

A photograph of two women standing in a field of colorful dahlias. The woman on the left is wearing a wide-brimmed hat and a dark top, holding a small book. The woman on the right is wearing a colorful patterned top and blue overalls. The background is a soft-focus field of flowers. A large red gradient overlay covers the right side of the image, where the text is placed.

BALLARAT BEGONIA FESTIVAL

EXHIBITOR PROSPECTUS 2026

Welcome to the Ballarat Begonia Festival 2026

The Ballarat Begonia Festival is one of Victoria's most iconic and long-standing community events, held annually over the Labour Day long weekend in March. Since its inception in 1953, the festival has blossomed into a vibrant celebration of Ballarat's horticultural heritage, with the begonia flower as its proud and enduring symbol.

Set against the stunning backdrop of the Ballarat Botanical Gardens, the festival attracts 40,000 to 60,000 visitors across three days, offering a rich tapestry of floral displays, live entertainment, cultural performances, and interactive workshops. The heart of the festival, the Begonia Display in the Conservatory, is a world-renowned collection recognised globally for its rarity and beauty.

Every year the festival continues to grow, with a strong focus on **sustainability, creativity, and community pride**. Visitors of all ages come to explore immersive garden installations, enjoy family-friendly activities, and engage with local artisans, performers, and producers.

For exhibiting food vendors and stallholders, the Ballarat Begonia Festival offers a unique opportunity to connect with a diverse and enthusiastic audience, from gardening enthusiasts, families and tour groups, to arts and culture lovers.

With a strong regional and metropolitan reach, the festival provides a high-profile platform to showcase your offerings, build brand awareness, and be part of one of regional Victoria's most cherished events.

We invite you to join us in 2026 as we celebrate nature, creativity, and community, right here in the heart of Ballarat's beautiful Botanical Gardens.

The City of Ballarat acknowledges the Traditional Custodians of the land we live and work on, the Wadawurrung and Dja Dja Wurrung People, and recognises their continuing connection to the land and waterways.

We pay our respects to their Elders past, present and emerging and extend this to all Aboriginal and Torres Strait Islander People.



Why Exhibit at the Ballarat Begonia Festival 2026?

Be Part of something iconic...

Join the dozens of horticultural themed exhibitors in showcasing your passion, products, and expertise at a festival that celebrates nature, creativity, and community pride.

...and plant your brand seed to flourish

Key Benefits of Exhibiting:

- **High Visibility & Engagement**

Connect with a diverse audience where **60.3% engage with market stalls**, and **57.6% with food vendors**. Visitors spend an average of **3 hours** at the event, offering ample time for meaningful interactions.

- **Targeted Audience Reach**

Reach a demographic primarily aged 35–50, with high family attendance (**58.1%**). The festival draws attendees from **Ballarat (48.4%)**, across **Victoria (47.3%)**, and interstate visitors from NSW, SA, and QLD.

- **Brand Alignment with Sustainability & Community**

The **horticultural, gardens** and **strong environmental sustainability themes**, offer exhibitors the chance to align with values that resonate deeply with today's consumers.

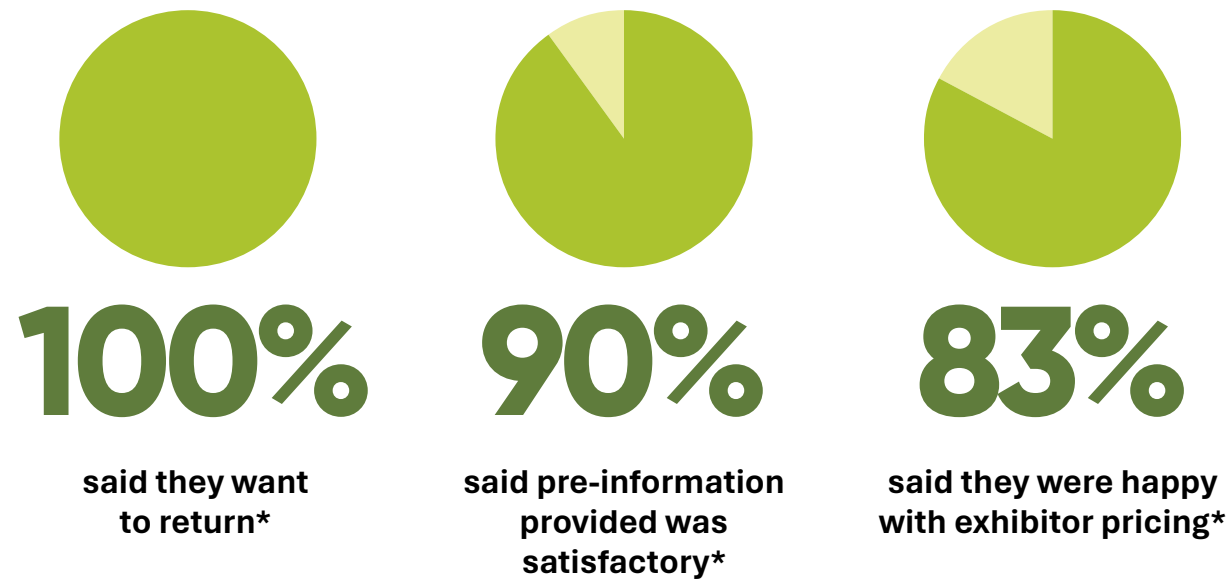
- **Supportive Event Environment**

Our experienced event team is here to support you every step of the way, from planning to pack-down, ensuring a smooth and successful experience.

- **Grow Your Business & Network**

Whether you're launching a new product, expanding your customer base, or building brand awareness, the Ballarat Begonia Festival provides a high-impact platform to connect with thousands of potential customers and collaborators.

2025 Exhibitor Experience Overview



“We just wanted to thank you and your team for the amazing support at the festival this year. We’ve received a lot of positive feedback from both our team, and all our staff who were there across the weekend which is a credit to you and your team”

*Surveyed exhibitors, 2025



2025 Festival Demographic Overview



52,000

2025 attendance*



42.9%

had previously attended*



35-50

highest attendance
age group*



90.8%

overall event satisfaction*



95.7%

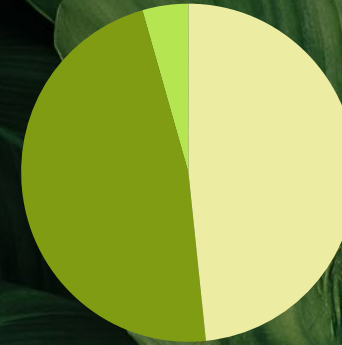
overall likelihood of return*



100%

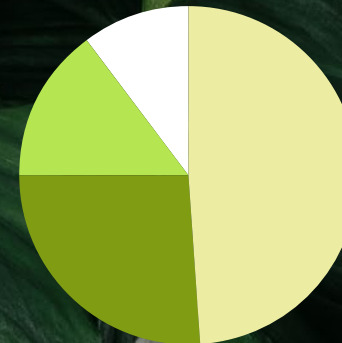
locals likelihood of return*

*Surveyed attendees, 2025



Attendance origin

- 48.4% local (within 25km)
- 47.3% Victorian (more than 25km)
- 4.3% interstate



Reason for attending

- 49.1% Begonia & floral displays
- 14.9% kids activities & entertainment
- 25.9% markets & food
- 10.1% other

2025 Ballarat Begonia Festival Marketing, PR and Influencer Statistics

The Vast Newsprint, Radio and Broadcast Reach

2025 Print Results

- Achieved 56 earned media with a potential cumulative reach of over 8.4 million.

Highlight Coverage Included



The Canberra Times



The Vast Digital Reach

The Ballarat Begonia Festival Total Followers

f 10,000

@ 4,398

2025 Campaign Statistics

Total 2025 Facebook views 2,036,300

Total 2025 Instagram 211,400 views

Total 2025 Social Media reach 639,600

Supporting Begonia Festival META channels are

The Ballarat Begonia Festival

Visit Ballarat

Ballarat In The Know

The City of Ballarat

Online Influencer Reach

Influencers 10

Total views generated 268,567

Total interactions generated 15,016

Total reach 187,695

2026 Exhibitor: Garden & Horticultural Stallholders

Exhibitor: Garden & Horticultural Stallholders

The Ballarat Begonia Festival is a horticultural showcase like no other celebrating the beauty of plants, gardens, and sustainable living. With a strong focus on gardening, floral displays, and environmental engagement, this is the ideal platform to promote your products and services to a passionate and knowledgeable audience.

Whether you offer tools, garden design, landscaping services, plant care products, or educational resources, you'll be engaging with visitors who are actively seeking inspiration and solutions for their own green spaces.

Benefits

- Showcase your expertise to a targeted audience of gardening enthusiasts
- Align your brand with sustainability and horticultural excellence
- Build relationships with customers who value quality, innovation, and local knowledge

Inclusions

All exhibitors will receive the following as part of their involvement in the Ballarat Begonia Festival:

- Recyclable waste removal, access to water
- Ballarat Begonia Festival 2026 exhibitor marketing tool kit
- Inclusion in grouped social media posting on official channels*
- Exhibitor listing on the Begonia Festival website
- Ballarat Begonia Festival 2026 EDM to a database of 27,000+ subscribers
- Exhibitor parking permit

“Thanks so much for having us at the Begonia Festival this year. It was an absolute delight. We loved the spot you organised for us this year and I think all the parents appreciated the shade there too. The whole event was beautifully organised so well done to you and your team.”

Exhibitor: Garden & Horticultural Stallholders

Large Exhibitor Package

Area:	6m x 3m structured marquee
Early Bird:	\$910.00 ex GST
General Fee:	\$1136.36 ex GST
Inclusions:	Marquee, branded exhibitor signage 2 x trestle tables, 4 x chairs

Small Exhibitor Package

Area:	3m x 3m structured marquee
Early Bird:	\$730.00 ex GST
General Fee:	\$818.18 ex GST
Inclusions:	Marquee, branded exhibitor signage 1 x trestle table, 2 x chairs
Add-ons:	Trestle table \$25 chair \$5

Please note if Early Bird payment is not received by the due date your invoice will be void and the General Fee will apply.

How to Apply:

Complete the EOI form forms.office.com/r/Yunaru5us9



2026 Exhibitor: Food Vendor

Exhibitor: Food Vendor

At the Ballarat Begonia Festival food is a key part of the festival experience. In 2025, over 60% of attendees visited food vendors, making it an integral feature. Families, couples, and tour groups spend hours exploring the gardens, enjoying entertainment, and relaxing with great food.

As a food vendor, you'll be part of a curated selection offering high-quality, family-friendly options. The festival provides a welcoming, high-traffic environment where your business can thrive and connect with a broad audience.

We invite you to join us in 2026 to showcase your flavours, grow your brand, and be part of one of Regional Victoria's most iconic events.

Benefits

- High foot traffic and dwell time for maximum exposure
- Connect with families, couples, and groups looking for quality food experiences
- Be part of a curated selection of vendors that enhance the festival's community feel

Inclusions

All exhibitors will receive the following as part of their involvement with the Ballarat Begonia Festival:

- Power, recyclable waste removal, access to potable water if required
- Dedicated cool room parking space, located close to vendor
- Ballarat Begonia Festival 2026 exhibitor marketing tool kit
- Inclusion in grouped social media posting on official channels*
- Exhibitor listing on the Begonia Festival website
- Ballarat Begonia Festival 2026 EDM to a database of 27,000+ dedicated subscribers
- Exhibitor parking permit

*Providing successful exhibitors meet marketing deadlines.

“We are very happy with the festival. All done professionally as always. So proud to be part of this event.”

“We’ve received a lot of positive feedback from both our team, and all our staff who were there across the weekend which is a credit to you and your team at the City of Ballarat.”

Exhibitor: Food Vendor

Large Exhibitor Package

Area:	6m x 4m
Early Bird:	\$1320.00 ex GST
General Fee:	\$1427.27 ex GST

Small Exhibitor Package

Area:	4m x 4m
Early Bird:	\$880.00 ex GST
General Fee:	\$954.55 ex GST

Please note if Early Bird payment is not received by the due date your invoice will be void and the General Fee will apply.

How to Apply:

Complete the EOI form forms.office.com/r/8cXjZ6bexb



Our New 2026 Community Partnership Opportunities

Creative Opportunity – The Friends of Begonia Pathways Program

In collaboration with Creative Ballarat

The Friends of Begonia Pathways Program is a new initiative designed to support the growth of Ballarat's creative horticultural community. Together with Creative Ballarat, we are offering two complimentary market stall spaces at the Ballarat Begonia Festival for emerging local creatives whose work has a strong connection to horticulture, plants, or botanical design.

This program provides:

- Complimentary market stall for the duration of the Festival
– equivalent value \$818.44
- The opportunity to sell your products or showcase your work to thousands of visitors
- Business development support on how to apply for future opportunities
- Coverage under the council's community liability policy
– equivalent value \$33

Eligibility:

- Must be a local Ballarat-based creative with work connected to horticulture (e.g. plant-based products, botanical art, garden design items, sustainable garden tools, etc.)
- Must be an emerging creative or an early-stage business
- Registered ABN/ACN

Selection Criteria:

- Creativity and originality of work
- Works should be market ready
- Alignment with the horticultural focus of the Ballarat Begonia Festival
- Potential benefit to increase the applicant's business profile

Marquee Area: 3m x 3m

Price: \$0 (complimentary)

Inclusions: Marquee, branded exhibitor signage, 1 trestle table, 2 x chairs

Add ons: Trestle tables \$25, chairs \$5

How to Apply:

Complete the EOI form forms.office.com/r/fEgJa98gA3

Our New 2026 Community Partnership Opportunities

Not For Profit Food Vendor Opportunity

The Ballarat Begonia Festival is committed to supporting our local community. We are offering one dedicated food vendor space exclusively for a local community group or not-for-profit organisation.

This initiative provides the selected group with:

- A food vendor site for the duration of the Festival
– equivalent value \$954.55
- The opportunity to serve affordable, low-cost food to visitors
- Exposure to thousands of festival attendees and the wider Ballarat community

This is a fantastic opportunity to raise funds, connect with the public, and showcase your group's contribution to our city.

Criteria:

- Must be a registered not-for-profit organisation or community group
- Must provide their own marquee/food van and relevant equipment
- Must meet all relevant health and safety requirements, including but not limited to:
 - Food and Safety Handlers certificate
 - Hold a valid FoodTrader registration
 - Public liability insurance
 - Apply and hold a valid food vendor fire permit (if relevant)
 - Ensure completion of the City of Ballarat contractor induction for all staff/volunteers

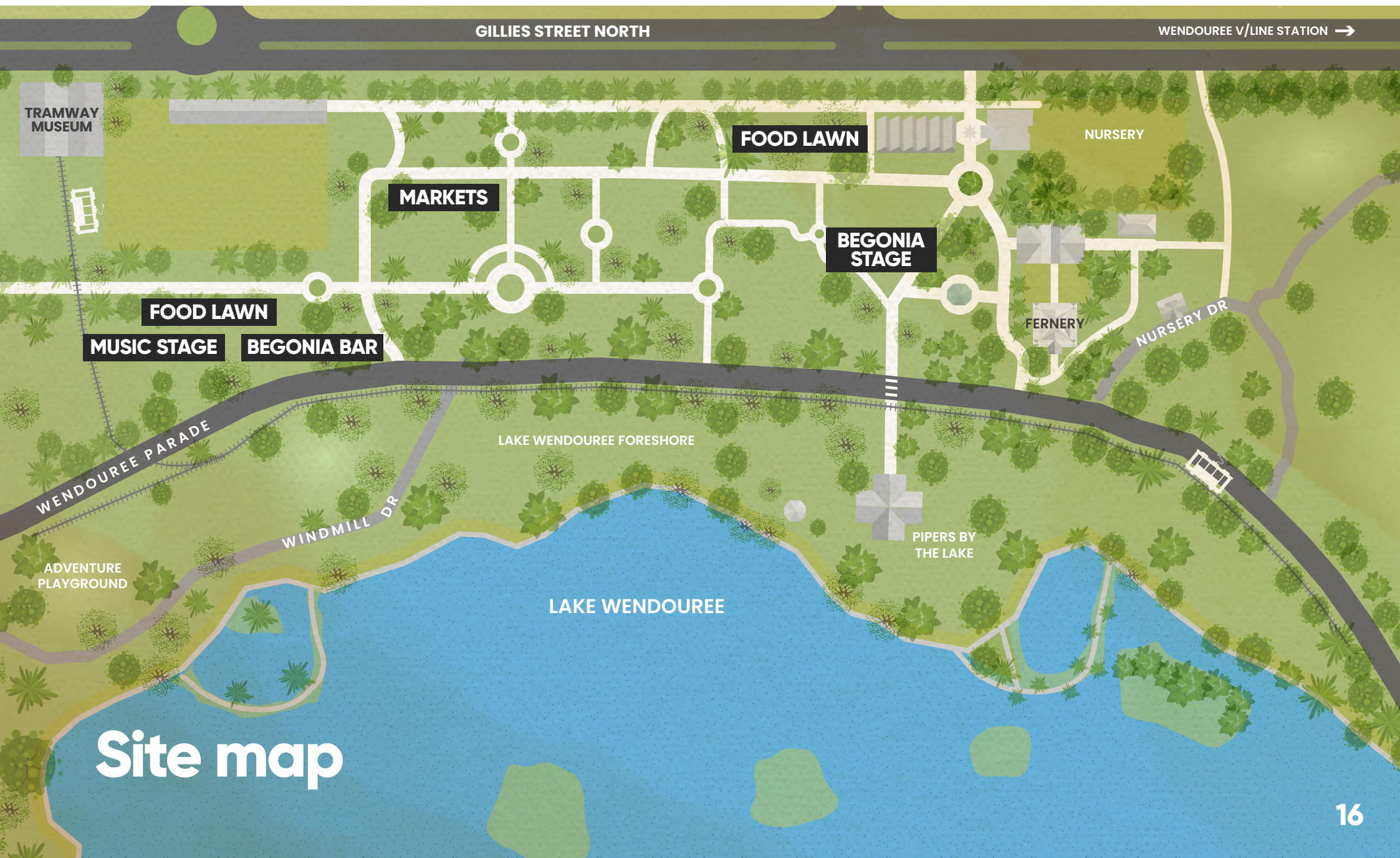
Area (South Gardens): 4m x 4m

Price: \$0 (complimentary)

Inclusions: Power, recyclable waste removal, access to potable water if required

How to Apply:

Complete the EOI form forms.office.com/r/FffXNp1ZN3



Site map

2026 Ballarat Begonia Festival Hours

Saturday March 7 – 10am to 5pm

Sunday March 8 – 10am to 5pm

Monday March 9 – 10am to 5pm

Key Dates

Early Bird application deadline	November 1, 2025
Early Bird payment deadline	November 31, 2025
Community Partnership EOI deadline	December 31, 2025
General submission deadline	December 31, 2025
General payment due	January 31, 2026
Exhibitor Information Session (online)	February 2, 2026
Site Staff OH&S Compliance Certification Due	February 9, 2026
Bump-in	March 6, 2026

Submission dates may close early if all allocations are exhausted



Key Information

1. Please note that all prices listed under Fees are exclusive of GST. When making payments, the GST amount must be included to ensure full and accurate processing.
2. Adjustments to site size will be priced and approved upon successful application.
3. Event Management has final approval when determining site size and location. It must be understood, that your location preference maybe taken into account however final allocation is entirely at the discretion of Event Management.
4. All Exhibitors must provide their public liability certificate of \$20 million and a valid work cover insurance policy.
5. All Exhibitors must meet the regulations and requirements of the Occupational Health & Safety Act 2004 and the Food Act 1984.
6. All Exhibitors and their staff must complete the City of Ballarat's compulsory online contractor induction, upon successful application.
7. Should the festival fall on a day that is declared a 'code red catastrophic' fire danger day, the festival will be cancelled. Should the festival be cancelled by Event Management for this or any other reason, site fees for the cancelled day(s) will be refunded.*
8. We aim to protect the sales of food and beverage vendors by reducing competition for the same food items. Once menus have been finalised, vendors are not permitted to sell items that are not listed on this form without prior written approval from festival staff.
9. It is a requirement that you maintain a Food Safety Plan and provide a copy to Event Organisers upon request. If you do not have an approved food safety plan, one can be developed by using the Department of Health and Human Service's template or by calling the Department's Food Safety Unit hotline on 1300 364 352.
10. A Safety Officer and/or Environmental Health Officers from the City of Ballarat will be present throughout the festival and reserve the right to prohibit trade if food vendors do not adhere to health and hygiene requirements.
11. There must be no penetration of the ground at the festival due to the extensive in-ground watering and utility systems within the Ballarat Botanical Gardens. Vendor marquees and other temporary structures must be appropriately weighted as an alternative to pegging.

* Full Terms and Conditions will be provided to successful applicants.

**We look forward to working
with you at the Ballarat
Begonia Festival 2026!**

Questions and enquiries? Email events@ballarat.vic.gov.au