



PARRAMATTA  
PARK

# EVENTS & VENUES

INCLUDING



THE  
CRESCENT  
*Summer Series*





## THE CRESCENT

The Crescent, in World Heritage-listed Parramatta Park, is one of Sydney's most spectacular outdoor event spaces. It has played host to major international and local artists, festivals and events as diverse as Sydney Symphony Under the Stars, FOMO Festival (Post Malone, Lizzo), Carols with Guy Sebastian and more.

Forming a natural amphitheatre along Parramatta River, just across from Bankwest Stadium, The Crescent is a flexible event space for audiences of up to 18,000, with a 2500m<sup>2</sup> paved stage platform, site power, water/pump-out points and, in summer, a concert stage and back-of-house, for plug-and-play hire.



amazing  
**atmosphere**

Night or day, fringed by trees,  
and bats at dusk

**160°**  
viewing

Bringing audiences  
closer to the stage

a scalable,  
**versatile**  
space

Different configurations can  
allow for smaller  
or larger events

# PARRAMATTA PARK

Situated in the geographic heart of Sydney just 24km from the CBD, Parramatta Park is under 30 mins from several major city centres and a short walk from Parramatta and Westmead stations.

Its Aboriginal history reaches back 40,000 years. It is also one of Australia's most significant early European colonial sites and one of our first public parks - a place for entertainment, celebration and community since 1858, with around 2 million visits each year.

As Sydney's 'second CBD', Parramatta is the vibrant commercial and cultural centre of the Central River City and one of the country's fastest growing regions. It's home to a young, aspirational and culturally diverse community as well as many major corporate and government headquarters, hotels and restaurants.

Parramatta Park and The Crescent are central to the City's growing reputation as a destination for entertainment and culture.



# CRESCENT SUMMER SERIES

The Crescent Summer Series is Parramatta Park's largest annual marketing initiative. Now in its fifth year, the program of free and ticketed major events has become a core part of summer in Parramatta.

The program is anchored by free community events including Carols in the Crescent, New Year's Eve and Australia Day, all in partnership with City of Parramatta, and Symphony Under the Stars, part of Sydney Festival.

All event and festival bookings during the Crescent Summer Series period will receive full integration with an extensive promotional campaign.



# MARKETING AND PROMOTION

The Crescent Summer Series' promotional campaign leverages Parramatta Park's physical assets, long-standing strategic partnerships, and highly engaged audiences. The campaign runs November to March and includes high-impact outdoor sites in and around Parramatta and a significant digital campaign across owned and paid platforms.



## out-of-home

including high traffic billboards in key locations, City of Parramatta street flags, and in-park and event signage

## website

dedicated Series website [parrapark.com.au/crescentssummerseries](http://parrapark.com.au/crescentssummerseries) with individual event pages

## social

Facebook, Instagram and Twitter including paid campaigns and ticket giveaways

## edm

dedicated eDMs plus inclusion in quarterly e-newsletter

## media & pr

Sydney metro and local media campaign to drive ticket sales and attendance

## cross promotion

and cooperative marketing opportunities between event partners



# THE CRESCENT VENUE SPECS

<b>EVENTS</b>	Suitable for large concerts, festivals and cultural events
<b>SIZE</b>	24,000m <sup>2</sup>
<b>CAPACITY</b>	Up to 18,000 (subject to individual event layout and risk-management plans)
<b>LICENSING</b>	Bring your own, no contracted licensee
<b>TICKETING</b>	Uncontracted
<b>MOBILITY</b>	Disabled access and viewing areas
<b>SOUND</b>	Permitted within EPA guidelines until 11pm Thu – Sat and the day before a public holiday; and until 10pm on other days. Up to 101 decibels with appropriate safeguards against noise bleed.
<b>POWER</b>	Stage power – 2 x 400 amps  Site power – 5 cabinets evenly located around the site, each containing 2 x 32 amp 3 phase and 2 x 15 amps
<b>WATER</b>	Potable water – 8 taps spread evenly around the site associated with the power cabinets  Non-potable water – used for irrigation, not available for event use Sewer pump-out available
<b>LIGHTING</b>	Australian standard handrail lighting to stairs and rear ramp
<b>PERMITTED VEHICLE LOADING</b>	45t GVM on the hard stand area 28t GVM on the sides and across the top of the amphitheatre 15t GVM on the amphitheatre bowl
<b>GROUND PROTECTION REQUIRED</b>	'Supa-trac' or similar in the mosh pit 'Event-grip' or similar in high wear areas such as bar queues 'Pro-floor' or similar, in areas such as marquees 'Trac-mat', 'LD 20' or similar for heavy vehicle trafficked areas
<b>CONDUIT TO FRONT OF HOUSE</b>	90m of conduit configured as 2 x 200mm diameter pipes takes cabling to any FOH structure



# CORONATION HILL VENUE SPECS

<b>EVENTS</b>	Suitable for concerts and community events
<b>SIZE</b>	13,000m <sup>2</sup>
<b>CAPACITY</b>	Up to 7,500 (subject to individual event layout and risk-management plans)
<b>LICENSING</b>	Bring your own, no contracted licensee
<b>TICKETING</b>	Uncontracted
<b>MOBILITY</b>	Rated as accessible compliant
<b>SOUND</b>	Permitted within EPA guidelines until 11pm Thu – Sat and the day after a public holiday; and until 10pm on other days.
<b>POWER</b>	There is no power on this site
<b>WATER</b>	Potable water – two taps nearby
<b>SEWER PUMP-OUT</b>	No facilities on site, all toilets must be located on surrounding hardstand areas
<b>LIGHTING</b>	Provided by the Hirer, none on site
<b>PERMITTED VEHICLE LOADING</b>	28t GVM max
<b>GROUND PROTECTION REQUIRED</b>	‘Supa-trac’ or similar in the mosh pit ‘Event-grip’ or similar in high wear areas such as bar queues ‘Pro-floor’ or similar, in areas such as marquees ‘Trac-mat’, ‘LD 20’ or similar for heavy vehicle trafficked areas.



# COLEMAN OVAL VENUE SPECS

<b>EVENTS</b>	Suitable for community events and small concerts and fairs
<b>SIZE</b>	8,750m <sup>2</sup>
<b>CAPACITY</b>	Up to 4,000 (subject to individual event layout and risk-management plans)
<b>LICENSING</b>	Bring your own, no contracted licensee
<b>TICKETING</b>	Uncontracted
<b>MOBILITY</b>	Rated as accessible compliant
<b>SOUND</b>	Permitted within EPA guidelines until 11pm Thu – Sat and the day after a public holiday; and until 10pm on other days.
<b>POWER</b>	There is no power on this site
<b>WATER</b>	Potable water – one tap on site
<b>SEWER PUMP-OUT</b>	No facilities on site
<b>LIGHTING</b>	Provided by the Hirer, none on site.
<b>PERMITTED VEHICLE LOADING</b>	28t GVM max
<b>GROUND PROTECTION REQUIRED</b>	‘Supa-trac’ or similar in the mosh pit ‘Event-grip’ or similar in high wear areas such as bar queues ‘Pro-floor’ or similar, in areas such as marquees ‘Trac-mat’, ‘LD 20’ or similar for heavy vehicle trafficked areas





## GET IN TOUCH

Booking enquiries:  
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or  
[matt@kingdomsounds.com.au](mailto:matt@kingdomsounds.com.au)  
0411 053 824

Visit  
[parrapark.com.au/crescentsummerseries](http://parrapark.com.au/crescentsummerseries)

   @parrapark  
#parrapark #theCrescent

