



VICTOR HARBOR  
**ROCK 'N' ROLL  
FESTIVAL**  
18-20 September 2026

2026 PARTNERSHIP PACK  
[rocknrollfestival.com.au](http://rocknrollfestival.com.au)



# WE'RE BUILDING 2026

## Fairy Pig is seeking partners for the 2026 Victor Harbor Rock 'N' Roll Festival

For more than 15 years, this free community event has brought live music, classic cars and dancing to the South Coast.

Now welcoming 12,000-15,000 attendees across the weekend, the festival was proudly awarded Community Event of the Year in 2025.

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## WHAT THE FESTIVAL DELIVERS

- Two stages of free live music
- 200+ classic and vintage vehicles
- Markets, fashion and family-friendly fun
- Visitors travelling from across South Australia and beyond

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Free daytime programming remains at the heart of the event.

In 2026, we're building on that foundation with the introduction of The Coral Club - a new indoor/outdoor music precinct featuring ticketed evening performances, while keeping the core festival experience freely accessible to all.

The Rock 'N' Roll Festival is community-owned and partner-powered - and we'd love you to be part of it.



## THE CORAL CLUB

New for 2026, The Coral Club transforms the Victor Harbor Town Hall and surrounding Coral Street into a vibrant indoor and outdoor music precinct.

Inside, the Town Hall becomes an intimate live venue hosting free daytime performances and three ticketed evening events across the weekend.

### ACROSS THE PROGRAM

- Friday night feature act from the east coast
- Saturday interstate headliner and returning fan favourite
- Sunday seated performance from an Australian rock 'n' roll legend

Outside, the energy continues with bar service, food and casual seating, extending the atmosphere into Coral Street.

The Coral Club marks the next evolution of the festival, bringing a classic club feel to the heart of the action while remaining connected to the energy of the streets outside.

# PARTNERSHIP

All partnership packages can be tailored in consultation.

Both stages will showcase multiple live bands on Saturday and Sunday, with more to be announced.

## PRESENTING PARTNER

**Victor Harbor Rock 'N' Roll Festival presented by [Partner Name]**

Become the headline supporter of the 2026 festival, aligned across music, vehicles, markets and community programming.

- Naming rights across all festival branding
- Primary logo placement on print, digital and social materials
- Prominent signage across major precincts
- Recognition across free daytime and ticketed Coral Club programming
- On-stage and MC acknowledgements
- Opportunity for on-site activation

**Investment: \$10,000**

## WARLAND STAGE

The central outdoor stage, positioned alongside the classic vehicle display and one of the busiest gathering points across the weekend, home to free live music, Fashion on the Fleurieu and Show 'N' Shine presentations.

- Naming rights to the stage
- Prominent stage banner placement
- Brand visibility during fashion and vehicle presentations
- Recognition in live music promotion
- MC acknowledgements
- Opportunity for on-site presence

**Investment: \$4,000**

## THE CORAL CLUB

An indoor and outdoor music precinct centred around the Victor Harbor Town Hall, featuring free daytime performances and three ticketed evening shows across the weekend.

- Exclusive naming rights
- Branding across indoor and outdoor precinct signage
- Recognition across Coral Club programming
- On-stage and MC acknowledgements
- Opportunity for venue activation
- Presence within a defined, high-dwell music precinct

**Investment: \$4,000**

Category exclusivity may be considered for major partners.

# OPPORTUNITIES

## VEHICLE DISPLAY

Home to 200+ classic and vintage vehicles at the heart of the festival on Warland Reserve.

- Naming rights to the display
- Banner placement within the zone
- MC acknowledgements
- Optional approved display presence

**Investment: \$4,000**

## MARKET PRECINCT

Curated market stalls across Ocean Street and Coral Street.

- Naming rights to the precinct
- Branding at entry points
- Engagement with local and visiting audiences
- Recognition in market promotion

**Investment: \$3,500**

## FASHION ON THE FLEURIEU

Junior and Senior vintage fashion competitions on the Warland Reserve Stage.

- Naming rights to one or both competitions
- MC acknowledgements
- Competition signage branding
- Opportunity to present prizes

**Investment: \$1,500**

## SUPPORTING PARTNER

A visible way to support the delivery of the Victor Harbor Rock 'N' Roll Festival.

- Logo inclusion on key marketing materials
- Inclusion on event signage
- Social media acknowledgement

**Investment: \$1,000**

## CUSTOM PARTNERSHIPS

Have an idea that aligns with the festival?

We welcome tailored collaborations and in-kind partnerships that complement the event's programming and community focus.

Let's start the conversation.



# COMMUNITY & ECONOMIC IMPACT

For more than 15 years, the Victor Harbor Rock 'N' Roll Festival has drawn a broad and engaged audience, now welcoming 12,000–15,000 attendees across the weekend.

The event generates strong economic activity for local hospitality, retail and accommodation providers, with visitors travelling from across South Australia and beyond.

## AUDIENCE SNAPSHOT

### **Local Community - approx. 40%**

- Families, music lovers and long-time supporters who value live entertainment in their own backyard.

### **Day Visitors - approx. 30%**

- Visitors to the South Coast enjoying the festival alongside local venues, markets and hospitality.

### **Dedicated Enthusiasts - approx. 30%**

- Rock 'n' roll and classic vehicle fans who travel specifically for the event and engage deeply with its culture and lifestyle.

The festival footprint spans Warland Reserve, Ocean Street and Coral Street, driving pedestrian flow through the town centre and extended dwell time across precincts.

Free daytime programming remains central to the event, complemented by curated ticketed evening performances that support sustainable, long-term growth.

# DELIVERED BY FAIRY PIG

Fairy Pig is a Victor Harbor-based creative production company with more than 30 years' combined experience across live events, production and community programming.

Since taking on management of the Rock 'N' Roll Festival, Fairy Pig has focused on preserving its heritage while strengthening its sustainability and long-term growth.

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## KEY DEVELOPMENTS INCLUDE:

- Expanded the live music program to two stages
- Strengthened partnerships with local businesses and stakeholders
- Upgraded infrastructure across Warland Reserve
- Introduced new programming, including The Coral Club
- Secured Community Event of the Year in 2024

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The festival is proudly supported by the Historic Motor Vehicles Club (HMVC), whose long-standing involvement ensures the strength and integrity of the vehicle display at the heart of the event.

Together, Fairy Pig and HMVC deliver a collaborative, community-driven festival grounded in both heritage and forward planning.

Fairy Pig works closely with the City of Victor Harbor Council, suppliers and community groups to deliver a safe, professionally managed and culturally vibrant event.

Our focus is simple - create memorable live experiences while supporting the local economy and reinforcing the community identity of Victor Harbor.

# COMMUNITY-OWNED. PARTNER-POWERED.

Help us shape a 2026 festival that reflects the pride and character of Victor Harbor.

## LET'S START THE CONVERSATION.

For partnership enquiries:

**Kingsley & Jessica**

Fairy Pig

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Early conversations are encouraged - key opportunities are limited.