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## **SPRINKLE YOUR IDEAS WITH SOME SPLASH MAGIC THIS WINTER**

With more than 220,000 people making their way around Adelaide's CBD each day, there's an amazing opportunity to engage locals and visitors in a variety of events and projects across the city, with the support of Splash Adelaide's Winter 2017 program!

Splash Adelaide partners with the community to bring the city's spaces and places to life with unique events and activities – whether in a hidden laneway, on a breezy rooftop or in a bustling square.

Applications for the Splash winter season are now open, with a wide range of support options available to city businesses, entrepreneurs, community groups and individuals with bright ideas to keep the city buzzing through the cooler months.

Lord Mayor Martin Haese said with Adelaide's daytime population of more than 220,000, and crowds of up to 50,000 expected at Adelaide Oval this winter for blockbuster night-time AFL games and events like June's World Cup soccer qualifier, successful applicants could benefit from excellent exposure to new audiences.

"This year Splash Adelaide is encouraging local businesses to really think outside the square with their ideas and consider collaborating with creative people and neighbouring traders on projects or events that will bring people to their door and provide an exceptional city experience," said Martin.

Since 2011 Splash Adelaide has helped pave the way for over 500 unique events and projects, everything from epic mud play for little people in a city laneway to a morning dance party along the Torrens Riverbank and fire spinning in Victoria Square.

"Whether it's working with other businesses in your community to spruce up a laneway with a creative display or staging a unique event – the aim is to bring energy and activity to every corner of the city and get as many city residents, workers and visitors involved!"

Types of assistance offered by Splash Adelaide include waiving certain operational expenses associated with running an event or project, promotional support, project facilitation and mentorship.

"Whatever you need to get your idea off the ground, it will be complemented by priceless engagement with Splash Adelaide's active 23,500 strong online community," said Martin.



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Sam Neeft, owner of Treadly Bike Shop in Ebenezer Place, experienced first-hand the benefits of partnering with Splash Adelaide to launch his successful event *Maker* – a street festival celebrating the passion, artistry and craftsmanship behind Australian cycling products.

“*Maker* was a huge success this year with invaluable support from the Splash Adelaide team. Their hands on approach reassured us that we were ticking all of the right boxes in the lead up to the event, while the positive exposure we received through Splash’s promotional channels really helped to build excitement around the event and draw a crowd to Ebenezer on the day.

“Small traders across the city should be utilising the unique opportunity to partner with Splash and help build a stronger community and brand for their business,” said Sam.

Winter 2017 applications are now open and must be submitted online at [splashadelaide.com.au](http://splashadelaide.com.au) by close of business on 10 March. Successful applicants will need to implement their ideas between 1 May and 30 September this year.

To find out about Splash Adelaide events happening right now, download the Splash App, available free for [iPhone](#) and [Android](#) devices.