



**WORLD FARE AT NIGHT
2025**

SPONSORSHIP OPPORTUNITIES

**DANDENONG
MARKET**

Fresh & Vibrant Since 1866



Dandenong's historic Market has been the jewel in the city's crown since 1866.

The Market is a unique meeting place, a place of economic contribution and of community celebration, bringing together more than 150 nationalities and is a vital economic generator for the city.

We are the last genuine example of Melbourne's traditional working markets, welcoming over 5 million visitors a year. The rich cultural tapestry means you can enjoy the most authentic street food in Melbourne.

More importantly, we understand our customer - we know their age, gender, background, where they live and how they like to shop with us.

Whether you're looking for traditional food to serve your guests, a thoughtful gift to help you celebrate in style, you'll find authentic and tasty options at Dandenong Market.

**MARKET
OVERVIEW**



- **200+ Regular Market Traders**
- **8,400 square meters of retail space**
- **100k+ organic social media followers**
- **75% Shoppers from outside the city of Greater Dandenong**
- **8.5 Customer Satisfaction**

**49% FEMALE
51% MALE**

**25 - 64
AGE GROUP**

**5.6 MILLION
VISITORS
EACH YEAR**

**71% NET
PROMOTER
SCORE**

DANDENONG MARKET STATISTICS



World Fare at Night is a highly successful flagship event hosted by Dandenong Market. It will be run from Thursday 30 January 2025 through to Sunday 2 February 2025 . The market will host over 35 food trucks & hawker stalls, plus live entertainment from around the world.

With freshly-cooked hawker options from every cuisine: southeast Asian street food, Columbian, Polynesian, European, Tibetan and African to name a few, along with sweet treats & desserts there will be something for everyone. There will be pop up's serving delicious cold brews, with cocktails & wine from The Tavern.

Each night had a different offer, as diverse as Dandenong Market itself. With colourful, inclusive and fabulous free live entertainment. The entertainment will feature performances from many different nationalities and also a lot of roving acts. There will also be dedicated kid's zone.

The event is highly anticipated and not to be missed.

WORLD FARE AT NIGHT OVERVIEW



- **Marketing & PR reach - over 2 million for the event**
- **35,000+ visitors expected per event day**
- **35+ Food Trucks and hawker type stalls**
- **Promoted by influencers and across news channels**
- **Access to over 100k loyal customers across various social media platforms**

**49% FEMALE
51% MALE**

**25 - 64
AGE GROUP**

**OVER 35,000+
VISITORS PER
DAY**

**81% NET
PROMOTER
SCORE**

WORLD FARE AT NIGHT
WHY PARTNER WITH US?



MAIN EVENT PARTNER - \$30,000

Summary of Benefits - (Valued at Over \$50k)

- **Event partnered with... YOUR business name**
- **In Market Signage - During the Event (to be discussed)**
- **Sponsor featured on all Event Marketing Collateral**
- **Presence via social media, website banners and electronic mail**
- **Link to sponsor website on Dandenong Market website**
- **Logo on all media releases and media access**
- **Social Media - 2 x Facebook & 2 x Instagram dedicated posts announcing event and naming partner**
- **Promotional Stand (2m x 2m) during the Event**
- **Additional pop-up opportunity in the market:**
 - **A pop-up site for 2 weeks during the year (valid for 12 months)**
 - **Banner advertising in the market for 2 weeks during the year**

EVENT NAMING RIGHTS



SUPPORTING PARTNER - \$15,000

Summary of Benefits - (Valued at Over \$30k)

- **Sponsor featured on all Marketing Collateral**
- **Website - logo featured on event page & banner artwork. Link to sponsor website**
- **eDM - logo & sponsor product info featured on event email linking to sponsor's website**
- **Social Media - 1 x Facebook & 1 x Instagram dedicated posts announcing event and major partner**
- **Facebook event page - logo featured on event banner**
- **Market posters & digital screens - logo featured**
- **Promotional Stand during the Event**
- **Additional pop-up opportunity in the market x 4 market days (valid for 12 months from contract commencement date)**

MAJOR PARTNER



EVENT PARTNER - \$5,000

Summary of Benefits - (Valued at over \$10k)

- **Sponsor featured on all Marketing Collateral**
- **Website - logo featured on event page & banner artwork. Link to sponsor website**
- **eDM - logo featured on event email**
- **Social Media - 1 x Facebook & 1 x Instagram post announcing event and featuring supporting partner logo**
- **Facebook event page - logo featured on event banner**
- **Market posters & digital screens - logo featured**
- **Promotional Stand during the Event**
- **Additional pop-up opportunity in the market x 1 market day (valid for 6 months from contract commencement date)**

EVENT PARTNER

DANDENONG
MARKET
Fresh & Vibrant Since 1866

Love
your
LOCAL
MARKET

DANDENONGMARKET.COM.AU
MELBOURNE'S BEST KEPT SECRET

OPEN TUESDAY, FRIDAY,
SATURDAY & SUNDAY

TO FIND OUT MORE

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CONTACT US

Global flavours on offer

The Dandenong Market's World Fare Night kicked off on Thursday 11 January to a huge crowd of more than 7,500.

The sun was shining and attendees enjoyed many flavours from around the world including Spanish Paella, Tibetan Momo's, Italian Panzerotto and the very unique squid on a stick!

Entertainment ranged from Scottish Highland dancing, Bollywood dance, Japanese pop and finished with the crowd pumping DJ Ash.

The next date will be on Thursday 18 January with extra food choices, special performance from the energetic African dance music band - Seben Brother's and an amazing Huka dance.

POP TO THE MARKETS FOR UNREAL FARE

REGAN RIDGE

KEEP your cool these school holidays with a real batch of Unreal. Nine Pappam at the Dandenong Market every Thursday night this month. Let the good times roll at one of Melbourne's most diverse and exciting markets, with live music, food trucks, hawkers, traders and more at World Fare @ Night.

"Make the most of your summer nights by spending Thursday nights in January with us," general manager of Dandenong Market Ian Sumpter said.

"Each night will have a different offer, as diverse as Dandenong Market itself."

"There'll be colourful, inclusive and fabulous live entertainment every night."

"We're blending food, culture, music and retail together for an adventurous, free, family-friendly event that adds to a great summer vibe in the southeast."

Enjoy it here and



World Fare Night a hit

More page 11



World Fare Night a big hit

By Sahar Foladi

The explosion of colours and entertainment has come to an end after three nights of successful events which saw a total of 23,000 people attend.

The World Fare Night at Dandenong Market has sadly come to an end, leaving locals asking for more.

Locals have taken on social media with Max Robertson saying, "Best food, great entertainment, three weeks in a row," while others asked for more.

"I think you should run the World Fare Thursday nights until end of Feb as it's great," Josie Lozina said. Leanne Warner agreed. "You should do them all summer," she posted.

The last event on Thursday 19 January saw more than 8,000 people attend.

"Great night had by our crew - the kids were there til stamps cutting a rug with the entertainment," Averil Liddicoat said.

The last event for this year had Lunar New Year theme with Chinese acrobatic performance, China dolls on stilts, LED blossom tree, red envelope giveaways and a famous double lion dance.

Dandenong Market's general manager Ian Sumpter said everyone loved the lion dance.

"They jumped of the stage and snaked their way into Market Square for an incredible performance. It's so popular with our community who turned out in droves to celebrate with us."

The burst of entertainment had the locals crazy for the event and some even attended all

World Fare at Night

Dandenong Market, 40 Cleeland Street, Dandenong, Victoria, 3175



Dandenong World Fare

Things to do, Fairs and festivals | Dandenong Market, Dandenong | 11 Jan-25 Jan 2024



Photograph: Supplied

Time Out says

For three consecutive Thursdays nights, Dandenong Market will transform into a vibrant foodie and entertainment hub

Markets light up Dandenong

By Sahar Foladi

City of Greater Dandenong does not stop when it comes to World Fare Night at Dandenong Market.

The event runs through January with the last night on Thursday from 5 to 8pm - great timing for locals.

The Market's General Manager Ian Sumpter said, "It was amazing. More and more people are heading about to Brno Family and Brands as well as being our last one will be a big hit."

The first night market with plans in 2024 and this year has been the first season since the pandemic.

We have seven markets, music, cultural performances, boutique stalls, all supported by incredible Dandenong community and it was great to have every vendor, we have had our most food, for London, Mother's Market, Vietnamese and more. There's something for everyone," he Sumpter said.

He said planning for 2024 will start soon. "We certainly love it, we love it, and we hope we can keep it as vibrant as this."

The last night market in this Thursday with a different theme every night.

To celebrate the Lunar New Year, there will be a spectacular lion dance.

It's a joy to blend food, culture, music and retail for an adventurous, free, family-friendly event, and adults summer vibes in the South East," he Sumpter said.

The dance floor was packed right through the end of the night.

We were people to make the most of their summer nights," he Sumpter said. "Have fun!"



Chinese Square, a high dance scene

Picture: BHS CREW



The last night will be on 23 January. Best time to visit



Dandenong Chapter, Harley Davidson, since 1980



Photo: from the growing market in the street as well. Picture: SUPPLIED

MEDIA