

The image features the 'Vivid Sydney' logo in white. The word 'VIVID' is in a bold, sans-serif font, followed by a stylized 'd' that incorporates a small white graphic of a building or structure. To the right of the 'd' is the word 'SYDNEY' in a smaller, all-caps, sans-serif font. A small 'TM' trademark symbol is located below the 'd'. The background is dark blue with a bright, diagonal streak of light in shades of blue and white, creating a sense of motion and energy. In the top-left and bottom-right corners, there are white graphic elements resembling stylized 'L' shapes or corner brackets.

VIVIDTM SYDNEY

AGENDA

- Webinar 2 Overview – Presented by Ezzie Magrin
- Marketing – Presented by Helena Hamilton
- Social Media – Presented by Mandi Barton
- Local Business Program Partner – Experience Oz – Presented by Juliette Wei

WELCOME TO THE LOCAL BUSINESS PROGRAM

Congratulations on your successful application!

We're thrilled to have you on board as part of the Local Business Program for Vivid Sydney 2025.

The purpose of today's Webinar is to provide marketing advice and tools highlighted in our Local Business Program Brand Guidelines and Assets toolkit, to help you showcase your business during Vivid Sydney 2025.

Today's session is designed to help you make the most of your involvement in Vivid Sydney. Whether you're a café owner, retailer, gallery curator, hotelier, or service provider — this is your chance to tap into the energy of the festival and attract new opportunities, tapping into Sydney's growing nighttime economy.



LOCAL BUSINESS PROGRAM HUB

The Local Business Program Hub has everything you need to showcase your involvement in Vivid Sydney across your channels and campaigns.

Download our brand guidelines, social media templates, graphic devices, EDM banners and a suite of creative assets designed to help you light up your business during the Festival.

Whether you're dressing your shopfront or sharing the excitement online, these tools will help you shine bright with Vivid Sydney.

Visit our Local Business Program Hub on our website www.vividsydney.com/local-business-program/participant-information

MARKETING

MARKETING APPROVALS

The Vivid Sydney logo and graphic devices are registered trademarks of Destination NSW. All Vivid Sydney material generated for marketing purposes must be reviewed by Destination NSW before being published. Allow at least 48 hours prior to the desired live date of activity for materials to be approved.

Please submit via: vivid Sydney.com/approvals

The link can also be found on the [Local Business Program Hub](#) under Marketing approvals.

Marketing approvals

When you are creating marketing materials for your business, we ask that you send them to the Vivid Sydney team to review.

Please submit all approvals through the link below:

[Marketing submissions](#)

VIVID SYDNEY – VISUAL ASSETS



These images are examples of the vast range of visual assets available. Vivid Sydney image and video content can be accessed online from the Destination NSW Content Library at content.destinationnsw.com.au

To ensure prominence is afforded to the event, cropping of images is to be minimised. All images intended for use will need to be approved by Destination NSW and credited.

Appropriately. Images and videos available on the media centre are not for commercial use and can only be used for approved editorial purposes.

VIVID SYDNEY – TONE OF VOICE AND STYLE GUIDE

The voice of Vivid Sydney is engaging, mysterious and inquisitive. We want to start a conversation, get curious and encourage open-mindedness. It should use questions as a device to get the audience thinking about what the theme 'dreams' means to them; and speak with compassion and inclusivity. The voice should speak like a proud Sydneysider with an open mind: eager to be inspired by art, hear stories and exchange ideas.

- Write Vivid Sydney, not Vivid
- Unify the pillars (Vivid Light, Vivid Music, Vivid Ideas and Vivid Food) to promote Vivid Sydney as a cohesive event
- References to specific pillars should be maintained as Vivid Light, Vivid Music and Vivid Food, never just light, ideas, music or food
- Use the full names of icons: Sydney Opera House; Sydney Harbour Bridge; Museum of Contemporary Art Australia etc.

COPY EXAMPLES ALIGNING TO THE THEME - VIVID SYDNEY, DREAM.

What's in a dream? Anything is possible at Vivid Sydney
When we dream, where do we go? Find out at Vivid Sydney.
What do your dreams tell you? Seek answers at Vivid Sydney.
What colours your dreams? Be inspired at Vivid Sydney
What's the dinner of your dreams? You're invited, at Vivid Sydney.
Soundtrack of your dreams. Book now at Vivid Sydney.

DIGITAL TOOLKIT – VIVID SYDNEY GRAPHIC DEVICE

PROUD PARTICIPANT & EAT, SHOP, PLAY, STAY GRAPHIC DEVICE

The Vivid Sydney Local Business Participant graphic device is the only brand device Local Business Program partners are to use when promoting Vivid Sydney in its entirety.

When included on photography and creative, the Vivid Sydney LBP graphic device should only be applied to sections of images that allow the device to stand out. Background colours should be minimal and should not detract from the graphic device.

Both the graphic device is trademarked, and the TM must be always used on these elements.

Available to download on our [Local Business Program Hub](#).

PROUD PARTICIPANT



2025 LOCAL BUSINESS

EAT, SHOP, PLAY, STAY



2025 LOCAL BUSINESS

DIGITAL TOOLKIT – PROUD PARTICIPANT EMAIL SIGNATURE

The Vivid Sydney Local Business Program email signature, is the only brand signature to be used by Local Business Program participants when promoting Vivid Sydney.

Available to download on our [Local Business Program Hub](#).

Proud Participant

Vivid Sydney Local Business Program 2025



SOCIAL MEDIA

SOCIAL MEDIA CHANNELS

Vivid Sydney is active on several consumer-focused social media channels, to promote awareness of Vivid Sydney attractions, events and experiences.

All content we share on our social media channels is designed to inspire and invite travellers from around the world to visit Vivid Sydney.

- Include our official [#vividssydney](#) hashtag when posting on your channels.
- Be sure to tag [@vividssydney](#) in your post captions or Instagram story frames.
- Our showcase event page can be mentioned in your own LinkedIn posts. Simply add [@vivid-sydney](#) to your copy and be sure to follow the page.

For further details please refer to our [Local Business Program Brand Guidelines and Assets Toolkit](#), which was linked in your confirmation email.

EXPERIENCE OZ

YOUR VIVID SYDNEY INSIDER – Experience Oz

Experience Oz aim to remove any barriers to planning Vivid Sydney – from time, cost, to ideas!

How we show up?

INSPIRE



SEO Blogs



Organic Social



Influencers

INFORM



Paid Social activity



SEM



Organic Social



eDMs



Partnerships



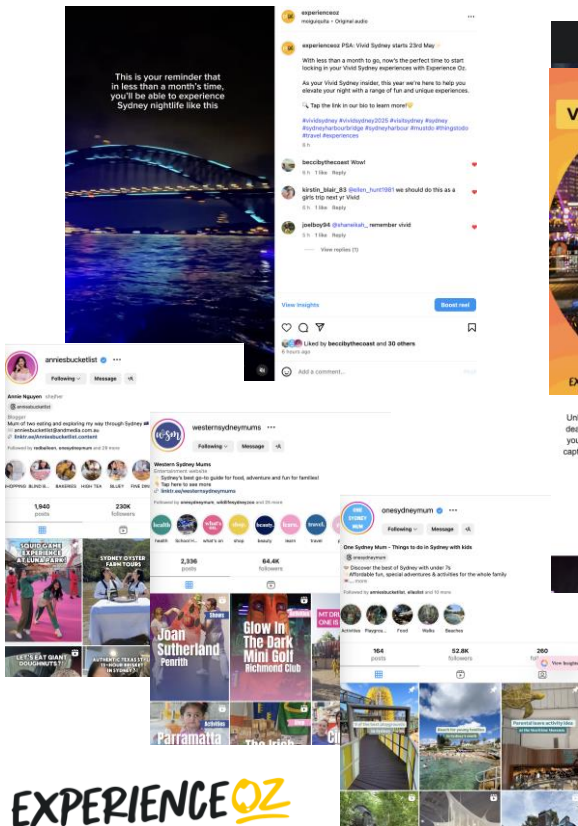
Affiliates

ALL WHICH LEAD TO



Experience Oz Storefront &
Local Agent Hotel Concierge

WHAT THIS LOOKS LIKE?



EXPERIENCE **QZ**



Unlock the magic of Vivid Sydney with Experience QZ's great value deals! Step into a luminous world of light, food, music, and ideas as you embark on a wonderful journey through one of Australia's most captivating festivals. Check out our top picks, perfect for all ages and starting from just \$22.

Shop Vivid Experiences

Vivid Favourites



EXPERIENCE **QZ**

Vivid Sydney cruises from \$29. Book now

Shop now

Terms apply

OFFICIAL



See Vivid Sydney In A Whole New Light With These One-Off Experiences

By Phoebe Youl with Emily 2023



There's never a bad time to explore everything the beautiful harbour city of Sydney has to offer. But the 23 days (and nights) in which Vivid Sydney lights up the city is arguably one of the most beautiful times to get out and about and try your hand at some new activities and experiences.

As part of Vivid Sydney's Destination NSW and i allow you to experience like make the most of every this before for eight one-off ons

Vivid Sydney S

Win an unforgettable Vivid Sydney experience

Swipe to learn more >>

EXPERIENCE **QZ**

CROWN HOTELS W Australia

*T&Cs apply

See Vivid Sydney In A Whole New Light With These One-Off Experiences

By Phoebe Youl with Emily 2023



Vivid Sydney Dates: 23 May - 14 June 2023

One trip across the water to Vivid Sydney has plenty to offer the party scene. So, if you're looking for a night out, there's no shortage of things to do. But if you're looking for a night out, there's no shortage of things to do. But if you're looking for a night out, there's no shortage of things to do.

To make your trip even more special, we've put together a list of the best things to do with Vivid Sydney.



Vivid Sydney experiences under \$100

By Phoebe Youl with Emily 2023



Vivid Sydney lights up the city bigger and brighter each year, transforming the streets, skyline, and iconic landmarks into a glowing spectacle of art, music, and creativity. But who says you need to splash to soak it all? As your Vivid Sydney expert, we've rounded up the best experiences under \$100 that make for a fun-filled evening—without blowing the budget. From boat-view views on a Vivid Sydney cruise to heart-pumping jet boat rides, guided tours, and photography adventures, these curated experiences will make your night even more dazzling. Sounds like your thing? Keep on reading!

6.65 | Vivid Sydney Experiences

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