



Thailand
Grand Festival Sydney
- 2026 -

Creative Life & Creative Heartbeat

SPONSORSHIP PACKAGE

Organised by

The Royal Thai Consulate-General

Thailand Grand Festival 2026

Date: 19 - 20 September 2026

Location: Tumbalong Park, Sydney

More information: <https://sydney.thaiembassy.org>

THAILAND GRAND FESTIVAL 2026

19–20 September 2026

Tumbalong Park, Darling Harbour, Sydney

Organised by
Royal Thai Consulate-General, Sydney

Thailand Grand Festival is the flagship annual celebration of Thai culture, food, tourism, creativity and community in Sydney.

Held at the iconic Tumbalong Park in Darling Harbour, the festival showcases the richness of contemporary and traditional Thailand through live performances, culinary experiences, cultural exhibitions, business engagement and community activities.

The 2026 edition will be presented under the theme: **Creative Life & Creative Heartbeat.**

The festival aims to strengthen people-to-people connections between Thailand and Australia while promoting Thailand as a destination for tourism, investment, education, innovation and cultural exchange.



FESTIVAL HIGHLIGHTS



- Opening Ceremony
- Thai Contemporary & Traditional Performances
- Live Music Concerts
- Thai Food Village
- Cooking Demonstrations
- Muay Thai Showcase Ai Interactive Platform
- Fashion & Cultural Exhibition
- Family & Community Activities
- Tourism and Business Promotion
- Food & Dining
- Travel
- Lifestyle
- Arts & Culture
- Education
- Health & Wellbeing
- Consumer Products
- Kid friendly zone

AUDIENCE & REACH

Thailand Grand Festival attracts a diverse audience from across New South Wales and beyond.

Targeted audiences over two days: 20,000–30,000 visitors

Audience Profiles:

- Thai-Australian Community
- Australian Families
- Young Professionals
- International Students
- ASEAN Communities
- Tourists
- Business Leaders and Government Representatives



MEDIA REACH



A comprehensive marketing campaign will be delivered across multiple channels.

Digital Platforms

- Facebook
- Instagram
- TikTok
- Website
- Electronic Direct Mail

Community & Ethnic Media

- Thai-language media
- Multicultural media outlets
- Community organisations

Government & Institutional Networks

- Royal Thai Consulate-General in Sydney
- Tourism and business networks
- Educational institutions
- Community associations

Projected Reach

- Social media impressions: 100,000+
- Event attendees: 20,000–30,000
- Media exposure: NSW-wide audience



SPONSORSHIP PACKAGE

BENEFITS	PLATINUM	GOLD	SILVER
Package Value	\$10,000	\$5,000	\$2,500
Booth 3x3 metres	Free	-	-
Appreciation letter from the RTCG	Yes	Yes	Yes
Logo on Stage's Monitors	Large size	Medium size	Small size
Logo on Event Backdrop	Large size	Medium size	Small size
Logo on Event's Fences	Large size	-	-
Logo on Booklet	Large size	Medium size	Small size
Logo on Roll-up Banners	Large size	Medium size	Small size
Logo on City Flags	Large size	Medium size	Small size
Logo on Website & Email Blast	Yes	Yes	-
Social Media Exposure	All TGF2026 posts	10 posts	5 posts
Announcement by MC on stage	Yes	Yes	Yes
Extra perk for Quiet Zone	Priority	-	-
VIP Passes + F&B coupons	20	10	5



CONTACT & NEXT STEP

We welcome the opportunity to discuss a tailored partnership package that aligns with your organisation's objectives.



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THAILAND BOARD OF INVESTMENT DITP THAILAND

Thailand Grand Festival

Sydney - Tumbalong Park -

2026

- Thai Foods
- Thai Music
- Thai Design
- Thai Performance
- Thai Craft
- Thai Language

19 September 10.00 a.m. - 21.00 p.m.

20 September 10.00 a.m. - 15.00 p.m.