

Albury Wodonga

**FoodShare**

# SPONSORSHIP PROSPECTUS

## EVENT BACKGROUND

Established in 2018, the Border Easter Egg Hunt is a cherished community event. Founded by a dedicated local volunteer group. Since its inception the event has contributed over \$75,000 back into the community, supporting various local charities.

In 2024, Albury Wodonga FoodShare took ownership of the event after the original organising committee disbanded.

Since then we have welcomed over 1,500 children and their families to our event and raised over \$36,000 for FoodShare's Community Programs.

## 2026 EVENT

The Border Easter Egg Hunt will take place on Saturday 28 March at the Albury Botanic Gardens. This family-friendly event promises a fun-filled day with plenty of activities for children and fantastic entertainment for all to enjoy.

More than 700 children are expected to join the excitement as they search for chocolate eggs. Once again, kids are encouraged to get creative by making a festive hat for the Easter Hat Parade and showing off their imaginative designs.



BORDER

Easter Egg

HUNT

**SATURDAY 28 MARCH**

Albury Botanic Gardens

9am - 12pm



## OUR IMPACT

Beyond the fun, this community event plays an important role in supporting FoodShare, to help provide food for local families.

**\$36K**

**RAISED  
FOR  
FOODSHARE**

**72K**

**EQUIVALENT  
MEALS CREATED**

**3600**

**SUPPORTED BY  
FOODSHARE'S  
COMMUNITY  
PANTRY**



By becoming an event sponsor  
you are helping Albury Wodonga  
FoodShare support locals  
struggling to put food on the table.



## OUR REACH

**700**

**LOCAL CHILDREN PLUS  
THEIR FAMILIES ATTENDED  
THE 2025 EVENT**

**5K**

**SOCIAL MEDIA FOLLOWERS  
ACROSS BORDER EASTER EGG  
HUNT & SOCIAL PAGES**

**1.2K**

**SUBSCRIBED TO ALBURY  
WODONGA FOODSHARE LIST**

**1.5K**

**EVENT ATTENDEES IN THE  
PAST 2 YEARS**

## MARKETING & PROMOTION

The Border Easter Egg Hunt is an inclusive event that will engage local families and children in the Albury-Wodonga region. Children of all ages and demographics are welcome to participate with the focus of the event being to foster community involvement, physical activity, and creativity, while raising funds to support those facing financial hardship or food insecurity.

Approximately 1,500 people from the local region are expected to attend the event in 2026, which will include parents, caregivers, and children of diverse genders, cultural backgrounds, and socio-economic statuses.

We leverage a mix of traditional print-based media and digital marketing. Our newsletters reach over 1,200 local subscribers, and we invest in paid advertising to amplify our reach.

Additionally, the event garners significant media exposure thanks to our strong relationships with local press outlets.

Our event maintains a strong online and social media presence, engaging a combined audience of 5,000 across our Albury Wodonga FoodShare and Border Easter Egg Hunt social media pages.



## OUR EVENT PARTNERS





# SPONSORSHIP OPPORTUNITIES

## MAJOR EVENT PARTNER

**\$10K**

- Highest level of brand recognition across marketing, advertising, collateral and website.
- Dedicated newsletter to FoodShare subscribers announcing sponsorship
- Dedicated community news article announcing sponsorship
- Three pre-event social media posts on the Border Easter Egg Hunt Facebook page
- Invitation to join FoodShare at a volunteer for morning tea
- An allocated space for your company marquee at the event
- Acknowledgments during the event by highlighting your contribution through signage
- Public announcements and recognition in speeches.
- Invitation to engage in event activities, eg judging Easter hat parade, drawing major prizes
- Opportunity for Katrina Pawley, FoodShare CEO to present to your organisation
- Logo placement on our website and inclusion in all event newsletters.

## EVENT PARTNER

**UP TO \$5K**

- High level of brand recognition across marketing, advertising, collateral and website
- Dedicated community news article announcing sponsorship
- Presenting rights to an event element e.g: staging, AV, equipment, printing, face painting, balloon artists, roving entertainment
- Two pre-event social media posts on the Border Easter Egg Hunt Facebook page
- An allocated space for your company marquee at the event
- Logo placement on our website and inclusion in all event newsletters

## COMMUNITY PARTNER

**UP TO \$3K**

- Brand recognition across marketing, advertising, collateral and website
- One pre-event social media posts on the Border Easter Egg Hunt Facebook page
- Logo placement on our website and inclusion in all event newsletters
- Community Partner support can include;
- In-Kind and/or financial sponsorship to the value of \$3,000

## EVENT SUPPORTER

**UP TO \$1K**

- Name Recognition across marketing, advertising, collateral and website
- Organisation listed as an event supporter in a Border Easter Egg Hunt Facebook post.
- Business name placement on website and inclusion in all event newsletters
- Event Supporter assistance can include;
- In-Kind and/or financial sponsorship to the value of \$1,000

Albury Wodonga  
**FoodShare**

Join us in making the 2026 Border Easter Egg Hunt a memorable and impactful event for our community.  
For more information or to secure your sponsorship package, please contact:

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Albury Wodonga FoodShare

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