

Bring Magic to the Murraylands



New Year's Eve Fireworks 2026

The Rural City of Murray Bridge is proud to host its annual New Year's Eve Fireworks celebration, bringing the community together for a memorable evening of entertainment, live music and spectacular fireworks along the Murray River.

This free, family-friendly event attracts thousands of attendees each year and has become a much-anticipated highlight of the local events calendar.

We invite organisations, businesses, and individuals to connect with our growing community by showcasing their brand through sponsorship opportunities.

This celebration is one of the region's largest annual events, held along the scenic banks of the Murray River at the Sturt Reserve Wharf Precinct.

Set against the iconic bridge backdrop, this open-air celebration features a spectacular show of light, music and fireworks to welcome the New Year.

- **WHEN:** Thursday, 31 December 2026
- **WHERE:** Wharf Precinct, Sturt Reserve
- **WHAT:** Live music + entertainment
- **NUMBERS:** 3000+ attendees annually
- **DETAILS:** Fireworks display and bridge lighting projections.



Choose your investment:

Sponsorship packages are limited to ensure maximum brand exposure and value. Options are available for single or multi-year partnerships, with flexibility to tailor packages to your objectives.

Opportunity	Diamond	Platinum	Gold	Silver	Bronze
New Year's Eve	\$20,000	\$10,000	\$5,000	\$2,500	\$1,000
Corporate display opportunity at event	✓	✓	✓	✓	✓
Linked-logo on RCMB NYE webpage	✓				
Social media acknowledgement on RCMB pages	✓	✓	✓		
Opportunity to distribute promo items at event	SOLD ✓				
Logo placement on print marketing materials	✓	✓			
Recognition in media release to local press	✓	✓	✓	✓	
Framed certificate of appreciation	✓	✓	✓	✓	✓

Get involved

Join us in delivering unforgettable regional experiences that light up our community and your brand.

For sponsorship enquiries:

RCMB Events Team

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