

UNLEY GALA

2024 PARTICIPANT MEDIA KIT

20 January 2024
5pm to 11pm
King William Road

THE CITY of
Unley



Download resources from unley.sa.gov.au/participant-kit



WELCOME TO THE 2024 UNLEY GALA!

The Gala is a fabulous opportunity for Unley retailers and restaurants to present their finest offerings to tens of thousands of revellers at a lively street party.

To help you reach this audience, this kit contains resources for promoting your business in the lead up to the Gala and on the event day itself. We've included some handy tips and materials for you to incorporate into your online promotions, using our bright, new branding.

We encourage you to add content to your website, post on social media before and during the Gala, and share interesting stories that we can use to generate media interest.

If you have any ideas and/or feedback to help us better cater for your business and promote the event as a whole, please contact us at [**unleybusiness@unley.sa.gov.au**](mailto:unleybusiness@unley.sa.gov.au)

We trust that you find these resources helpful for what we hope will be a valuable and fun experience for you.

Kind regards

The Unley Gala Team





ABOUT THE UNLEY GALA

Please incorporate the following key messages into your posts where possible.

- After a four-year break, SA's most-loved summer street party, the **Unley Gala**, returns to King William Road, Hyde Park on Saturday 20 January 2024 from 5pm to 11pm.
- A spectacular street party known for all things food, fashion and fun, the Unley Gala celebrates everything there is to love about this popular precinct, and there will be something for everyone to enjoy.
- As the longest running and biggest event associated with the Santos Tour Down Under, the Unley Gala returns with entertainment for all ages, from live music performances and DJs to fashion parades, roving performers and children's entertainment.
- This year we'll have approximately 40 food and beverage stalls.
- More Gala information is available on the City of Unley website at unley.sa.gov.au/unley-gala



ABOUT THE SANTOS TOUR DOWN UNDER

- The race start for the **Schwalbe Stage 6 of the Santos Tour Down Under** gets underway on Sunday, January 21. The peloton will head off from King William Road (near Walter Street) at 11.10am and race to the finish line at Mt Lofty.
- Invite patrons to come down early and soak up the atmosphere with breakfast in a local cafe.
- Santos Tour Down Under information is available at tourdownunder.com.au

UNLEY GALA SOCIAL CHANNELS



Follow, tag and comment on the Unley Gala Instagram page
[instagram.com/unleygala](https://www.instagram.com/unleygala)



Follow, tag and share the Unley Gala Facebook page
[facebook.com/unleygala](https://www.facebook.com/unleygala)



Follow, tag and share the Unley Gala Facebook event
[facebook.com/events/1533436950802869](https://www.facebook.com/events/1533436950802869)



Tag @unleycouncil and @unleygala on Facebook;
@unleycouncil on Twitter; and @cityofunley
and @unleygala on Instagram

HASHTAGS

Use the hashtag **#unleygala**

Customise your posts with your own hashtags or use these suggestions:

#unley #funley #onkwr #tourdownunder #eventssa #adlfashion
#safood #sawine #adelaide #southaustralia #tdu #bikes #cycling
#eatlocal #fashion #style #fashionparade #kingwilliamroad #fun
#entertainment #streetparty

RESOURCES FOR YOUR SOCIAL MEDIA AND WEBSITE

The following artwork tiles have been designed specifically for Instagram, Twitter and Facebook. To make life easy, we've also supplied approved key messages that you can personalise. To promote your involvement in the Gala, use these images as is (unedited).

Build anticipation and excitement by posting in the days leading up to the Gala. Prime your audience to ensure they make a beeline for your services on the day!

FACEBOOK & INSTAGRAM TILES



Download resources from unley.sa.gov.au/participant-kit

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EXAMPLE POSTS

GENERAL EVENT PROMOTION

Come and see us at the 2024 Unley Gala. Head down to King William Road on Saturday 20 January, 5 - 11pm. You'll find us at <insert your location>, where we'll be <insert your activity, offer etc> #unleygala

OR

Adelaide's favourite street party is back! The Unley Gala returns Saturday 20 January on King William Road, Hyde Park. Bring family and friends and join in the celebration! We'll be open <insert your details> offering our signature dish <insert your details> #unleygala #finefood

OR

We can't wait to be a part of the Unley Gala! Fun, free entertainment, runway shows, food and wine, and most importantly you'll find our <insert your details> at <insert your details>, King William Road on Saturday 20 January, 5 - 11pm. #unleygala

OR

New season fashions are arriving weekly! Head down to the Unley Gala and visit our <insert your store/display> at <insert your details> for the latest summer trends. #unleygala

When posting on facebook, please link to the **Unley Gala page or event** wherever possible.

EXAMPLE POSTS

FOOD & BEVERAGE

We're excited to be showcasing our signature dish <insert your dish name> at this year's Unley Gala. Come down to our <insert your store/ stall name> and sample this scrumptious dish for only <insert price> per plate. Saturday 20 January, 5 - 11pm, King William Road, Hyde Park. #unleygala

OR

What goes best with our <insert your dish name>? How about a refreshing glass of <insert beverage name>? Choose from our fresh summer menu while you take in the vibrant atmosphere of the Unley Gala! Saturday 20 January, 5 - 11pm, King William Road, Hyde Park. #unleygala

EXAMPLE POST

ENTERTAINMENT

We're excited to be playing live at the 2024 Unley Gala! You'll find us on the <insert stage name> between <insert times>. Come along and join in the celebration! #unleygala

When posting on facebook, please link to the **Unley Gala page or event** wherever possible.

TWITTER TILES & EXAMPLE TWEETS



Great food and great wine! You'll find it at our stall at the Unley Gala!
Saturday 20 January, on King William Road 5 - 11pm
[#unleygala](#) [@unleycouncil](#)

OR

Fancy a drink or two, live music and free entertainment? Join us at the
[#unleygala](#)! Saturday 20 January, 5 - 11pm, on King William Road,
Hyde Park [@unleycouncil](#)

EXAMPLE TWEETS – DAY OF THE EVENT

We're ready to go! [<insert your offer or featured dish>](#) [#unleygala](#)
[@unleycouncil](#) tonight on King William Road, 5 - 11pm

OR

We're ready for the street party of the year. Come on down and say hi!
Tonight on King William Road, 5 - 11pm [#unleygala](#) [@unleycouncil](#)

OR

Heading down to the Unley Gala this evening? Come try our [<insert product details>](#) on King William Road, Hyde Park
[#unleygala](#) [@unleycouncil](#)

WEBSITE RESOURCES

Feel free to link to our social media channels wherever possible. Alternatively, post information directly onto your own website using the following banners.

WEBSITE BANNER



WEBSITE TILE



EMAIL SIGNATURE IMAGE



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SANTOS TOUR DOWN UNDER SCHWALBE STAGE 6 RACE START

Encourage attendees back to King William Road on Sunday 21 January 2024. Invite your followers to come down early for breakfast and to experience the atmosphere of world-class cycling. Activities start at 9.20am, with the race starting at 11.10am from the intersection with Walter Street.

MEDIA COVERAGE

We are rolling out a targeted media strategy for the Unley Gala and are on the lookout for interesting or unique stories to pitch to local media. For example, in the past we have pitched stories about stallholders who blend smoothies using the power of the pedal, and fashion retailers displaying cycling related fashion. We want to know!

Please send your ideas for consideration to
[**unleybusiness@unley.sa.gov.au**](mailto:unleybusiness@unley.sa.gov.au)

