

Merri-bek Festivals Beer, Wine and Spirits Sponsorship

Expression of Interest Guidelines



Merri-bek
City Council

Festivals Beer, Wine or Spirits Sponsorships

Merri-bek City Council is inviting expressions of interest for Beer, Wine and Spirits Sponsorships for our 2026/2027 festival season. The selected sponsor will be the exclusive provider of their Beer, Wine or Spirit range to our festival bars. An optional wine sponsorship of the Counihan Gallery is also available.

Annual Events

Coburg Night Market: three nights filled with delicious and diverse flavours, unique artisan products, and captivating entertainment. This year Coburg's most loved market takes place in the historic Bridges Reserve, just a short walk from the Coburg CBD. Coburg Night Market 2026 will run from Thursday 17 December to Saturday 19 December 2026 with audiences of around 5,000 per day.

Brunswick Music Festival (BMF): an inspiring 8 days of live music across Brunswick, celebrating Brunswick's vibrant music scene. In 2027, BMF kicks off with the Sydney Road Street Party on 28 February and ends on 7 March. Last year's BMF took place over 49 events and was enjoyed by 60,000 punters.

Counihan Gallery in Brunswick: Merri-bek's public art gallery located on Sydney Road, offering a free program of contemporary art exhibitions, talks, workshops and events. Each year, the Gallery presents up to 12 exhibitions, including the much-loved Merri-bek Summer Show for local artists, and attracts an average of 8,500 visitors across exhibitions, events and programs.

Sponsorship Opportunities

We are open to exploring various sponsorship options to create a mutually beneficial partnership:

1. Financial Sponsorship: Support the event with a sponsorship fee.
2. Product Discount: Offer discounted prices for your products, benefiting both parties.
3. Rebates: Provide rebates based on the sponsorship's performance, fostering a results-driven collaboration.
4. In-kind Stock: Contribute products that enhance the event experience.

Sponsor Benefits

By partnering with us, you'll gain significant brand visibility and reach our highly engaged audience and artists. Exclusive branding opportunities at bars, acknowledgment in speeches, social media mentions, and complimentary tickets to the BMF launch and performance are some of the benefits. Additional activation opportunities and event-wide partnerships are also available for discussion.

To apply, complete the Sponsorship EOI form on our website. We will assess applications against the [Sponsorship Policy guidelines](#). Please note that Merri-bek City Council reserves the right to accept or refuse applications, and decisions are final.

Merri-bek City Council festivals operate under our [Plastic Wise policy](#). We do not allow single-use plastics at our venues and festival sites, and our bars only serve cans or reusable and festival-safe glassware.

[Click here to submit an Expression of Interest.](#)

Contact Information

For more information or inquiries please email: festivals@merri-bek.vic.gov.au.