

BANGALOW BILLYCART DERBY

SPONSOR IMPACT REPORT



2026 EVENT — NORTHERN RIVERS NSW

EVENT OVERVIEW

The Bangalow Billycart Derby once again delivered a highly successful community event, attracting strong regional visitation, significant community engagement, and extensive sponsor exposure across live event, digital, social media, and traditional media channels.

The 2026 Derby reinforced its position as one of the Northern Rivers' most iconic family events, generating exceptional attendance and broad audience reach while delivering meaningful value for sponsors and community stakeholders.

KEY EVENT METRICS

METRIC	RESULT
Estimated Spectators	8000+
Race Entries Sold	255
Individual Billycarts Participating	150
Community Engagement	High
Regional Economic Impact	Significant

AUDIENCE & COMMUNITY IMPACT

- Strong family-oriented demographic attendance
- Significant visitation to Bangalow township and local businesses
- Broad regional audience reach through digital and traditional media
- High volunteer and community participation
- Extensive sponsor visibility throughout the event precinct
- Strong online engagement leading into and during the event

FACEBOOK SPONSORED CAMPAIGN PERFORMANCE

The official sponsored Facebook event campaign delivered exceptional digital exposure and audience engagement, significantly increasing awareness and attendance across the Northern Rivers and broader regional audience.

METRIC	RESULT
Total Views	148,168
Total Engagements	10,277
Website Link Clicks	9,300
Reactions	763
Comments	96
Shares	72

The campaign generated substantial traffic directly to the Bangalow Billycart Derby website, driving awareness, ticket sales, sponsor exposure, and event information access.

WEBSITE TRAFFIC & DIGITAL REACH : WWW.BANGALOWBILLYCART.COM.AU

The Derby website experienced strong traffic growth during the campaign period as a direct result of social media marketing and organic search visibility.

METRIC	RESULT
Facebook Campaign Referrals	9,300
Google Search Visits	1,854
Combined Measurable Website Visits	11,154

This level of online engagement demonstrates strong public interest and highly effective audience conversion from social media promotion into direct event interaction.

AUDIENCE DEMOGRAPHICS

Gender Breakdown

AUDIENCE	PERCENTAGE
Women	48%
Men	50%
Unknown	2%

Age Demographics

AGE GROUP	PERCENTAGE OF VIEWS
25–34	23.3%
35–44	26.1%
45–54	19.7%
Other Ages	30.9%

The campaign achieved particularly strong engagement within the 25–54 demographic, representing a highly valuable family and community-focused audience segment for sponsors.

SPONSOR EXPOSURE OPPORTUNITIES DELIVERED

On-Site Brand Exposure

- Trackside signage and branding
- Race announcer sponsor mentions throughout the event
- Sponsor logo placement across event infrastructure
- Inclusion in digital promotions and event communications
- Community activation opportunities
- High foot traffic and crowd visibility

MEDIA COVERAGE SUMMARY

Television Exposure

NETWORK	AUDIENCE	ONLINE	TOTAL REACH
NBN NINE	1,274,200		2,548,400
PRIME 7	1,300,000		1,300,000

NBN NINE : Pre interview aired Thursday 15th May. Gillian pushed for big coverage, all focus on billycart, on the day. Aired 6pm Sunday.

PRIME 7 : Pre interview with P&C Bangalow School kids, their carts, Greg Nash and P&C aired at the showgrounds Thursday 15th May

Radio Exposure

NETWORK / STATION	AUDIENCE	ONLINE	TOTAL REACH
Bay FM	10,000		10,000
ABC North Coast	178,500		178,500
Paradise FM	3000		3000
ZZZ FM	147,000		147,000

Bay FM : Nicky Fisher did repeated plugs on “Friday Feels”

ABC North Coast : Interview with Greg Nash

Paradise FM : Interview with Marc Cheong and Greg Nash

ZZZ FM : Consistent “plugs” in the lead up to the event starting Friday 15th of May

Print & Traditional Media

PUBLICATION	AUDIENCE	ONLINE	TOTAL REACH
Bangalow Herald	6,000	2,146	8146
Byron Wave	16,800	4000	41600
Byron Shire Echo	56000	30000	258000
Byron Coast Times	12500	3500	32000

Bangalow Herald : Half page

Byron Wave : Full page in April and May issue

Byron Shire Echo : Editorial two weeks prior. Three page feature Wednesday 13th May, Cover and feature Wednesday 20th May

Byron Coast Times : Feature in in week prior to event Thursday 15th May and cover story Thursday 21st May

ECONOMIC & COMMUNITY CONTRIBUTION

The Bangalow Billycart Derby continues to deliver substantial economic and social value to the region through:

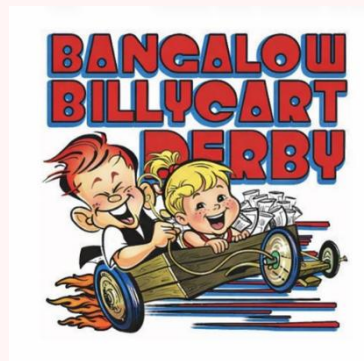
- Increased visitation to Bangalow and surrounding areas
- Support for local businesses, cafes, retailers, and tourism operators
- Community fundraising opportunities
- Volunteer engagement and local participation
- Positive regional media exposure
- Strong family-focused community activation

Sponsor Acknowledgement

The success of the Bangalow Billycart Derby would not be possible without the support of our sponsors, partners, volunteers, and community stakeholders.

Your contribution directly supports the delivery of one of the Northern Rivers' most recognised and well-attended community events.

Thank you for helping make the Bangalow Billycart Derby a continued success.



Prepared for Sponsors & Stakeholders
Bangalow Billycart Derby
2026 Event Committee

For further information, partnership opportunities, or media enquiries, please contact:

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