

FOLK PANCAKE FESTIVAL MASLENITSA

STALLHOLDER INFORMATION PACK

CELEBRATE CULTURE • COMMUNITY • SPRING AWAKENING

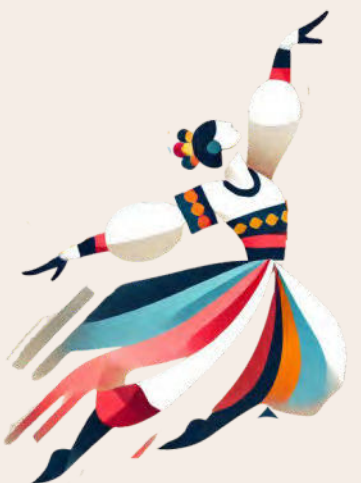
EVENT DATE & LOCATION

📍 LINDE RESERVE , 45 STEPNEY ST, STEPNEY SA 5069
📅 DATE - SUNDAY 15TH FEBRUARY 2026
TIME 1:00PM -9:00PM

PRESENTED BY:

PRIMA NOTA INC.

BRINGING PEOPLE TOGETHER THROUGH
TRADITION, FOOD, AND VIBRANT CULTURE.



About Maslenitsa

A joyful cultural celebration of spring, rooted in Slavic traditions.

Highlights:

Free, family-friendly community festival
Traditional pancakes (blini), music,
dance, art, games.

Held annually at the change of season –
farewell to winter, welcome spring

Organised by Prima Nota – a not-for-
profit volunteer-led group

Inclusive, vibrant, multicultural atmosphere



Why Be a Stallholder?

Benefits:

Be part of a professionally organised, high-profile cultural event

Reach an audience of 3,000+ visitors in a single day

Celebrate tradition, creativity, and food

Support community engagement, cultural inclusion, and your own business

Strong social media and foot traffic from diverse demographics



Audience

Demographics:

73,000+ people reached online
87,000+ video views
3,600+ interactions
92.8% from SA (Adelaide, Sydney, Mt
Barker, Perth)
Mainly women 35–54 and men 25–44
Community-minded, creative, family-
focused





Promotion & Media

01

Facebook &
Instagram
(bilingual,
engaging visuals)

02

EDM
NEWSLETTERS
TO 8,000+
SUBSCRIBERS
PHYSICAL
POSTERS &
FLYERS IN
LOCAL HUBS

03

Volunteer-
powered
marketing with
local networks

04

Artist highlights,
reels, countdowns

Pricing & Inclusions

Standard stall 3x3m:

General Artisan non food stall \$50

Food Artesian pre packaged \$60

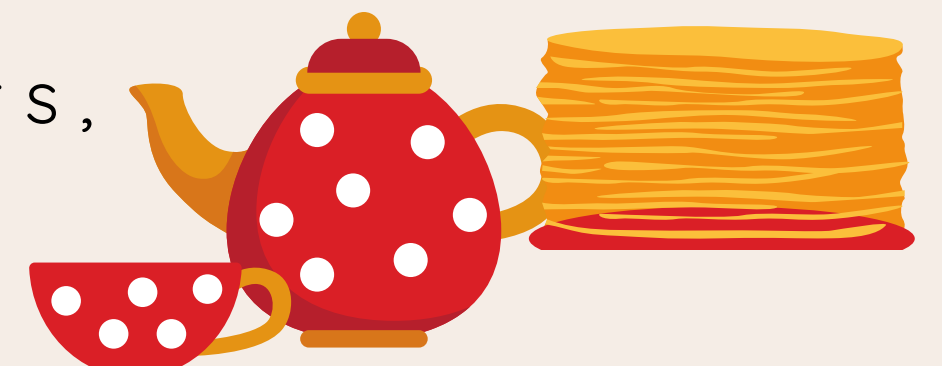
Food consumption on side/van: \$150

Power access: \$20

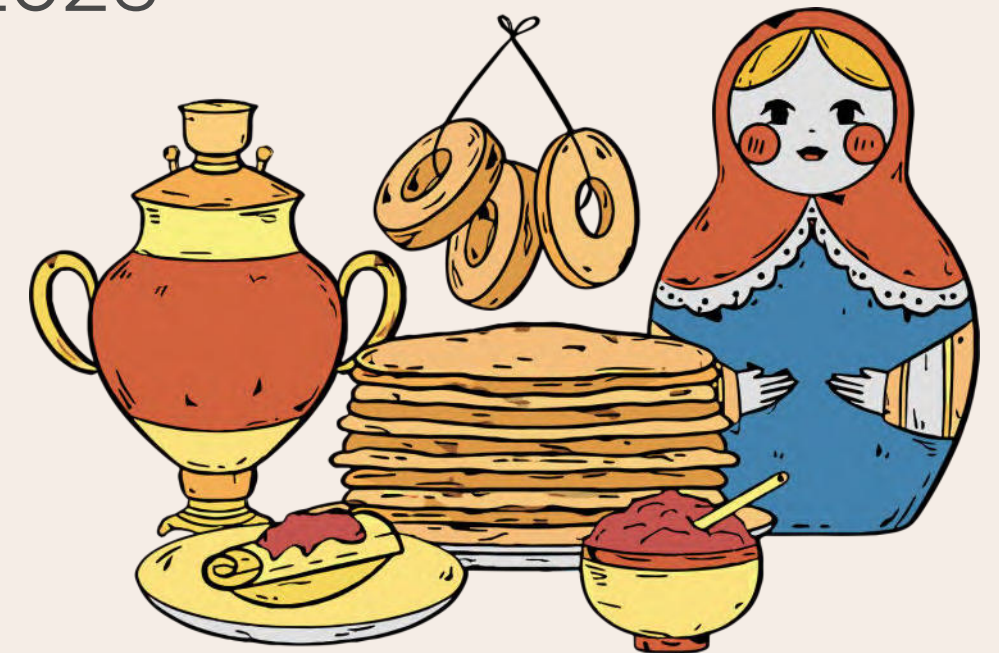
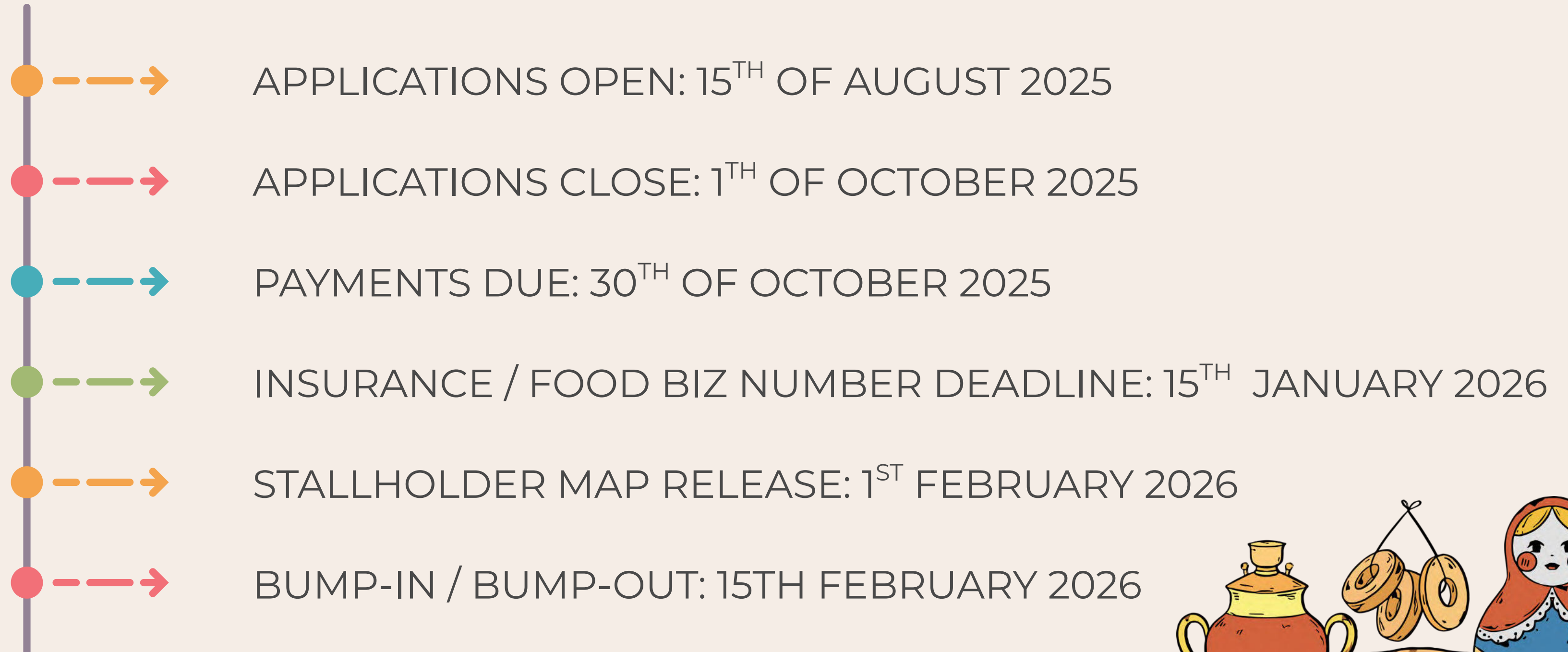
Tent hire: 1 Marquee 3*3 meters \$100

Note: Final prices TBD based on council approval

Discounted pricing may be available for non-profits,
voluteer business owners and youth stalls



Key Dates & Timeline



Our sponsors and partners



Proudly supported by

City of Norwood
Payneham & St Peters





Contact Us

Want to get involved?

✉ info@primanota.org.au

🌐 www.primanota.org.au

📱 Instagram: @folkpancakemaslenitsa

📍 Facebook: Festival.Maslenitsa

Apply NOW





THANK YOU VERY
MUCH!

www.primanota.org.au

