



# Everlasting **KINGS PARK** Festival 2026

18 September – 4 October

*Become a Festival Partner*

*Connect your brand with one of Western Australia's  
most vibrant festival and garden experience.*

**280K**  
visitors attended  
the 2025 Everlasting  
Kings Park Festival.



# Everlasting Festival Kings Park

Established in 1964, the Kings Park Festival is one of Australia's longest-running festivals and Western Australia's biggest celebration of wildflowers.

Each spring, Kings Park transforms into a vibrant hub of events, guided walks, workshops, art installations, and more, set against a spectacular backdrop of over 5,800 spring annuals grown in the Kings Park Nursery.

At the heart of the festival is the Western Australian Botanic Garden, one of the most visited and highly regarded botanic gardens in the world. While the festival runs for two weeks, its success is the result of year-round planning by skilled horticulturalists and volunteers, with garden designs and plant propagation starting up to two years in advance.



## Key Statistics

**62** years of the festival

**12** million total attendees

**70+** activities annually

**200K** spring annuals grown•

## Festival Highlights

### Behind-the-Scenes Experiences

Exclusive horticulture tours and science panels

### Immersive Activations

Guided walks, art demos, yoga, stargazing

### Family & Community Days

Free activities, live music, food trucks

### Celebrating WA Flora

Native bouquet arranging, themed trails

### Special Ticketed Events

Premium experiences for deeper engagement

## New for 2026

### Fresh Creative Theme

Celebrating partnerships and WA's natural beauty

### Expanded Cultural Heritage Programming

Cultural storytelling and art installations

### Enhanced VIP Engagement

Exclusive networking events for partners and stakeholders

## Indigenous Programming

Our 2026 festival aims to feature expanded Indigenous programming, including cultural storytelling sessions, immersive art installations, and collaborations with Noongar artists. These experiences celebrate the deep connection between people, land, and flora, offering guests authentic insights into Western Australia's rich cultural heritage.

**The 2026 Everlasting Kings Park Festival falls within the Western Australian School Holidays.**



Gain premium exposure at one of Western Australia's most iconic events, attracting a diverse and engaged audience. Enjoy exclusive benefits that amplify your brand while supporting conservation and education programs. This is a partnership that delivers measurable impact and long-term value.

## Why Partner

Partnering with the Everlasting Kings Park Festival positions your organisation alongside a respected event that promotes environmental stewardship and cultural heritage. It's an opportunity to align with values that matter to your stakeholders and community.

- **Connect with 280,000+ visitors expected in 2026**
- **Reach highly engaged audiences via Kings Park's trusted digital and social channels.**
- **Align your brand with sustainability, culture, and innovation**
- **Showcase your commitment to Western Australia's environment and community**
- **Enhance brand image and reputation through association with an iconic event**
- **Demonstrate leadership by aligning with CSR and ESG goals**
- **Gain exclusive benefits and premium exposure across multiple channels**

## ESG & UN SDG Alignment

The 2030 Agenda for Sustainable Development, adopted by all United Nations, provides a blueprint for peace and prosperity for people and the planet.



By fostering social responsibility, inclusivity, and environmental stewardship, Kings Park promotes sustainable cities and communities (SDG 11) and partnerships (SDG 17).

Our research and horticulture efforts focus on climate action, biodiversity conservation and sustainable practices (SDGs 13, 15).

Cultural initiatives honour Aboriginal heritage, empowering Indigenous voices and reducing inequalities (SDG 10), while integrating cultural knowledge into conservation (SDG 15).

Our quality educational programs enhance awareness about sustainability and water-wise practices (SDGs 4, 6).



# Partnership Options

## Presenting Partner

Premium branding  
VIP access  
Bespoke activations

\*Refer to the benefits on page 5

**\$500K\***



## Major Partner

High-visibility branding  
Engagement across events  
Engagement across media

\*Refer to the benefits on page 5

**\$250K\***



## Supporting Partner

Entry-level partnership  
with strong brand exposure

\*Refer to the benefits on page 5

**\$10K\***



Let's chat partnerships  
(+61 8) 9480 3600  
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# Festival Partnership Benefits

\* Includes GST

Value	Presenting \$500,000*	Major \$250,000*	Supporting \$10,000*
Major partner branding on event collateral	✓		
<b>Owned On Site Opportunities</b>			
Provision for feather banners at a key festival event	✓		
Entrance banners	✓		
Sponsor recognition sign at premium location	✓		
Signage on-site (logo)	✓		
Visitor Information digital screen	✓	✓	
People and Plants feature article (logo and mention)	✓	✓	✓
A3 Posters CBD distribution (logo)	✓	✓	✓
Billboards x 2 (Mounts Bay Road & Winthrop Ave) (logo/ tag)	✓	✓	
<b>Owned Digital</b>			
BGPA Everlasting Festival event web page (logo)	✓	✓	
BGPA EDM (logo)	✓	✓	✓
BGPA social media	✓		
BGPA social media - ongoing organic	✓		
<b>External Digital</b>			
Humanatix Australia website (Kings Park free events) (credit)	✓		
Social media advertsing	✓		
<b>External Marketing</b>			
Programmatic (Locations TBC) (logo)	✓		
Banners (locations TBC) (logo)	✓		
Media statements (mention)	✓	✓	
<b>VIP events</b>			
Festival VIP Launch event	✓		
Horticulture and Science meet and greet lunch (Fraser's)	✓ 8x people (~\$500)		
Private Kings Park glass house and laboratory tour	✓ 20x tickets		
<b>Festival and Kings Park branding</b>			
Access to connect with the Festival branding	✓		
Employee engagement and volunteering opportunities	✓		

## Contact

Partner with us to elevate your brand at WA's premier celebration of biodiversity and culture, contact our Partnerships Team to reserve your exclusive opportunity.

Ph: +61 8 9480 3600 | [enquiries@bgpa.wa.gov.au](mailto:enquiries@bgpa.wa.gov.au)



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