

Folk Pancake Festival Maslenitsa 2025

Post-Event Report

Organised by:



Prima Nota Inc.
Culture | Arts | Community

Event Date:
Sunday, 2 March 2025

Event Location:
Linde Reserve, Stepney, South Australia

Report Prepared:
April 2025

1. Executive Summary.....	4
2. Program & Activities.....	4
2.1 Main Stage Program.....	4
2.2 Children’s & Family Activities.....	4
2.3 Artisan Market & Food Stalls.....	5
2.4 Cultural Installations & Symbolism.....	5
2.5 Event Infrastructure and Decorations.....	5
3. Attendance & Engagement.....	7
3.1 Demographics.....	7
3.2 Community Feedback.....	7
4. Community Involvement.....	7
4.1 Volunteer Engagement.....	7
4.2 Schools, Choirs & Cultural Groups.....	8
4.3 Key collaborators.....	8
4.4 Technical Sponsorship and Media Support.....	8
5. Organising Team & Contributors.....	9
5.1 Prima Nota Leadership.....	9
5.2 Key Individual Contributions.....	10
5.3 Collaborative Ethos and Impact.....	11
6. Impact Summary.....	11
6.1 Cultural Impact.....	11
6.2 Social Impact.....	11
6.3 Educational Impact.....	12
6.4 Economic & Developmental Impact.....	12
7. Financial Overview.....	12
8. Media, Promotion & Digital Campaign.....	13
8.1 Social Media Strategy & Reach.....	13
8.2 Volunteer-Led Promotion Efforts.....	14
8.3 Key Metrics & Insights for Future Growth	
The digital campaign’s organic results demonstrate Prima Nota’s capacity to achieve	
substantial community engagement even with minimal resources.	
Key highlights include:.....	15
9. Challenges & Lessons Learned	
While Maslenitsa 2025 was successfully delivered, several challenges provided	
important learning opportunities for future events:.....	16
10. Future Directions.....	16
Appendix A: Social Media Analytics & Digital Impact.....	17
Campaign Snapshot.....	17
Facebook Performance.....	17
Instagram Performance.....	17
Audience Demographics.....	17

Funders' Takeaway.....	17
Appendix B: Community Feedback Highlights.....	18
Survey Snapshot.....	18
Top Suggestions for Improvement.....	18
Selected Testimonials.....	18
Impact Reflections.....	18
Appendix C: Sponsorship Strategy & Outcomes.....	19
Sponsorship Outcomes.....	19
Future Readiness.....	19
Appendix D: Branding & Visual Identity.....	21
Appendix E: Marketing & Outreach Materials.....	23
Appendix F: Estimated Market Value of Festival Services Rendered by Prima Nota.....	24
Report Ownership and Contact Information.....	25

1. Executive Summary

The Folk Pancake Festival Maslenitsa 2025, held on Sunday, 2 March at Linde Reserve in Stepney, was a vibrant and inclusive celebration of Slavic cultural heritage and multicultural collaboration. Organised by Prima Nota in collaboration with the Russian Community Centre of South Australia, the event brought together over 2,000 attendees for an afternoon of music, food, crafts, and cultural exchange. Performers included Russian, Bulgarian, Macedonian, Mexican, Venezuelan, and other multicultural groups, with additional programming such as a Romanian craft workshop and inclusive community activities.

2. Program & Activities

The Folk Pancake Festival Maslenitsa 2025 featured a diverse, multi-layered program designed to reflect the rich traditions of Slavic and Eastern European cultures, while offering hands-on creative experiences for children, families, and community members of all backgrounds. The event ran from 2 PM to 8 PM and was structured across several themed zones, each curated to encourage participation, discovery, and celebration.

2.1 Main Stage Program

The professionally managed main stage showcased a vibrant and diverse line-up of live performances, reflecting the multicultural spirit of Maslenitsa 2025.

The program featured:

- Folk and vocal ensembles from Russian communities across three states, enriching the concert with choral, dance, and dynamic vocal-choreographic numbers;
- Special guest performances from the Macedonian and Bulgarian communities, adding unique cultural flavour to the celebration;
- A vibrant Venezuelan dance group and colourful traditional performers from the Mexican community, further enhancing the international atmosphere;
- Children's performances prepared by local school groups and dance studios;
- Cultural commentary and MC-led guidance that connected audiences to the Slavic traditions and seasonal meaning of Maslenitsa.

2.2 Children's & Family Activities

The dedicated Creative Family Zone was active throughout the afternoon, engaging children and families in a wide range of Slavic-inspired arts and crafts activities.

Highlights included:

- Visual art workshops for children of all ages;
- Hands-on stations for painting traditional wooden crafts and ornaments;
- Creation of large and small Maslenitsa straw dolls;

- Themed arts & crafts tables offering free-form creativity and cultural expression;
- Costume try-ons and cultural dress-up activities, allowing children to explore Slavic folk attire;
- Interactive folklore storytelling, bringing Slavic myths and seasonal tales to life;
- Friendly guidance from volunteers and artists to introduce Slavic traditions through making and play.

All stations were supervised by trained volunteers, with an emphasis on cultural learning through play.

2.3 Artisan Market & Food Stalls

Authentic food vendors served a variety of Slavic, Eastern European, and multicultural cuisines, including:

- Traditional pancakes (blini), pirozhki and cakes;
- Eastern European sweets and pastries;
- Locally made drinks;
- Cultural merchandise and handmade crafts from local artisans

The market helped support local small businesses and enhanced the cultural experience with smells, tastes, and textures rooted in tradition.

2.4 Cultural Installations & Symbolism

The festival space featured a range of cultural installations and decorative elements that enhanced the atmosphere and guided visitors through the event:

- A tall, multi-directional signpost column, custom-designed to inform guests about key areas of the festival and support wayfinding across the venue;
- A large, specially constructed Maslenitsa straw figure, created and dressed by local artisans in accordance with traditional aesthetics. While no ritual burning took place due to state regulations, the figure served as a central symbolic installation;
- A fabric-based folk photo backdrop, decorated with artificial flowers, traditional musical instruments, and seasonal accessories;
- Selected zones were adorned with Slavic-inspired ornamental patterns, creating a culturally immersive environment;
- Additional thematic decorations complemented the visual narrative of the event and contributed to the festive and welcoming atmosphere.

These installations helped foster a visually cohesive experience, inviting attendees to engage with cultural symbols in tangible ways.

2.5 Event Infrastructure and Decorations

The physical environment of the Folk Pancake Festival Maslenitsa 2025 was carefully designed to create an immersive and welcoming cultural experience.

The event infrastructure combined professional staging with handcrafted decorations, community-built installations, and practical site enhancements.

Key elements included:

- **Professional Staging and Media Infrastructure**
Provided through the sponsorship of Central Audio Visual (CAV), the main stage area featured a full professional setup:
 - High industry level staging
 - High-quality sound and lighting systems
 - Live video transmission to a trailer-mounted LED screen
 - Multi-camera video recording of performances and family activities
- **Custom Maslenitsa Straw Doll**
Created and dressed by local artists and community members, the large Maslenitsa straw figure served as a symbolic centrepiece of the festival.
Following South Australian safety regulations, no ritual burning took place, but the figure remained a vibrant cultural icon throughout the event.
- **Artisan Backdrops and Folk-Style Installations**
Photo zones were constructed with hand-decorated fabric backdrops, artificial flowers, musical instruments, and seasonal accessories, providing opportunities for interactive audience engagement.
- **Wayfinding and Venue Signage**
A custom-built multi-directional signpost helped visitors navigate the festival, complemented by hand-painted signage throughout the park.
- **Hired Essential Infrastructure**
Benches, marquees, and support equipment were hired from local suppliers to ensure safety and comfort for attendees, while maintaining a grassroots aesthetic.

Much of the infrastructure — particularly the visual and decorative elements — was created in-house by Prima Nota and RCC volunteers using recycled, natural, and low-cost materials. This community-built environment reflected both the artistic spirit and the practical resilience of the festival team, delivering a cohesive, culturally rich space on a minimal budget.

3. Attendance & Engagement

The Folk Pancake Festival Maslenitsa 2025 drew a diverse and enthusiastic crowd, with an estimated 2,000 to 3,000 attendees over the course of the six-hour event. Foot traffic peaked between 2:30 PM and 7:00 PM, coinciding with main stage performances and family activity participation. Despite warm weather and high demand at food stalls, the overall atmosphere remained joyful and family-oriented throughout the day.

3.1 Demographics

The festival welcomed a wide range of participants, including:

- Young families with children of preschool and primary school age;
- Seniors and grandparents from Russian-speaking and Slavic backgrounds;
- Local South Australians from various ethnic communities;
- First-generation and long-term migrants;
- Community leaders, educators, and cultural organisation representatives.

This intergenerational and multicultural mix supported one of the event's key goals: strengthening cultural bridges and social cohesion through shared celebration.

3.2 Community Feedback

Verbal and written feedback gathered informally during and after the event reflected:

- High appreciation for the free, open-access format;
- Praise for the variety and quality of performances and craft stations;
- Gratitude for the child-friendly, safe, and culturally enriching environment;
- Some constructive feedback regarding food stall waiting times and sound coordination, which will be addressed in future planning.

Attendees frequently commented on the welcoming atmosphere and sense of community, with many expressing strong interest in returning for future festivals and Prima Nota projects.

4. Community Involvement

The success of Maslenitsa 2025 was deeply rooted in the collaborative spirit and generosity of the South Australian community. From cultural groups and schools to individuals offering time and expertise, the festival became a shared effort across generations and backgrounds – a true reflection of community-led cultural celebration.

4.1 Volunteer Engagement

Over 40 volunteers contributed across various areas of the festival, including:

- Setup and packdown;
- Stage management and performer coordination;
- Craft stations and children's zones;
- Photography, social media coverage, and crowd assistance;

- Welcoming guests, handing out programs, and maintaining cleanliness.

Volunteers included school-aged children (with parental supervision), university students, community members, and cultural professionals. Some received formal Volunteer Hour Certificates and all were publicly thanked on social media as part of Prima Nota's ongoing commitment to recognition and youth development.

4.2 Schools, Choirs & Cultural Groups

Maslenitsa 2025 proudly featured performances and participation from:

- Local and interstate Slavic folk ensembles, choirs, and performers of other cultural backgrounds;
- Children's dance groups and language schools;
- Independent artists and storytellers from Eastern European and Australian English backgrounds;
- Music educators and youth talent nurtured through previous community events.

Participation was open, inclusive, and structured to give both emerging and established groups a chance to share their cultural voice.

4.3 Key collaborators

- Russian Community Centre (RCC): Supported community engagement and cultural outreach, contributed to volunteer recruitment, provided limited infrastructure and logistical support, and participated actively during the final stages of festival preparation.
- Local food and artisan vendors

4.4 Technical Sponsorship and Media Support

The festival's main stage and media infrastructure were made possible through the generous support of Central Audio Visual (CAV), which provided an 85% discount on equipment and services.

As a key technical sponsor, CAV provided:

- Full installation of a professional stage setup, including high industry level staging;
- High-quality sound and lighting systems, ensuring clear audio and dynamic visual presence throughout the event;
- Live video transmission to a large trailer-mounted LED screen, enabling wide visibility for audiences across the venue;
- Multi-camera video recording, with one camera focused on the stage and the other capturing the activity zone, supporting future documentation and promotional use.

CAV's contribution significantly enhanced the quality, visibility, and accessibility of the festival's cultural program.

5. Organising Team & Contributors

The Folk Pancake Festival Maslenitsa 2025 was conceptualised, developed, and delivered by the Prima Nota team, supported by a network of dedicated community contributors.

While the event was delivered in collaboration with the Russian Community Centre of South Australia (RCC), Prima Nota took full responsibility for the artistic programming, event logistics, stakeholder engagement, and community outreach that shaped the festival's success.

All contributions were made on a volunteer basis, with team members offering professional expertise across multiple disciplines, including cultural programming, event management, community development, and marketing.

5.1 Prima Nota Leadership

The festival was led by the founding team behind Prima Nota — a newly incorporated not-for-profit organisation committed to promoting connection, wellbeing, and artistic expression through heritage-based events.

Key areas of responsibility included:

- **Creative direction and programming:** development of the artistic vision, main stage schedule, and multicultural performer curation;
- **Community and participant coordination:** engagement with over 20 performance groups, vendors, and cultural associations across three states;
- **Marketing and communications:** creation and delivery of the bilingual promotional campaign across social and physical platforms;
- **Branding and visual design:** development of the event's logo, banners, social media assets, and printed promotional materials;
- **Technical coordination:** securing and overseeing professional sound, stage, and lighting equipment through sponsorship partnerships;
- **Volunteer management:** recruitment, training, and onsite support of over 40 volunteers;
- **Production and documentation:** creation of event photography, videography, and post-event reporting for future grants and partnerships.

All responsibilities were fulfilled without financial compensation, reflecting a deep commitment to community-driven cultural development.

Prima Nota's incorporation as an independent not-for-profit organisation in 2025 marks the beginning of its structured operational development. With a growing organisational framework, Prima Nota Inc is now positioned to pursue sustainable growth, formalise volunteer engagement processes, and strengthen its capacity to deliver ongoing cultural and community programs.

5.2 Key Individual Contributions

Each Prima Nota leadership member played a distinct and vital role in the festival's delivery:

◆ **Nina Iouguina**

Cultural curator and key strategic contributor to the festival.

With a professional background in Computer Science and Mathematics and over two decades of experience in business and community development, Nina brings a unique blend of analytical thinking and cultural insight. Prior to moving to Australia, she served on the Board of Directors of the Downtown Rideau Business Improvement Area in Ottawa – the capital of Canada – where she worked closely with diverse communities, city councils, and major stakeholders on public-facing initiatives.

Nina was instrumental in conceptualising and shaping the direction of the Maslenitsa festival. She developed the foundational vision, initiated council engagement, contributed to stakeholder and sponsor relationships, co-led strategic planning, and authored key communications and post-event reporting. Her deep understanding of multicultural dynamics and inclusive community practices was pivotal in positioning the festival as a welcoming, forward-thinking cultural event.

◆ **Roman Sherstobitov**

Cultural production lead and technical coordinator.

With a background in choral conducting, vocal performance, and event organisation, Roman brings a unique blend of artistic insight and technical expertise to every project. In Australia, he is working as an AV technician at Central Audio Visual and is currently finishing his degree at Social Work at UniSA.

At the festival, Roman played a central role in translating artistic ideas into practical execution. He contributed to spatial planning, technical logistics, and on-site coordination, while also supporting the visual identity of the event. His calm presence, problem-solving mindset, and deep understanding of cultural production made him a key force behind the festival's delivery.

◆ Elena Nadezhdina

Program coordinator and performer liaison.

Elena co-coordinated communications with performers and workshop leaders, structured the overall festival plan, and maintained contact with vendors and suppliers. She also managed the production of printed materials and contributed to the entertainment program. A graduate of the Elder Conservatorium of Music, Elena teaches voice and conducts the Nadezhda Choir.

5.3 Collaborative Ethos and Impact

Despite varied formal affiliations, the Prima Nota team operated as equal collaborators, contributing significant professional expertise, labour, and creative input to realise the festival's vision.

Maslenitsa 2025 demonstrated the power of community-led cultural celebration built on:

- **Trust**
- **Equity**
- **Shared Responsibility**

The event's success validates Prima Nota's broader organisational model:

pairing cultural authenticity with professional standards, delivering high-quality experiences through volunteer-driven, heritage-based initiatives.

6. Impact Summary

Maslenitsa 2025 was more than a cultural celebration — it was a living example of how heritage-based programming can foster connection, inclusion, and empowerment across diverse communities. By offering free, high-quality arts experiences in a welcoming public space, the festival created meaningful impact across cultural, social, educational, and economic dimensions.

6.1 Cultural Impact

- Featured more than 50 performers from various cultural groups, including Slavic ensembles from South Australia, Western Australia, New South Wales, and Victoria;
- Included guest performances from artists with Venezuelan, Macedonian, Bulgarian, Mexican, and local Australian backgrounds;
- Presented a diverse artistic program that broadened the reach of Slavic traditions through collaboration and inclusion.

6.2 Social Impact

- Attracted an estimated 3,000 visitors throughout the day;
- Fostered intergenerational participation and cross-cultural dialogue;
- Created a welcoming, family-friendly environment that enabled social visibility for migrant communities through performance and volunteering;
- Supported over 60 volunteers, many of them youth or first-time participants in community events.

6.3 Educational Impact

- Delivered hands-on learning through workshops in folk doll-making, traditional craft painting, and Slavic visual design;
- Offered interactive experiences such as storytelling, costume try-ons, and symbolism-based art activities;
- Included a live historical display by The Eastway Vikings, offering insight into medieval Slavic and Northern European traditions;
- Hosted a self-defence masterclass led by Leandro Borelli, a certified specialist in Krav Maga and Brazilian Jiu-Jitsu, promoting physical awareness and confidence-building;
- Empowered youth through structured volunteer roles and creative involvement in cultural programming.

6.4 Economic & Developmental Impact

- Enabled participation of diverse local traders, including food vendors, artisan stalls, face painters, handcraft sellers, and tea providers;
- Showcased Prima Nota's capacity to deliver low-budget, high-impact cultural programming supported by strategic partnerships and volunteer labour;
- Established a replicable model for future multicultural events eligible for grant support and broader community engagement.

7. Financial Overview

Prima Nota Financial Contributions:

- **In-kind professional services delivered:** Approx. **\$100,000–\$150,000 AUD**
(Unpaid provision of artistic direction, event management, marketing, partnership coordination, volunteer management, financial administration, community engagement, compliance, and reporting.)

- **Out-of-pocket expenses absorbed by Prima Nota team members:** Approx. \$2,000–\$2,500 AUD
- **Grant funding received directly by Prima Nota: \$0 AUD**
(Although the Prima Nota team successfully applied for a \$5,000 Norwood, Payneham, and St. Peters council grant to support the festival, the grant was formally submitted under the auspices of the Russian Community Centre of South Australia (RCC), which received and managed the funds independently.)
- **Stallholder revenue received directly by Prima Nota: \$0 AUD**
(All stallholder participation fees were managed independently by RCC.)

Additional Financial Context (Collaborating Partner RCC):

The Russian Community Centre (RCC), acting as a collaborating community partner, independently received and managed funding sources, including the \$5,000 council grant and stallholder participation fees. RCC contributed to the festival by covering certain infrastructure, food preparation, decorative, and logistical expenses, with total costs estimated at approximately \$16,000 AUD.

Their support included assistance with the creation of the Maslenitsa straw figure, coordination of selected food-related activities, engagement of some vendors, and site logistics such as marquee and bench hire.

All financial transactions and service arrangements managed by RCC were handled separately from Prima Nota’s financial scope and reporting.

Note: For a detailed breakdown of Prima Nota’s in-kind professional contributions and the estimated market value of services rendered, please refer to **Appendix F**.

8. Media, Promotion & Digital Campaign

8.1 Social Media Strategy & Reach

The promotional campaign for the Folk Pancake Festival Maslenitsa 2025 was 100% organic, volunteer-led, and relied on bilingual community-driven outreach.

Promotion was delivered across Facebook and Instagram (Folk Pancake Festival Maslenitsa pages) between **August 2024** and **March 2025**, with all posts and stories created by Prima Nota volunteers.

Promotional materials can be viewed:

<https://www.instagram.com/folkpancakemaslenitsa/>

<https://www.facebook.com/festival.maslenitsa>

Content was published in both **English** and **Russian**, ensuring accessibility across generations and diverse community groups. The campaign emphasized artist spotlights, volunteer features, event countdowns, behind-the-scenes moments, and post-event gratitude posts.

Despite operating with no paid advertising, the festival achieved impressive digital reach:

- **73,000+ people reached**
- **87,000+ video views**
- **3,600+ post interactions**
- **3,783 profile visits**
- **427 new Facebook followers**
- **150% Instagram follower growth over six weeks**

The campaign's peak engagement occurred during the week of February 26 to March 3, 2025, particularly during performer spotlights and post-event highlights.

Audience demographics showed the highest engagement among **women aged 35–54** and **men aged 25–44**, primarily from **Adelaide, Sydney, Perth, Mt Barker**, with **92.8%** of users based in Australia.

Prima Nota's volunteer-driven digital campaign demonstrated strong community trust, cultural relevance, and the festival's potential as a flagship multicultural event in South Australia.

8.2 Volunteer-Led Promotion Efforts

All media production and promotional outreach for Maslenitsa 2025 were carried out internally by Prima Nota volunteers. This included the complete development of:

- Event posters and flyers
- Digital banners and social media visuals
- Physical signage, QR code flyers, and directional wayfinding materials

No external marketing contractors or advertising agencies were engaged.

All graphic design, content writing, and community management tasks were handled by Prima Nota's in-house team, reflecting a strong grassroots ethos and a high degree of professionalism.

In addition to digital outreach, during the final coming weeks, RCC volunteers greatly assisted with in-person delivery of promotional materials, distributing physical flyers and posters at:

- Local schools
- Libraries
- Community centres
- Ethnic businesses and cultural hubs

Community word-of-mouth was further amplified by performers, volunteers, and collaborating organisations, expanding the organic reach.

The event also benefited from using Adelaide Fringe Festival branding, positioning Maslenitsa 2025 within South Australia's major arts calendar.

This fully volunteer-led approach underscored Prima Nota's ability to deliver broad, effective, and visually cohesive event promotion without financial investment.

8.3 Key Metrics & Insights for Future Growth

The digital campaign's organic results demonstrate Prima Nota's capacity to achieve substantial community engagement even with minimal resources.

Key highlights include:

- **73,000+ total organic reach**
- **87,000+ video views**
- **3,600+ post interactions**
- **150% Instagram follower growth in six weeks**

The most successful content formats included performer spotlights, volunteer highlights, and post-event gratitude posts, which fostered emotional connection and community pride. These results position Prima Nota strongly for future growth:

- Modest investment into paid social advertising could **double or triple** reach to 150,000+ people.
- Expanding bilingual and multicultural content could engage even broader ethnic communities across South Australia.
- Enhanced early-stage storytelling and volunteer visibility could boost RSVP rates and advance community mobilisation ahead of events.

For funders and partners, the success of Maslenitsa 2025's digital campaign demonstrates:

- Prima Nota's ability to strategically engage diverse audiences
- An efficient and scalable model for multicultural event promotion
- A clear public appetite for community-led, culturally rich experiences

With even modest financial support, Prima Nota could significantly expand digital engagement, volunteer activation, and artist visibility in future projects.

9. Challenges & Lessons Learned

While Maslenitsa 2025 was successfully delivered, several challenges provided important learning opportunities for future events:

- Limited funding resulted in unpaid professional labour and constraints on materials, equipment, and efficient distribution of promotional materials;
- Coordination gaps with RCC revealed the need for formalised agreements and Memoranda of Understanding (MOUs);
- Operational issues, including food stall congestion and limited sound check time, highlighted the importance of improved site zoning and early-stage technical planning;
- Volunteer management will benefit from clearer onboarding procedures, role descriptions, and coordination protocols.

Despite these challenges, the event was delivered safely, on time, and with strong public reception. The insights gained will inform planning for Maslenitsa 2026 and similar community-led cultural initiatives.

10. Future Directions

Building on the success of Maslenitsa 2025, Prima Nota Inc. plans to further strengthen its role as a leader in community-driven cultural development. The organisation will seek

operational grant funding, expand strategic partnerships, and deliver scalable multicultural programs across South Australia during 2025–2026. Prima Nota's incorporation in 2025 has laid a strong foundation for structured program growth, volunteer development, and broader community impact.

Appendix A: Social Media Analytics & Digital Impact

Campaign Snapshot

Promoted organically across Facebook and Instagram by volunteers, Maslenitsa 2025 reached over 73,000 people online with no paid advertising.

Facebook Performance

- 73,000+ Reach
- 87,000+ Views
- 3,600+ Interactions
- 3,783 Profile Visits
- 427 New Followers

Instagram Performance

- ~14,000 Reach
- Top Post: 3,400+ Views
- 150% Follower Growth in 6 Weeks
- Strong Reel & Story Engagement

Audience Demographics

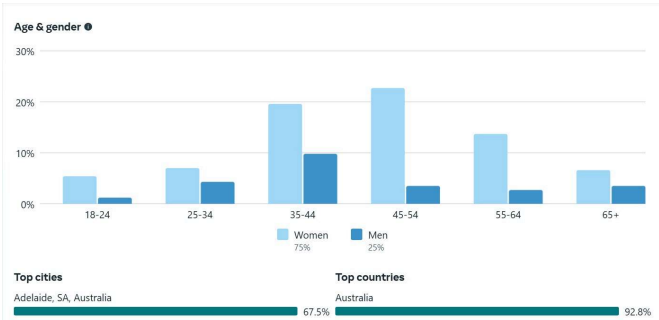
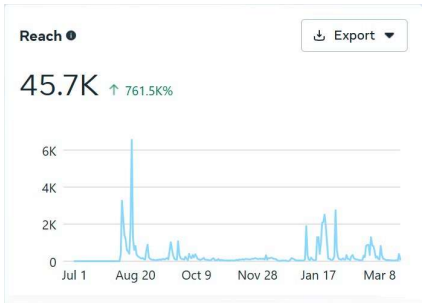
- Women 35–54 & Men 25–44 were most engaged
- Top cities: Adelaide, Sydney, Perth, Mt Barker
- 92.8% of reach from Australia

Funders' Takeaway

Prima Nota achieved outstanding digital outcomes using only volunteer time and organic reach. With funding, the campaign could scale to 150,000+ reach, increase multilingual access, and enhance artist and community storytelling. All social media posts and analytics referenced here can be publicly accessed

<https://www.instagram.com/folkpancakemaslenitsa/>

<https://www.facebook.com/festival.maslenitsa>



Views breakdown
Apr 1, 2024 – Mar 25, 2025

Total
83,919

From organic
74%

From ads
26%

Appendix B: Community Feedback Highlights

Survey Snapshot

- Total Responses: 21
- 5-Star Ratings: 13
- Would Recommend or Attend Again: 19
- Most Common Discovery Method: Facebook/Instagram

Top Suggestions for Improvement

- Perhaps multiple kiosks for pancakes and pirozhki to reduce queue and waiting time.
- The DJ was fantastic, but came on too late... Also needs a coffee stand.
- Blini should be kept warm — warmer was there but unused.
- Two food zones would help reduce lines — one near the stage, one near the entrance.



Selected Testimonials

“It was a brilliant event that united so many participants and volunteers. Our special 'thank you' from Perth, Western Australia — to Elena Nadezgdina. 20 persons from Perth took part in this fabulous event.”

“Was impressed when people recognised us from last year’s performance: ‘Perth is here again, very colourful costumes and performances.’”

“Maslenitsa showed once again just how hardworking and talented our people are — and how vibrant and rich our culture is.”

“В целом Масленица получилась замечательная... Это мероприятие превзошло все мои ожидания. Спасибо вам огромное.”

“It was a very nice community event. Well organised and wonderful crowd. Everybody is friendly and willing to try something nice” - TaCHs Stroopwafels

Impact Reflections

Participants reported the event:

- Created a sense of community
- Provided joy and fun for families
- Helped individuals connect with cultural roots
- Inspired new friendships and continued involvement

“Helped us connect with culture; created a sense of pride; gave us joy.”

Appendix C: Sponsorship Strategy & Outcomes

As part of the preparation for Maslenitsa 2025, Prima Nota developed and distributed a sponsorship presentation to potential partners and businesses. The goal was to secure support for event infrastructure, outreach, and program enhancement. The following slides were part of our official sponsorship proposal.



Sponsorship Outcomes

Gold Sponsor: Central Audio Visual (CAV) provided professional-grade audiovisual services for the Maslenitsa 2025 stage, including lighting, sound, trussing, rigging, and AV technicians throughout the setup, rehearsal, and event day.

- Total estimated value of equipment services: \$7,980.00
- In-kind discount on equipment: \$6,772.73 (84.87%)
- Technical services billed at full cost: \$4,700.00
- Total amount invoiced to the organisers: \$6,498.00 (incl. GST)

This high-value sponsorship allowed for a seamless technical delivery, while maintaining professional-grade standards across the festival's performances and main stage programming.

All branding, stage signage, and MC acknowledgements reflected Central Audio Visual's Gold Sponsor status. This partnership enabled a high-quality production that met industry standards without the cost burden.

Note: This figure has been updated from a previously circulated miscalculation. Stakeholders have been notified and the correction is reflected in this version.

Silver Sponsor: Smart Squirrel contributed \$2,500 AUD in direct financial support toward event logistics and festival programming. Their generous sponsorship helped cover material costs, signage, and coordination for several core festival activities.

Their support was acknowledged through:

- Printed event banners
- Online social media campaigns
- On-stage acknowledgements by the MC
- Inclusion in the official report

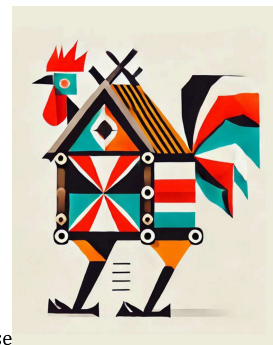
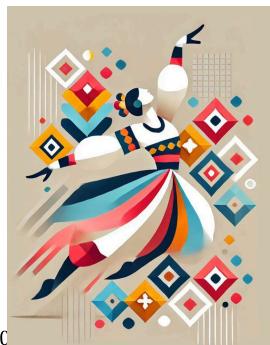
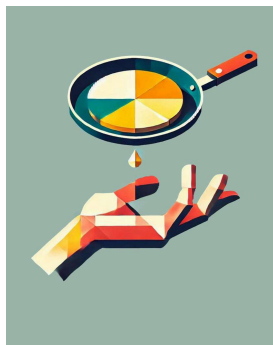
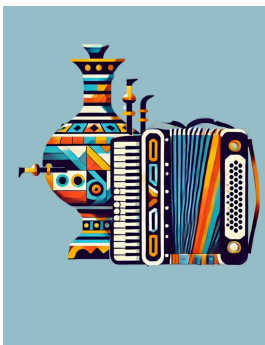
Smart Squirrel's contribution enabled seamless behind-the-scenes operations and supported community engagement activities during the festival.

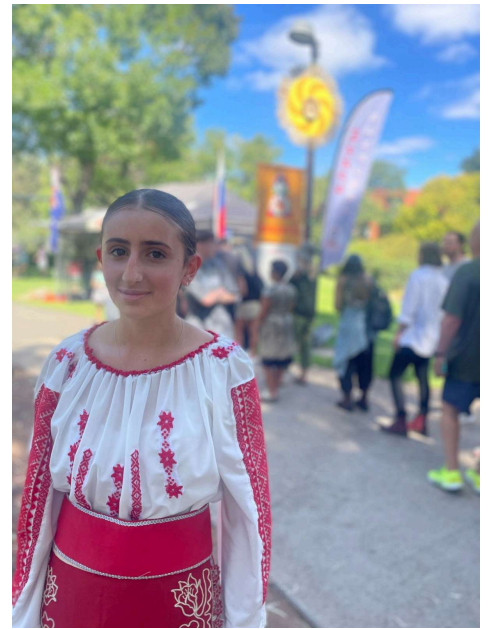
Future Readiness

Based on the success of the 2025 campaign, Prima Nota Inc. is well-positioned to launch future sponsorship campaigns with confidence. The organisation now holds a refined set of engagement materials and a proven track record of value delivery for sponsors.

Appendix D: Branding & Visual Identity

All visual identity elements for Maslenitsa 2025 — including the event logo, banners, social media materials, poster layouts, and illustrated motifs — were developed entirely in-house by the Prima Nota team.





This creative work was led by team members with professional backgrounds event branding and community communications. No external design agencies or marketing firms were involved.

This hands-on approach not only ensured aesthetic consistency across platforms and materials, but also demonstrated Prima Nota's ability to deliver professional-grade public-facing assets on a grassroots budget — powered entirely by volunteer labour.

Appendix E: Marketing & Outreach Materials

All marketing and outreach materials for Maslenitsa 2025 were developed in-house by the Prima Nota team, with no external design or promotional contractors involved. The campaign was delivered entirely through organic, volunteer-led efforts.



Key materials included:

- Event posters and flyers distributed across schools, libraries, and community centres
- Digital content shared across Facebook and Instagram, with bilingual messaging (Russian and English)
- A custom-designed QR code flyer to simplify public access and RSVP tracking
- Stakeholder-targeted visuals used to engage sponsors, cultural partners, and local media
- Use of Adelaide Fringe branding, positioning the event within South Australia's leading arts festival context

The outreach campaign reflected Prima Nota's grassroots ethos and community-building focus, while still delivering high-quality visual and strategic assets. This appendix presents selected examples of these promotional materials as used throughout the campaign period.

Appendix F: Estimated Market Value of Festival Services Rendered by Prima Nota

Between March 2024 and March 2025, Prima Nota delivered key elements of the Folk Pancake Festival Maslenitsa 2025, with the Russian Community Centre of South Australia (RCC) participating as a collaborating community partner. Prima Nota's contributions included artistic direction, event management, infrastructure planning, sponsorship and partnership coordination, marketing and public relations, volunteer management, financial administration, cultural and community engagement, risk management compliance, and post-event reporting.

Had external providers been engaged to deliver the equivalent professional services, based on 2024–2025 Australian market rates for cultural event production, the estimated total project cost would have ranged between **\$100,000 and \$150,000 AUD**.

This estimate reflects typical external service charges for:

- Artistic and Cultural Program Direction
- End-to-End Event Management
- Stakeholder and Community Engagement
- Site Logistics Planning and Infrastructure Management
- Sponsorship and Partnership Development
- Marketing Campaigns, Branding, and Media Relations
- Volunteer Recruitment, Coordination, and Support
- Risk Management, Insurance, and Compliance
- Asset Development (custom banners, flags, décor)
- Post-Event Reporting and Grant Documentation

Through this project-specific collaboration, Prima Nota provided substantial **professional in-kind contributions**, significantly advancing the cultural, artistic, and community engagement outcomes of the festival, and delivering measurable benefits for the Russian-speaking and broader multicultural community of South Australia.

Report Ownership and Contact Information

This report was prepared by Prima Nota Inc.

All event concepts, organisational frameworks, project documentation, visual materials, and written content within this report are the intellectual property of Prima Nota Inc., unless otherwise stated.

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For further information, partnerships, or inquiries related to Maslenitsa 2025 or future cultural initiatives, please contact the Prima Nota team directly.