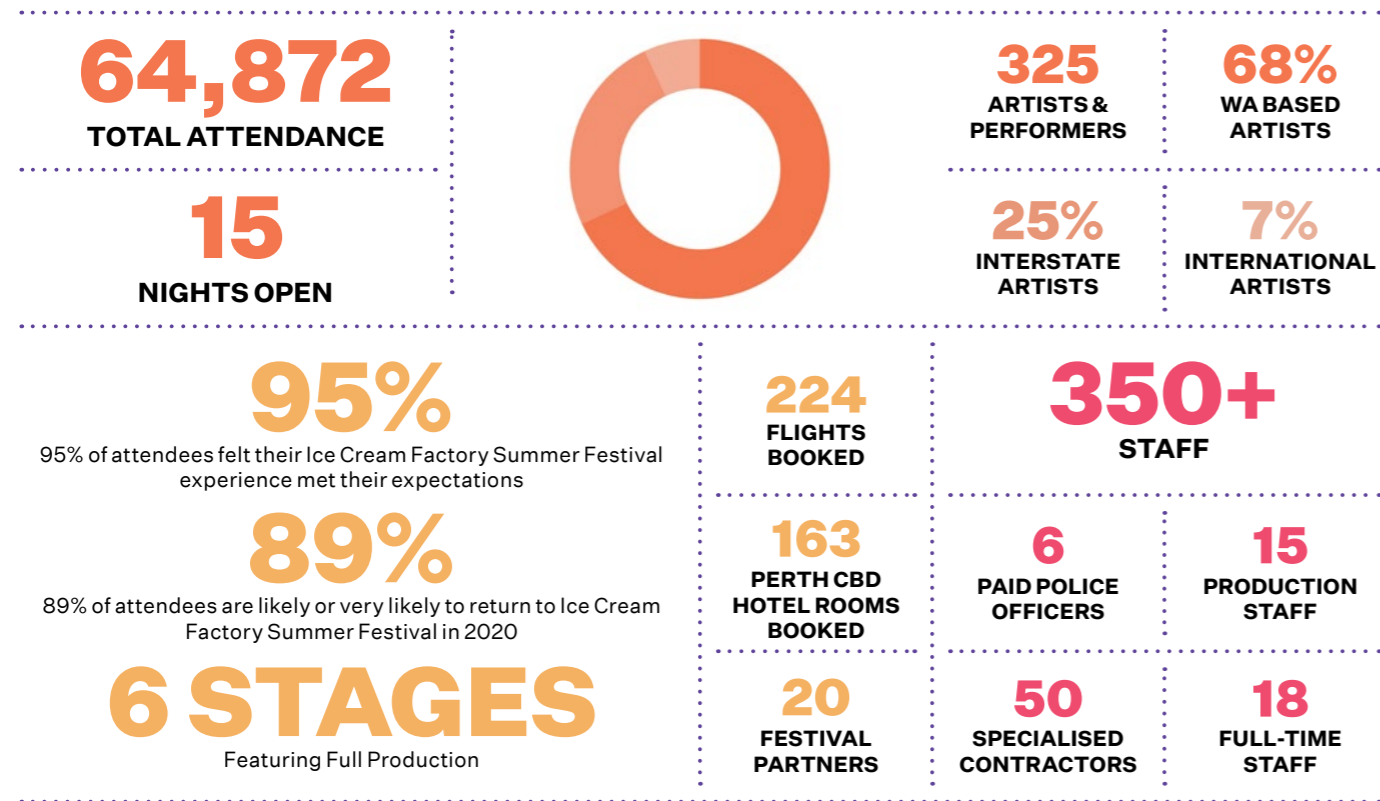
DECEMBER 03 — DECEMBER 31, 2022



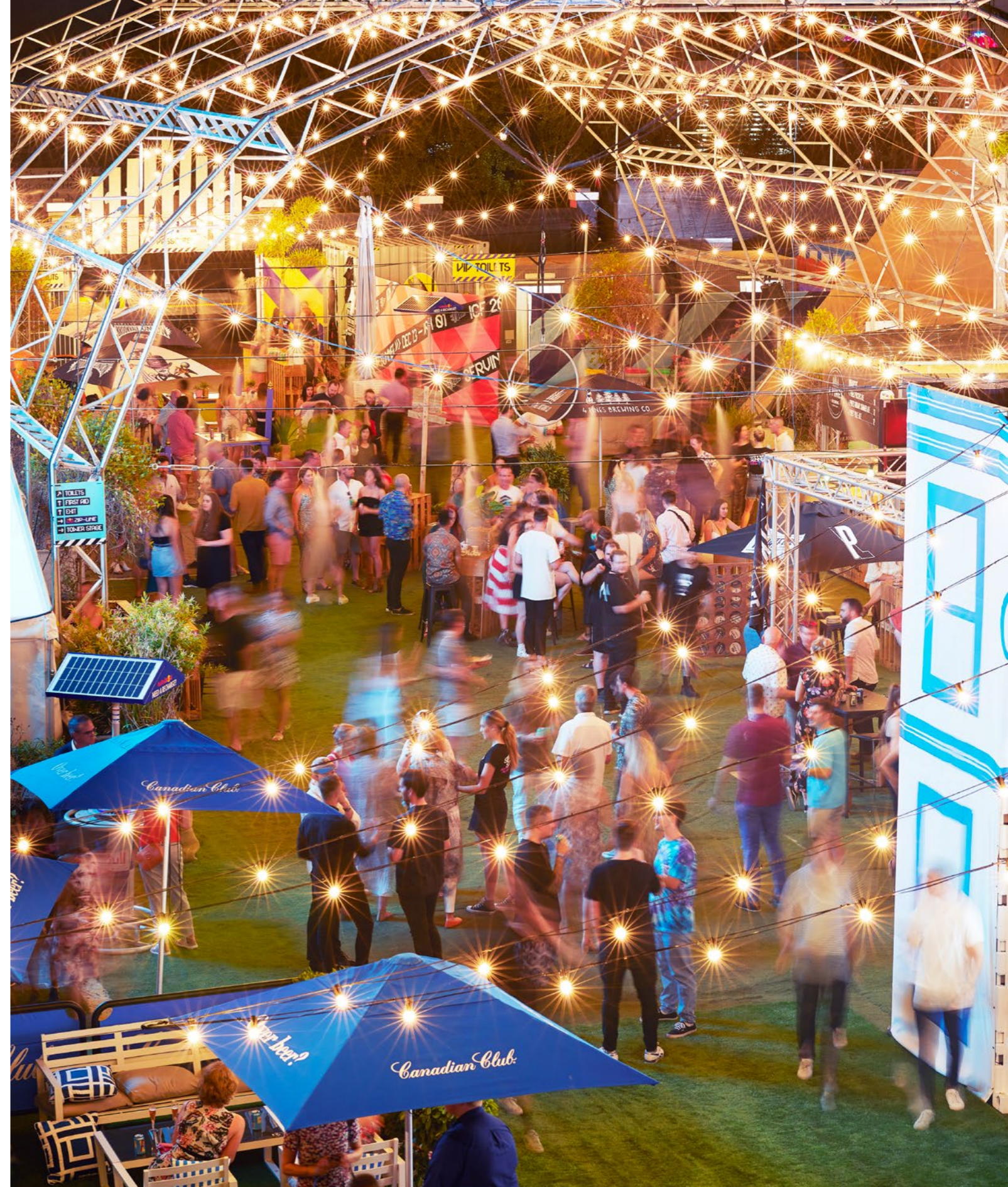
2019 IN NUMBERS (PRE-COVID)

Ice Cream Factory Summer Festival had enjoyed dramatic growth, and in 2019, sold out 12 of 15 nights.

With a summer attendance of 64,872 people through the doors, widespread media coverage, and an engaging model that benefits both artists and local businesses, Ice Cream Factory Summer Festival has produced some impressive numbers.



Bar Pop is committed to Perth and seeing it flourish as a city. With an incredible first couple of years now under our belts, we have seen that Ice Cream Factory presents an opportunity to bring new life into unused, overlooked spaces. The benefits of travelling far beyond the event itself.





2021 IN NUMBERS (DURING COVID)

After a year hiatus due to Covid-19, Ice Cream Factory Summer Festival has been just as popular as it was in 2019. Battling event restrictions, cancellations and postponements, Ice Cream Factory still managed to have a scaled-back season with some impressive numbers.

With a summer attendance of over 24,000, widespread media coverage, and a focus on only local artists, Ice Cream Factory has produced some impressive numbers.



Although the border remain closed, event restrictions were in place and COVID was severely impacting customer confidence, The Ice Cream Factory still managed to host a scaled-back season which saw thousands of attendees through the gates. The attendee loyalty and likelihood to attend future events score proves how popular the Ice Cream Factory has become over the last 5 years and the longevity of the event.



WHAT IS THE ICE CREAM FACTORY SUMMER FESTIVAL?

Set on the site of a former ice cream factory, the Ice Cream Factory Summer Festival has showcased the best live and electronic musical talent in a 7000sqm experiential venue in Perth since 2017.

With unique indoor and outdoor zones, immersive theming and pop up bars and eateries from local brick and mortar venues, it also features world class branded activations and provides the perfect summer play-scape and a true adult playground.

- Music, art and lifestyle festival
- Pop up experiential venue
- Leading lineup of music acts
- Art installations
- Local brick and mortar vendors
- Corporate Christmas Parties

A vibrant concert scene at night. A large crowd of people is silhouetted in the foreground, many with their hands raised. On the stage, a band is performing under bright, colorful spotlights in shades of blue, purple, and yellow. The stage is framed by a metal truss structure. The background shows a curved building with a balcony level, also illuminated with lights.

PREVIOUS ARTISTS

Celebrating local, national and international talent, Ice Cream Factory Summer Festival has welcomed performances from the following acts;

2018 LINEUP

ICE CREAM
FACTORY
SUMMER FESTIVAL



THE PRESETS • BROODS • HERMITUDE ^{DJ SET}
FOALS ^{DJ SET} • TIGERLILY • CUT COPY ^{DJ SET} • ART VS SCIENCE ^{DJ SET}
EVES KARYDAS • BASENJI • YOLANDA BE COOL • CHILLINIT • KLLD
JOY • BENSON • CXLOE • SOUTHERN RIVER BAND • SHADOW • THANDI PHOENIX
TEISCHA • LILT • TINA SAYS • DIGITAL AFRIKA • SHANN • HYCLASS • NDORSE • DAWS
GENGA • DARCY CRÉME • ELISE KEDDIE • MZ LOPEZ • FIGUERO JONES • TRIP LETT • BAD HABITS • ANGUS DAWSON
+ MORE TO BE ANNOUNCED

DEC 14 — NEW YEARS DAY
TICKETS ON SALE

ICECREAMFACTORY.EVENTS



2019 LINEUP

ICE CREAM FACTORY 
SUMMER FESTIVAL | DECEMBER 13 — NEW YEARS DAY

PEKING DUK

Girl
Talk

LDRU

DOM
DOLLƏ

BAG
RAIDERS

THE
JUNGLE
GIANTS

EXAMPLE CLAPTONE

ALPINE • AMINE EDGE & DANCE • BENSON • CASSIAN ^{DJ SET} • CONFIDENCE MAN • DENA AMY • ELISE KEDDIE
ESSIE HOLT • FRIENDLY FIRES ^{DJ SET} • HAIKU HANDS • HAVANA BROWN • HOODZY • HOOK N SLING • HOOLIGAN HEFS
HYCLASS • JESSB • J. PHILIP • LUKE MILLION • MADE IN PARIS • MIAMI HORROR • MIDNIGHT JUGGERNAUTS ^{DJ SET}
NICOLE MILLAR • NOIR • NYXEN • OWL EYES • ROBERT DELONG ^{LIVE} • SAMA • SHADOW • THE KITE STRING TANGLE
THUNDAMENTALS • TKAY MAIDZA • TOTAL GIOVANNI ^{DJ SET} • TUBE & BERGER • YOUNG FRANCO



2021 LINEUP

DEC 03	 <p>ICE CREAM FACTORY SUMMER FESTIVAL PARACHUTE YOUTH DJ SET</p>	 <p>PRIMARY → boxing day at ICE CREAM FACTORY</p>	DEC 26	CANCELLED DUE TO COVID-19
SOLD OUT! DEC 04	 <p>BLOCK PARTY. NORTHBRIDGE ICE CREAM FACTORY SATURDAY DECEMBER 4TH STARTS AT 5PM TO 11PM</p>	 <p>ICE CREAM FACTORY SUMMER FESTIVAL NEW YEARS EVE PARTY</p>	DEC 31	CANCELLED DUE TO COVID-19
DEC 10	 <p>ICE CREAM FACTORY SUMMER FESTIVAL LUKE MILLION DJ SET</p>	 <p>PRIMARY → new years day at ICE CREAM FACTORY</p>	JAN 01	CANCELLED DUE TO COVID-19
SOLD OUT! DEC 11	 <p>SNACK SHACK ICE CREAM FACTORY</p>	 <p>BLOCK PARTY. NORTHBRIDGE HABITAT HOUSE PARTY SATURDAY JANUARY 9TH STARTS AT 5PM TO 11PM</p>	JAN 08	
DEC 17	 <p>ICE CREAM FACTORY SUMMER FESTIVAL FACTORY FRIDAY</p>	 <p>BANANA SOCIAL x Lab Six ICE CREAM FACTORY SAT JAN 15 & SAT JAN 29</p>	JAN 15	
SOLD OUT! DEC 18	 <p>LAUNCH PARTY!!! PRIMARY → sat dec 18 at ICE CREAM FACTORY</p>	 <p>stripes feat. halines & OTVIII ice cream factory saturday january 22 A Glass in the heart of Northbridge</p>	JAN 22	
CANCELLED DUE TO COVID-19 DEC 24	 <p>ICE CREAM FACTORY SUMMER FESTIVAL XMAS EVE PARTY</p>	 <p>BANANA SOCIAL x Lab Six ICE CREAM FACTORY SAT JAN 15 & SAT JAN 29</p>	JAN 29	





FACTORY STAGE

Built for live acts, Ice Cream Factory's impressive main stage resides inside The Warehouse. This 12m wide stage with surrounding, elevated viewing platforms and a state of the art 7m LED screen includes full festival spec sound & lighting with all the effects.

Capacity: 3,800

Notable Acts: The Presets, Broods, Hermitude & Miami Horror



TOWER STAGE

With Perth's famous sunsets as a backdrop, the Tower Stage sits 7m high above the festival as part of a three storey tower. Fully equipped with high quality production, LED screen panels, confetti and CO2 cannons, with a rooftop bar and zipline above.

Capacity: 2,500

Notable Acts: Kevin Parker (DJ set), Tigerlily & FOALS (DJ set),



PARTNERSHIPS & BRAND EXPERIENCES

In 2021, **70% of attendees** indicated that they were **likely to purchase products that they experienced** at Ice Cream Factory Summer Festival in the future.

Pictured: Gordon's Pink Room, Koyomi Izakaya Bar & Hyde Perth Rooftop & Cocktails

We'd like to thank our 2021 Partners



[THE ADNATE]



T GALLANT



..and some of the brands we have worked with previously



RED BULL ZIPLINE

2019

Taking the festival to new heights, the 11-metre high Red Bull Zipline lured in thrill-seekers to give them a totally new perspective of the festival.

Party-goers followed the 40m staircase to reach the top of the triple-storey deck, taking in the views of Perth city skyline. Once strapped in and writing down their final words, they soared across the outdoor dance floor, landing at the Red Bull Landing Pad.

- A festival experience like no other
- Operated by leading zipline experts
- Top of the 11 metre high tower
- Branded touchpoints along the journey
- Views of the entire outdoor space
- 50 metres long



HYDE ROOFTOP

2019

Designed as a replica of Perth's newly opened Hyde Perth Kitchen + Cocktails bar, this rooftop bar featured exclusive 360 degrees views of the festival and Perth city skyline.

Serving up tropical cocktail punch bowls and bottomless fries, this was the place to escape and relax with lush greenery, cool misters and comfortable low seating whilst taking in the festival below.

- Lush hanging greenery and hedgers
- Festoon and pendant lighting installation
- Cooling misting system
- Custom built wooden bar
- Floral greenery wall and entry statement
- Low and high raised comfortable seating



DRUG AWARE CHILLOUT ZONE

2019

Drug Aware WA delivered key messaging around safely hydrating and keeping safe at the festival. The activation included a branded, free water drinking fountain, tropical pattern deck chair shaded by tall green trees and Hawaiian umbrellas in addition to directional signage around the site.

- Oasis getaway recover and recharge
- Tall trees and shrubbery in hessian and bamboo planter boxes
- Straw umbrellas and water fountain to rest between sets
- Bright tropical printed deck chairs



CANADIAN CLUB HOTEL

2019

Welcome to The Canadian Club Hotel. An inviting spot for festival-goers to sit and enjoy a relaxing moment amongst green, lush hedges, branded gazebo & umbrellas, and beautifully styled table and lounge seating, completed with branded cushions!

Featuring a custom-built, 5-metre high Canadian Club facade housing an 18-tap container bar, The Canadian Club Hotel offered a secluded spot in a high-foot traffic area. The perfect setting to relax and take the festival in.

- 5m high by 10m wide branded “hotel” facade, housing an 18 tap container bar
- Lush greenery trees and hedges
- White lounge furniture with blue and white stripe cushions
- Festoon Lighting



GORDON'S PINK ROOM

2019

Found through a small secretive tunnel entry, guests were drawn to the pink glow of the all-new Gordon's Pink Room and ultimate Instagram worthy photo hotspot. Created to align with the launch of a brand new product to market, festival-goers immersed themselves in a bold pink wonderland complete with floral garlands and neon signage.

- Unique circular entrance point
- Custom-designed pink neons signs
- Custom built and branded circular bar
- Pink bistro seating
- Custom Pink Mirror Letters
- Branded photo moments



KOYOMI IZAKAYA BAR

2019

With decorative lanterns, custom wallpaper and ambient lighting, this Japanese laneway themed bar allowed attendees to take a step into another world. Centrally positioned within the site, it was the perfect opportunity to experience the refreshing flavours of Koyomi's shochu highball whilst taking in the excitement of the festival.

- Ceiling covered in Japanese parasols and red + white festoons
- Illuminated paper lantern feature walls
- Custom logo neon signs
- Japanese street art inspired wallpaper
- Crate furniture with branded wood tops



BERTIE CIDER BAR

2019

Situated alongside bold and bright mural a giant 5-metre high custom built Bertie can turn bar provided the ultimate refreshing fix of ice-cold cider.

- Custom designed and built, giant 5m steel can. Made to scale and ratio!
- Built-in bar serving up crisp apple ciders
- 12m branded and bright mural on the exterior factory wall
- Exciting and interactive experience



PIRATE LIFE TATTOO PARLOUR

2019

The Pirate Life Parlour proved to be a truly one-of-a-kind activation at the festival. In addition to signature and limited edition brews, the pop-up Pirate Life Parlour offered a variety of flash tattoos designs across the season – courtesy of Martyn Hester from Elysian Tattoo Studio.

- Live tattoo parlour built into a glass-frontage sea container
- Custom built and branded light box
- Truss surround to define the space
- Coloured festoon lighting
- Branded flags and umbrellas
- Black high furniture and leather stools



THE SKY FALL

2021

Taking the festival to new heights, the 7-metre high Sky Fall lured in thrillseekers to give them a totally new perspective of the festival and create the exciting visual illusion of festival-goers launching off the back of the mainstage when viewed from the crowd.

Ice Cream Factory Summer Festival truly gave patrons their wings as they experienced the 7m free fall from the top of the Sky Fall to a festival branded landing pad below.

- 7m drop onto an safety air bag
- Visible for patrons across the ICF site
- Engaging experience for patrons
- Views of the CBD from platform
- Branded target on air bag
- A popular activation at ICF 2021



SMIRNOFF SELTZER GARDEN

2021

Situated under our iconic Orchard Dome with hundreds of glowing festoons, this rooftop bar featured exclusive 360 degrees views of the festival and Perth city.

Serving up a full range of Smirnoff Seltzer products. Patrons were invited to create lasting memories with an interactive polaroid photo set up; in which they could get snap-happy with their friends, and pin a photo to the foam board to stay for the month-long event.

- Smirnoff Seltzer bar, serving core range
- Hanging and positioned live greenery
- 360° views of the CBD and Northbridge
- A range of high and low seating options



GORDON'S UPSIDE DOWN ROOM

2021

Gordon's turned attendees' worlds upside down with a visual illusion bar to promote their Pink Gin and Sicilian Lemon products. Designed based on Gordon's marketing of a half and half gin bottle, attendees immersed themselves in an eye trickery wonderland.

The room, split in half to highlight the two products, featured furniture and decor hanging upside down from the ceiling, a half and half bar and the compelling glow of giant neon Gordon's bottle.

- Custom-designed neons signs
- Custom built circular bar
- Multiple branded photo moments
- Pink floral greenery wall



HENNESSEY PENTHOUSE

2021

Moët Hennessy took Ice cream Factory patrons to new heights with an exclusive penthouse themed bar overlooking the festival. With stunning views of the Perth skyline, the Hennessy Penthouse invited attendees to 'Step It Up' with Hennessy in a space featuring custom gold and marble theming, a make-up artist, photo moments and an outlook that rivals the top rooftop bars in Perth.

- Top level rooftop bar space overlooking the festival and notably the Tower Stage.
- Hennessy make-up artist activation
- Custom photo moments including a hand painted golden mural.
- Dressed with leather and marble furniture



SMIRNOFF HOUSE

2021

Who doesn't love a house party? The Smirnoff House was constructed to look like your typical home rave, but industry standard high-quality production and bar. Patrons could let loose in front of the stage constructed of kitchen sinks, a vintage tv light installation and house plants; then order a drink from the Smirnoff Laundry bar made from washing machines and bathtubs.

The external of the house party featured a 120sqm custom mural hand-painted by local artist ArtbyRow, then lined with neon flex and Smirnoff branding to replicate the outside of a house.

- House-hold items featured throughout
- Perth's best DJ's playing house music
- Merch hung from ceiling on clothesline
- A popular activation at ICF 2021



CAPTAIN MORGAN BEACH

2021

Captain Morgan brings the tropics to the CBD with a one-of-a-kind Beach Bar. Patrons are transported to the coast as they refresh at the Tiki Hut bar and pose for photos in front of the 4m high real-life neon waterfall.

The beach bar offers the ultimate people-watching oasis in the centre of the action, with a view of the main stage and the atmospheric retreat of running water.

- Offering a tasting experience for Captain Morgan's new 'Tropical' product
- Neon signage, 4m high flowing neon waterfall and tiki swing photo moments
- 150sqm white sand beach with a custom boardwalk, tiki torches and a hut bar
- Beach themed furniture, shade and dressings



CHEEKY MONKEY BEER GARDEN

2021

A custom take on the 'beer garden', 2021 beer partner Cheeky Monkey brought patrons a unique jungle-themed bar, taking over the main foot traffic area of the site.

This visual treat of space, including a 60sqm moving shade sail dripping in jungle vines, offered a wide selection of Cheeky Monkey products; a hub for beer lovers and adventurous tasters alike.

- 6m Cheeky Monkey beer can tower
- Fully stocked Cheeky Monkey beer fridge
- 4m high Cheeky Monkey painted mural
- Festoon lighting and themed



BATTER UP BATTING CAGES

2021

Batter up! Bar Pop teams up with Southern Cricket and the Perth Heat to bring festival-goers a unique and interactive sporting experience in the Factory Warehouse.

Nestled in a 15m long 6m high inflatable cage, patrons could take a swing at the most advanced bowling and pitching machine in the country in an event exclusive to Ice Cream Factory.

- Tested and approved by Perth Heat
- First of its kind at a festival
- First of its kind at a festival in Perth
- Immersive and interactive experience



AUDIENCE PROFILE

WHO ATTENDS ICE CREAM FACTORY?

Ice Cream Factory Summer Festival saw more than 64,000 in December 2019 and 24,000 in December 2021. With a captive audience, plenty of repeat customers and a very clearly defined key demographic, the brand building opportunities continue to be strong.

The following pages give a breakdown of our youthful, loyal and active audience.

THE ICE CREAM FACTORY AUDIENCE

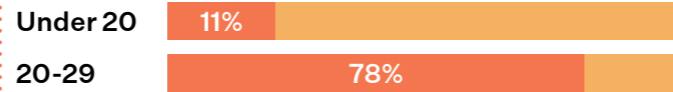
GENDER



72.0%
Female

28.0%
Male

AGE



LOCATION



OCCUPATIONS



52.0% Full-Time Employment

23.0% Casual/Part-Time Employment

17.0% Casual/Part-Time Employment

95.0%
95% said they would be likely to return to Ice Cream Factory Summer Festival in 2022.

LOYALTY, LOYALTY LOYALTY

Ice Cream Factory Summer Festival fans are the loyal type.

The majority of customers attended the festival more than once in a season and have also attended previous years of the Ice Cream Factory.



TOURISM & VISITATION

STATISTICS & ECONOMIC IMPACT

Since 2018, Ice Cream Factory Summer Festival has engaged the event evaluation gurus at Culture Counts to provide an in-depth analysis of the marketing results, tourism statistics and economic impact that Ice Cream Factory has produced within the Perth landscape.

The following pages highlight their findings.



Ice Cream Factory Summer Festival promotes Northbridge as a tourist destination. Providing a high-quality product with a spend per head comparable to the state's premier festivals, Ice Cream Factory's offering is unique to the city and is the largest high-quality event to cater to a young 18-35 demographic.

Ice Cream Factory Summer Festival can support WA tourism by catering to this demographic which incidentally also makes up the largest category of international tourist visitation to Perth. International tourists are likely attracted to the unique offering of Ice Cream Factory Summer Festival, given that the event is not easily replicated elsewhere.

** Please note these statistics are based on 2019 data (pre-covid). We expect to see a return to similar numbers this December 2022.*

\$3,685,056
DIRECT ECONOMIC IMPACT
(Culture Counts, 2021 – 2022)

TOTAL EVENT SPEND
\$1,356,245

ACCOMODATION AND TRIP SPEND
\$7,438,325

HERE'S THE FACTS

70%

70% of attendees are more likely to **purchase products** they experienced at Ice Cream Factory Summer Festival

55%

55% of attendees **would not have visited the local area** if not for their attendance at Ice Cream Factory Summer Festival

82%

82% of attendees **did something else in the local area** either before or after Ice Cream Factory Summer Festival

40%

40% of attendees reported that Ice Cream Factory Summer Festival was their **primary reason to travel** to Perth, W.A.

61%

61% of attendees reported **going to a pub, club or licensed venue** before or after attending the Ice Cream Factory Summer Festival

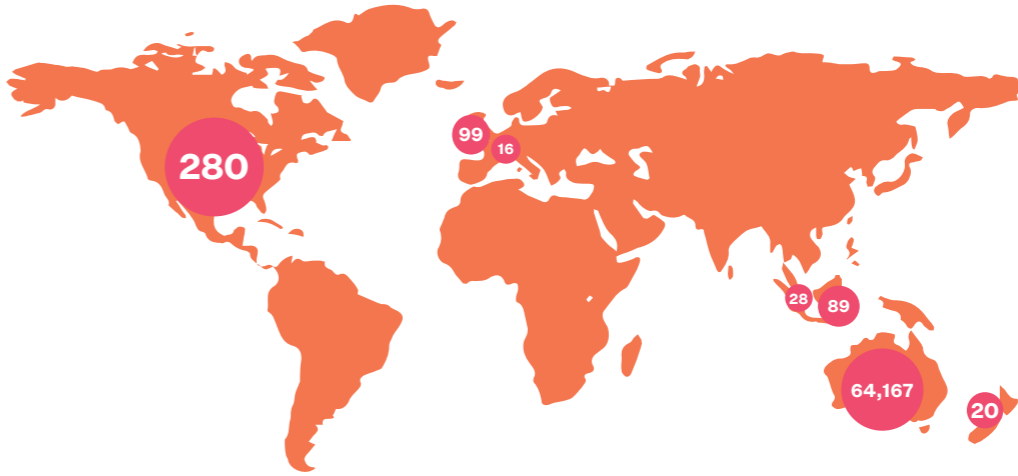




2019 TICKET SALES

TICKET SALES BY LOCATION

TOTAL TICKET SALES: 64,872



ACROSS THE GLOBE:

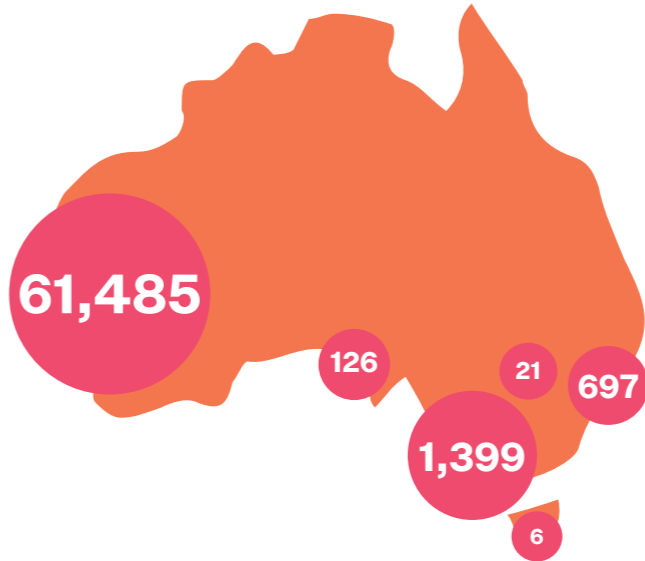
- Australia: 64,167
- United States: 280
- UK: 99
- Indonesia: 89
- Singapore: 28
- New Zealand: 20
- France: 16

4,400+
TICKETS SOLD
INTERSTATE

700+
TICKETS SOLD
INTERNATIONALLY

ACROSS AUSTRALIA:

- WA: 61,485
- VIC: 1399 (Mel: 552)
- NSW: 697 (Syd: 317)
- SA: 126
- ACT: 21
- TAS: 6



ACROSS WA:

- Perth City: 61,485
- Dianella: 1399
- Mandurah: 697
- Baldivis: 126
- Scarborough: 21
- Bunbury: 6



MARKETING OUTCOMES

A talking point across Perth's media landscape, Ice Cream Factory enjoys widespread media coverage both in Western Australia and across other states. Online competitions and features in a range of print and online publications have built brilliant audience engagement for the festival.



Ice Cream Factory Summer Festival promotes Northbridge as a tourist destination. Providing a high-quality product with a spend per head comparable to the state's premier festivals, Ice Cream Factory's offering is unique to the city and is the largest high-quality event to cater to a young 18-35 demographic.

2019 SOCIAL MEDIA

FACEBOOK

22,285

FACEBOOK FOLLOWERS

Ice Cream Factory Facebook followers increased by 34.5%

11.6 MIL

TOTAL FACEBOOK IMPRESSIONS

Impression count increased by over 78% in 2019.



16

FACEBOOK EVENTS



2.05M

TOTAL REACH



122.1K

EVENT RESPONSES



76.8K

TOTAL TICKETS

INSTAGRAM

648K

INSTAGRAM IMPRESSIONS

12K

INSTAGRAM FOLLOWERS

3233 followers gained between October - December 2019

WEBSITE

58.1K

UNIQUE WEB VISITS

96K

WEBSITE VIEWS



Ice Cream Factory Summer Festival promotes Northbridge as a tourist destination. Providing a high-quality product with a spend per head comparable to the state's premier festivals, Ice Cream Factory's offering is unique to the city and is the largest high-quality event to cater to a young 18-35 demographic.

2021 SOCIAL MEDIA

FACEBOOK

36,127

FACEBOOK FOLLOWERS

Ice Cream Factory Facebook followers increased by 62.1% since 2019

1.4 MIL

2021 FACEBOOK IMPRESSIONS

Impression count between October 01, 2021 and December 31, 2022



12

FACEBOOK EVENTS



526K

TOTAL REACH

Between October 01, 2021 – December 31, 2022



20.8K

EVENT RESPONSES



24.2K

TOTAL TICKETS SALES

INSTAGRAM

890K

INSTAGRAM IMPRESSIONS

18.7K

INSTAGRAM FOLLOWERS

1315 followers gained between October 01 – December 31

WEBSITE

32K

ENGAGED SESSIONS

66K

WEBSITE VIEWS



2022 OUTLOOK

WHAT'S IN STORE?

After a wildly successful 2021 season, which only features local WA talent, Ice Cream Factory Summer Festival will be back with a bang in 2022. With some of Australia's top talent set to grace the stages, the festival is set to be bigger and better than ever.



PERTH SEASON CALENDER 2022

15 NIGHTS
DEC 02 → DEC 31

FRIDAY DEC 02 ICF LM 	SATURDAY DEC 03 CH 	THURSDAY DEC 08 ICF LM 	FRIDAY DEC 09 CH 	SATURDAY DEC 10 CH 
FRIDAY DEC 16 ICF LM 	SATURDAY DEC 17 CH 	SUNDAY DEC 18 CH 	THURSDAY DEC 22 ICF LM 	FRIDAY DEC 23 CH 
SATURDAY DEC 24 ICF LM 	MONDAY DEC 26 CH 	TUESDAY DEC 27 CH 	FRIDAY DEC 30 CH 	SATURDAY DEC 31 ICF LM 

KEY:
ICF LM = Ice Cream Factory Live Music
CH = Co-Hosted Event (External Promoter)

GET INVOLVED IN 2022!

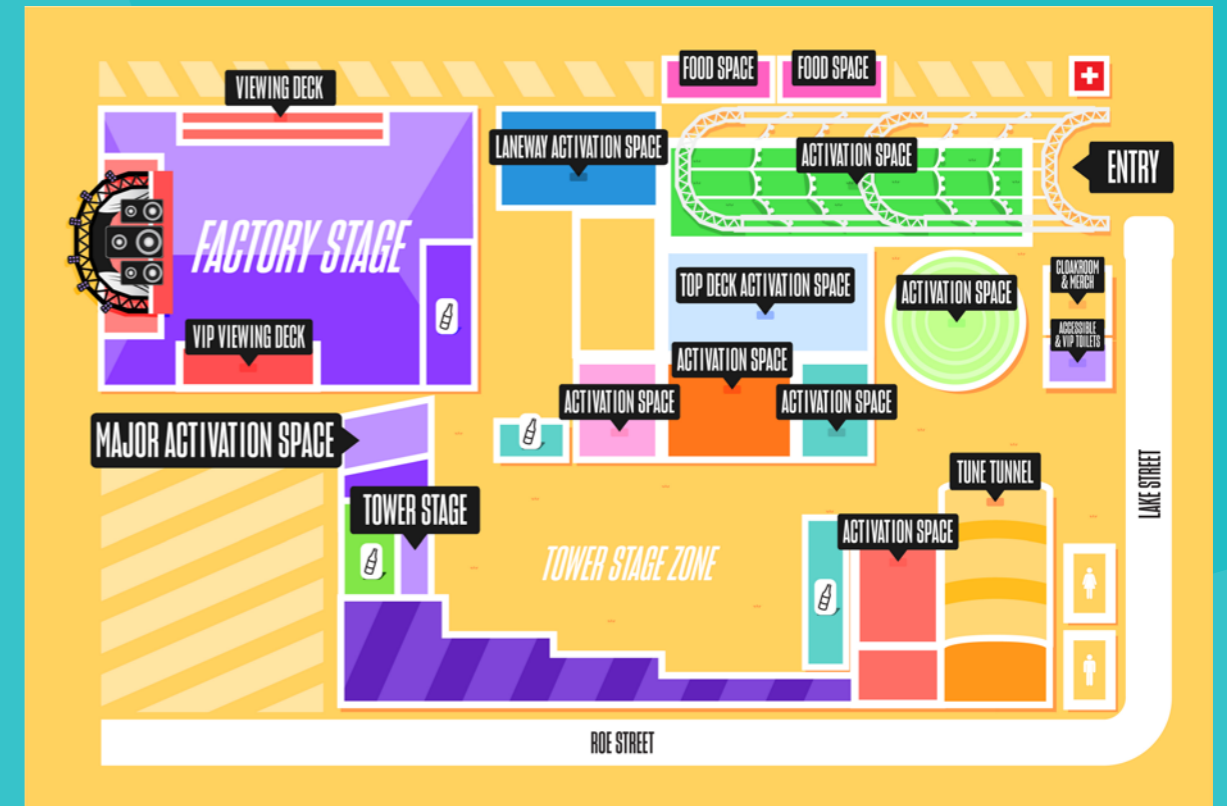
ACTIVATE YOUR BRAND AT AUSTRALIA'S MOST EXCITING SUMMER MUSIC FESTIVAL

Ice Cream Factory Summer Festival offers huge potential to reach loyal customers and grow brand presence across Australia. Partnership opportunities range from a mix of immersive and experiential activations to creative digital marketing activations across three states. Opportunities to connect with audiences through numerous channels and branded touchpoints include:

- Onsite activation space with access to an encapsulated target market
- Access to our nation-leading in-house creative team to develop, design and build your custom activation
- Access to a huge and targetable digital following through integrated social media and web marketing campaigns
- Digital activation within festival grounds
- Nightly ticket allocation for corporate hospitality, internal rewards or competitions
- Provision of high-res photo and video content for partnership leveraging and cross promotion

Activation space is extremely limited and we are looking to work with like-minded groups looking to push creative boundaries and lead the way in bringing their brand to life.

2019 FESTIVAL MAP



2021 FESTIVAL MAP



TICKETS VIA:
FACTORYFESTIVAL.COM.AU

DECEMBER 03
→ NEW YEARS DAY

ICE CREAM FACTORY SUMMER FESTIVAL 2022

DEC 02, 2022 – DEC 31, 2022
15 NIGHTS • 60,000+ PATRONS

Partnership opportunities are now open for Ice Cream Factory Summer Festival 2022.

Please get in touch with a member of our team for more information.

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