

MELBOURNE'S MAKERS' MARKET BY THE BAY

Brand Activation &
Promotional Site
Prospectus



stkildaesplanademarket.com.au



Connect Your Brand with Melbourne's Iconic Beachfront Destination

Located on the spectacular St Kilda foreshore, the St Kilda Esplanade Market provides brands with a unique opportunity to engage directly with locals, visitors, tourists and experience-seekers in one of Melbourne's most recognisable public spaces.

Operating every Sunday, the market combines a vibrant atmosphere, stunning bay views and a highly engaged audience, making it an ideal venue for brand activations, product launches, sampling campaigns, tourism promotions and experiential marketing.





Prime Location

- Beachfront position overlooking Port Phillip Bay
- Situated between Luna Park, St Kilda Beach and the vibrant Acland Street precinct
- Easily accessible via tram, car and active transport networks

Engaged Audience

Visitors include:

- Melbourne residents
- Families
- Young professionals
- Domestic tourists
- International visitors
- Arts, culture and lifestyle enthusiasts

Unique Environment

- Established and trusted market destination
- Premium artisan and creative market setting
- Strong visitor dwell time
- Highly photogenic location ideal for social media engagement

Activation Opportunities

Product Launches

Create memorable first impressions through experiential displays, demonstrations and consumer engagement activities.

Sampling & Product Trials

Introduce your product directly to consumers through giveaways, tastings and demonstrations.

Tourism & Destination Marketing

Promote regional destinations, accommodation, attractions, events and visitor experiences.

Corporate & Community Campaigns

Raise awareness, educate audiences and engage with the community through meaningful brand experiences.

Seasonal Promotions

Align activations with:

- Summer Campaigns
- Easter
- Mother's Day
- School Holidays
- Winter Activations
- Christmas & Festive Campaigns

Activation Site Inclusions:

- Dedicated activation space
- Site support
- Access to high pedestrian traffic
- Event operations support
- Promotion opportunities through market channels (subject to approval)
- Public liability and compliance support requirements

Activation Fees

Paid Promotional Activity (Half Day) \$1,060.00

Paid Promotional Activity (Full Day) \$2,111.00

Conditions of Approval

Applications for promotional activities and brand activations will be assessed on an individual basis.

- Applications promoting political or religious campaigns, causes or propaganda will not be accepted.
- The Market Manager will notify applicants of the outcome of their application within 14 business days.
- Approval or non-approval of applications is at the discretion of the Market Manager and will be assessed against the St Kilda Esplanade Market's brand, values and operational requirements.
- All decisions made by management are final.
- There is no power available on site. Applicants requiring power must provide their own generator, subject to approval and compliance requirements.
- Applicants are responsible for supplying all equipment required for their activation, including marquees, tables, chairs, signage, weights, generators and any other set-up infrastructure.
- Approved activations must comply with all relevant health, safety and public liability insurance requirements.
- The St Kilda Esplanade Market reserves the right to refuse, cancel or amend approvals where operational, safety or reputational considerations arise.

Create Meaningful Connections by the Sea

**Position your brand within one
of Melbourne's most iconic
visitor destinations and
connect directly with
consumers through
memorable, high-impact
experiences at the
St Kilda Esplanade Market.**



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