

THE ROCKS MARKETS

WITH ANNA POLYVIU



THE ROCKS MARKETS

ANNA POLYVIOU EDITION

Our curated markets have one of the highest visitations throughout the year.

Every Friday this January, The Rocks Market is teaming up with Anna Polyviou, one of Australia's best loved and most-awarded pastry chefs, to deliver *The Rocks Market – Anna Polyviou Edition*.

Promising to be the place to be this summer, The Rocks Markets will transform into a massive street party. George St will be closed and The Rocks' laneways will be brimming with scrumptious street food, fun beats, wondrous cookie workshops, tasty collaborations and buzzing with live entertainment.





THE DETAILS

WEEK ONE

Friday 7 January

WEEK TWO

Friday 14 January

WEEK THREE

Friday 21 January

WEEK FOUR

Friday 28 January

TIMES

4pm – 9.30pm

LOCATION

George and Playfair Streets

PRIMARY OFFERING

Hot food, spicy food, sweet food, cold food – all things delicious

OTHER OFFERINGS

Anna Polyviou hosted workshops

KEY DATES

EXPRESSION OF
INTEREST

Monday 29 November

STALLHOLDERS
NOTIFIED

Monday 6 December

PR &
MARKETING

Monday 6 December

PR & MARKETING
ACTIVITY

Monday 20 December



ABOUT ANNA POLYVIOU

Anna Polyviou is a chef like no other. She thinks beyond the boundaries and cooks to inspire, amaze and delight. As a creative director she creates mind-blowing food experiences and takes fans on the best kind of magical journey - one you can eat!

She's the powerhouse of pastry, but Anna is also an author, presenter, DJ and creative director of her namesake company. She's passionate about empowering people to have fun with food and gets the biggest kick out of making people smile and seeing their jaws drop. Her big personality and magnetic energy make her a hit with any audience.

She's bold, bright and exceeds expectations, just like her hair. Ever the overachiever, Anna went into pastry because she found savoury too easy.

She started her career at The Sofitel Hotel in her hometown, Melbourne. She was named Les Toques Blanc's "Best Apprentice in Victoria" and won a scholarship to work anywhere in the world. She chose London's most famous hotel, Claridge's, where she worked under the UK's top pastry chefs and created the nation's Dessert of the Year (Nadell Trophy). It was another prize, the Culinary Academy Award for Excellence of Pastry, that took her to her next destination, Paris, where she worked with one of the world's top chocolatiers, Pierre Herme at Pierre Herme Patisserie.

Above all, Anna is about people: encouraging them to give things a go, nurturing their talent and giving them something sweet to talk about!





COSTS AND INCLUSIONS



FRIDAY STALL COSTS

(incl GST)

- 3m Hot Food Stall: \$155.00
- 2.4m Hot Food Stall: \$90.00
- 3m General Stall: \$120.00
- 2.4m General Stall: \$85.50

WHAT'S INCLUDED

The Rocks Markets will provide lights, tables and marquees

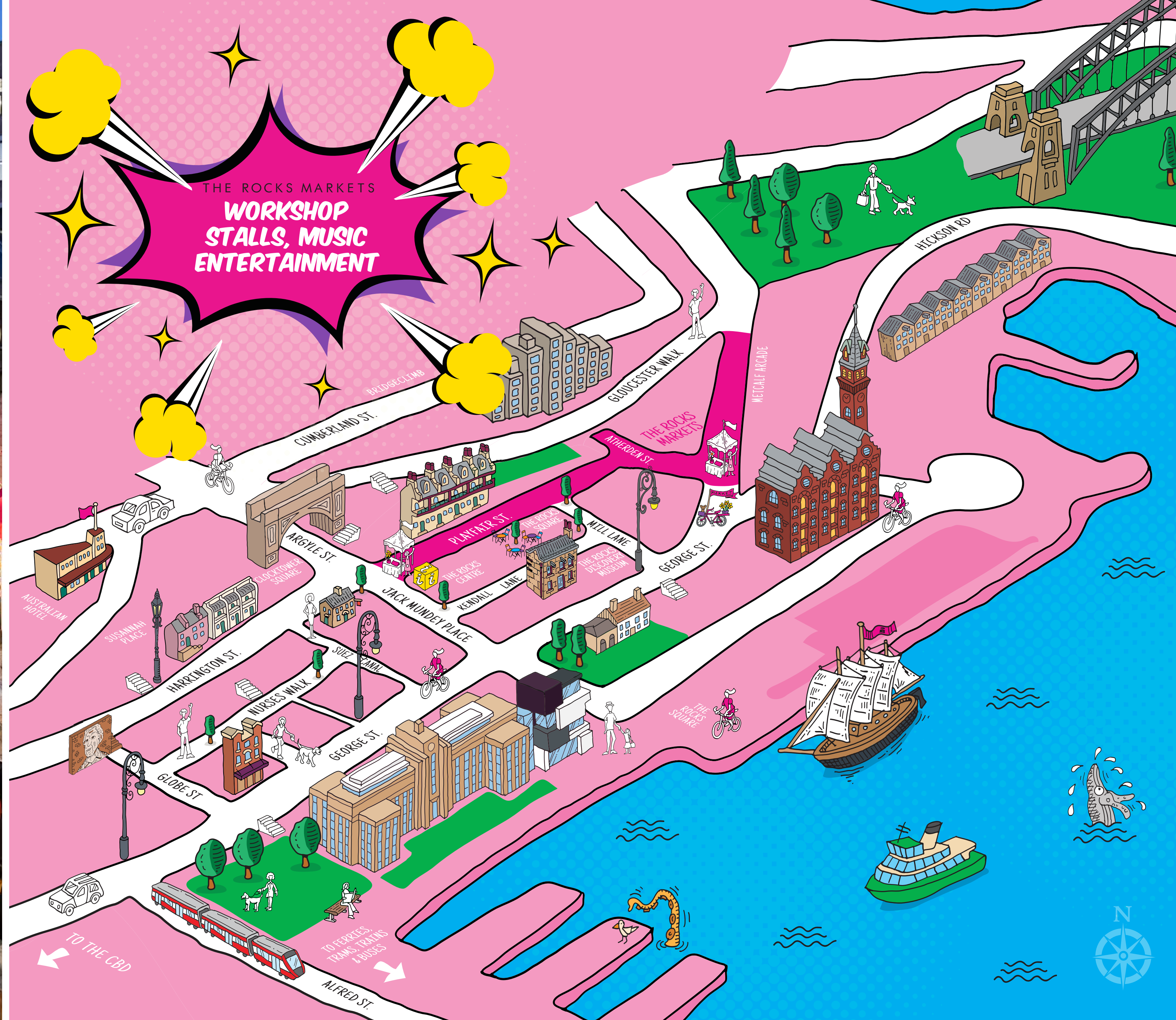
HOW TO APPLY

If you are not a Rocks Markets stallholder: [Apply here](#) and let us know in the product description that you are applying for The Rocks Markets – Anna Polyviou Edition.

Then [click here](#) to select the dates you are interested in trading.

If you're already a Rocks Markets stallholder: [Register here](#)

Note: This is a curated Market and category restrictions may apply.



HIGH REACH, HIGH IMPACT EXPOSURE

THE ROCKS CHANNELS

therocks.com
Homepage feature on therocks.com and dedicated webpage

Newsletter
Event will be featured in highly performing monthly eDM to 7,000 subscribers

In precinct signage
Event will be featured throughout the precinct through signage eg. posters, directional signage.

Social
Weekly posts to over 60K on Facebook & 31.6K on Instagram

EARNED

PR
with leading publications

PAID

Paid social advertising
Facebook and Instagram

Street Press
Paid Partnership

PARTNERS

Destination NSW and City of Sydney What's On channels

Anna Polyviou's channels and your channels



PARTNER

WITH US

The Rocks Markets welcomes the opportunity to help you create a memorable experiential activation or partnered brand experience that would form part of our iconic Friday night market series.

To start a conversation around commercial partnership opportunities, please get in touch.

Jesse Benson

Senior Client Liaison Officer – Partnerships & Venues

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