

# The World's only Great Barrier Reef Festival!



CRUISE WHITSUNDAYS

# GREAT BARRIER REEF FESTIVAL

"Celebrating 25 years, 2001 – 2026"

**Sponsorship Opportunities**



CRUISE WHITSUNDAYS

# GREAT BARRIER REEF FESTIVAL

**AIRLIE BEACH • QUEENSLAND • 31 JULY - 2 AUGUST**

**97%**

Local community pride score as hosts of the festival.

Source: Tourism Events Queensland IER report.

## The world's only Great Barrier Reef Festival



“It’s a gift – not a given – that our little community holds the global title as the world’s only Great Barrier Reef Festival.

The Great Barrier Reef Festival has become a much-loved highlight on the Whitsundays calendar; a weekend that unites locals and visitors through colour, culture, and community spirit. After nearly closing the chapter on 2024, the response from our community was overwhelming: “please don’t let it end”. But we can’t do it without you.

As a not-for-profit event, the festival relies on the support of local businesses and sponsors. Your sponsorship goes beyond financial backing — it’s an investment in the heart of Airlie Beach. It’s a chance to align your brand with the values that make our region extraordinary: connection, celebration, and pride. We offer flexible sponsorship packages to suit businesses of all sizes. Every contribution counts — helping bring this vibrant, inclusive, and unforgettable festival to life.

**LET’S CELEBRATE THE REEF FROM 31 JULY - 2 AUGUST**

**Margie Murphy - Chairperson  
Great Barrier Reef Festival**



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# GREAT BARRIER REEF FESTIVAL

## COMMUNITY VALUE of our Great Barrier Reef Festival



**Global  
Opportunity**

Vision: to be recognised as the global reef festival to grow International visitation and reef sustainability



**Community  
Pride**

94% of local residents feel proud of the Great Barrier Reef Festival



**Environmental  
Benefit**

Creative platform for reef Education

Reduce waste & decrease Carbon footprint



**Community  
Asset**

\$616,000 total direct & Incremental Expenditure

Supplier Procurement:  
Local \$71,217 (65%)  
QLD \$99,201 (82%)



**Award  
Winning**

GOLD Award Winner 2022, 2023 & 2024

Hall of Fame 2024

Whitsunday Tourism Awards



**Volunteer  
Contribution**

1,000+ hours



# CRUISE WHITSUNDAYS GREAT BARRIER REEF FESTIVAL

## SPONSORSHIP OPPORTUNITIES

### Sponsorship Packages Quick View

**Gold \$10,000, Silver \$5,000, Bronze \$2,500**

	G	S	B
Naming Rights of Festival Main Stage - 3 Days Exposure to 12,000 + attendees	■		
Naming Rights of Festival Marquee / Bar - 3 Days Exposure to 12,000 + attendees	■		
Naming Rights Fireworks on the Foreshore - attracting 6,000+ people	■		
Naming Rights Immerse Art Installations - 3 Days Exposure to 12,000 + attendees		■	
Naming Rights Street Parade		■	
Naming Rights Family Fun Day		■	
Naming Rights Recyclable Regatta		■	
Naming Rights Revvin the Reef			■
Naming Rights Eat Street – Friday Night Sailing Club & 3 Days in Fairy Tree Park			■

Sponsorship Benefits	G	S	B	V	A&T	P
Logo on festival program (print & online)	■	■	■	■	■	■
Logo on website sponsor page	■	■	■		■	■
Festival supporter logo & sponsorship support certificate (post event)	■	■	■		■	■
Free float entry in the Street Parade	■	■	■		■	■
Free entry into the Window Dressing competition	■	■	■		■	■
4 x complimentary drink tickets for festival bar	■	■	■		■	■
Promotion on GBRF social media via event co-hosting	■	■	■	■		
Logo on festival banner at main events	■	■	■	■		
Sponsors banner / marketing collateral displayed at event	■	■	■			
Logo on sponsored event poster & website event page	■	■	■			
Opportunity to present prizes at sponsored event	■	■	■			
Logo on festival print media advertising	■	■				
Collaborated sponsor announcement on GBRF social media	■	■				
Logo on GBRF website home page sponsor banner	■					
GBRF website listing				■		
Opportunity to host an After Party (Friday / Saturday or Sunday)				■		
Listing on GBRF website accommodation / tour page with booking link					■	
Accommodation / Tour promoted on GBRF social media					■	



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## NAMING RIGHTS PARTNER



JOURNEY BEYOND  
**CRUISE**  
WHITSUNDAYS

“As a long-standing partner and naming sponsor of the festival, Cruise Whitsundays has seen first-hand the significant cultural, economic, and tourism benefits this event delivers to the Whitsundays region and the broader Queensland community.

The Great Barrier Reef Festival is a premier event that celebrates the unique connection between the Whitsundays and the Great Barrier Reef, featuring an engaging mix of live music, art installations, community events, and educational experiences.

Cruise Whitsundays is incredibly proud to support the Great Barrier Reef Festival and firmly believes that continued investment will ensure the festival's long-term sustainability, enhance Queensland's cultural landscape, and provide valuable opportunities for artists and audiences alike.”



**Liza Muller**  
Sales & Marketing Manager



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# GREAT BARRIER REEF FESTIVAL

## GOLD

Main Stage Naming Rights Sponsor



## Recognition in all stage entertainment related promotions

**Your brand will be amplified by headline acts and the energy of 12,000+ excited fans over 3 days, enjoying a free, feel-good experience.**

- ✓ Official recognition as a Gold Sponsor & stage naming rights
- ✓ Prominent custom designed branding on the main stage
- ✓ Recognition in all stage-related promotions
- ✓ MC opportunity to showcase the profile of a key person
- ✓ VIP Table with drinks package for 10 people at the Reef Bar
- ✓ Official presentation with a framed Gold Sponsor Certificate
- ✓ Press release announcing Gold Sponsors via local media
- ✓ Prominent logo & business exposure across all festival media, signage, and promotional materials – print and online
- ✓ Local activations: Float entry & window dressing competition
- ✓ Gold Sponsor digital badge for your marketing purposes
- ✓ Co-host for all Entertainment Events



**Location: Fairy Tree Park, 31 July to 2nd August from 6 pm**



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# GREAT BARRIER REEF FESTIVAL

## GOLD

Reef Bar Naming Rights Sponsor



## Your name behind the VIP Scene

— Align your brand with the Reef Bar, the Festival's  
Signature VIP Destination

**Located opposite the Main Stage – exposure over 3 days to 12'000 + people**

- ✓ Official recognition as a Gold Sponsor & Bar naming rights
- ✓ Prominent custom designed branding on the exterior & interior
- ✓ Recognition in stage-related promotions
- ✓ VIP Table with drinks package for 10 people at the Reef Bar
- ✓ Official presentation with a framed Gold Sponsor Certificate
- ✓ Press release announcing Gold Sponsors via local media
- ✓ Prominent logo & business exposure across all festival media, signage, and promotional materials – print and online
- ✓ Local activations: Float entry & window dressing competition
- ✓ Gold Sponsor digital badge for your marketing purposes
- ✓ Co-host for all Entertainment Events



**Location: Fairy Tree Park, 31 July to 2nd August from 6 pm**



CRUISE WHITSUNDAYS

# GREAT BARRIER REEF FESTIVAL

## GOLD

Fireworks Naming Sponsor

## Light Up the Night and Your Brand

### Be the Local Legend Behind the Great Barrier Reef Festival's Biggest Moment

**Be the brand that kicks off the festival's biggest night - with over 6,000 people on the foreshore, fireworks overhead, and your brand front and centre.**

Position your business at the heart of one of the Whitsundays' most iconic community events. As the driving force behind our spectacular fireworks, your sponsorship won't just light up the Airlie Beach foreshore - it will light up the faces of thousands! This is your moment to lead from the front: showcasing your brand, demonstrating your commitment to the region, and building a legacy that goes well beyond a single night.

- ✓ Official recognition as a Gold Sponsor & fireworks naming rights
- ✓ Custom branding where possible along the foreshore
- ✓ Recognition pre-promoting the fireworks and on the evening
- ✓ VIP Table with drinks package for 10 people at the Reef Bar
- ✓ Official presentation with a framed Gold Sponsor Certificate
- ✓ Press release announcing Gold Sponsors via local media
- ✓ Prominent logo & business exposure across all festival media, signage, and promotional materials – print and online
- ✓ Local activations: Float entry & window dressing competition



**Location: Airlie Beach Foreshore - 31 July from 6 pm**



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# GREAT BARRIER REEF FESTIVAL

## SILVER

Sponsor the Magic of 'IMMERSE'

## An Underwater Wonderland beneath the majestic Airlie Foreshore Fig Trees

Align your brand with one of the festival's most iconic and visually captivating installations. Be part of the story that leaves a lasting impression — both visually and ethically. Immerse invites thousands of visitors to experience the mesmerising beauty of the Great Barrier Reef, brought to life through reef-inspired sculptures crafted by talented local artists - all using recycled plastics and marine debris.

- ✓ Official recognition as a Silver Sponsor & event naming rights sponsor
- ✓ Logo featured on-site at one of the festival's most photographed events
- ✓ Free entry and complimentary drink for four pax in the Reef Bar
- ✓ Official presentation with a framed Silver Sponsor Certificate
- ✓ Press release announcing Silver Sponsors via local media
- ✓ Prominent logo & business exposure across all festival media, signage, and promotional materials – print and online
- ✓ Local activations: Float entry & window dressing competition
- ✓ Silver Sponsor digital badge for your marketing purposes



Location: Fairy Tree Park, 31 JULY to 2 AUGUST from 6 pm



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# GREAT BARRIER REEF FESTIVAL

## SILVER

Lantern Parade Naming Rights Sponsor

### Lanterns lighting the way – from the Marina to the foreshore

**A highlight for the kids as they light up the foreshore with hand-made lanterns. Departing from The Garden Bar Bistro at Coral Sea Marina, bringing colour and light to the Bicentennial Boardwalk and join the foreshore event.**

- ✓ Official recognition as a Silver Sponsor & event naming rights sponsor
- ✓ Opportunity to present prizes
- ✓ Free entry and complimentary drink for four pax in the Reef Bar
- ✓ Official presentation with a framed Silver Sponsor Certificate
- ✓ Press release announcing Silver Sponsors via local media
- ✓ Prominent logo & business exposure across all festival media, signage, and promotional materials – print and online
- ✓ Local activations: Float entry & window dressing competition
- ✓ Silver Sponsor digital badge for your marketing purposes



**Location: Coral Sea Marina, 31 JULY from 6pm**



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# GREAT BARRIER REEF FESTIVAL

## SILVER

Street Parade Naming Rights Sponsor

**Sponsor the community's Main Street showstopper - a celebration that transforms Airlie into a sea of colour, music and entertainment**

**Align your brand with this high-energy celebration bringing schools, community groups, local businesses and artists together, showcasing their talents, pride, and passion for our vibrant community.**



- ✓ Official recognition as a Silver Sponsor & event naming rights sponsor
- ✓ Opportunity to lead the parade with your business float MC recognition of your event sponsorship throughout the parade
- ✓ Opportunity to present prizes
- ✓ Free entry and complimentary drink for four pax in the Reef Bar
- ✓ Official presentation with a framed
- ✓ Silver Sponsor Certificate
- ✓ Press release announcing Silver Sponsors via local media
- ✓ Prominent logo & business exposure across all festival media, signage, and promotional materials – print and online
- ✓ Local activations: Float entry & window dressing competition
- ✓ Silver Sponsor digital badge for your marketing purposes

Location: Main Street, Airlie Beach - 1 AUGUST 5 pm



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# GREAT BARRIER REEF FESTIVAL

## SILVER

Family Fun Day Naming Rights Sponsor

### Sponsor the coolest kid's event, jam-packed with free, fun games, competitions, and entertainment galore

**A wonderful opportunity to align your brand with families that value creativity, conservation, and community spirit. Focusing on reef education, families with kids of all ages will be in reef heaven with interactive opportunities, workshops, hands-on arts and crafts, and a reef themed treasure hunt.**

- ✓ Official recognition as a Silver Sponsor & event naming rights sponsor
- ✓ Opportunity to set up event signage & be photographed onsite
- ✓ Opportunity to present prizes
- ✓ Free entry and complimentary drink for four pax in the Reef Bar
- ✓ Official presentation with a framed Silver Sponsor Certificate
- ✓ Press release announcing Silver Sponsors via local media
- ✓ Prominent logo & business exposure across all festival media, signage, and promotional materials – print and online
- ✓ Local activations: Float entry & window dressing competition
- ✓ Silver Sponsor digital badge for your marketing purpose



Location: Fairy Tree Park, 2 AUGUST 10am – 2pm



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## SILVER

Recyclable Regatta Naming Sponsor

### Get your brand sailing into the spotlight with our trash to treasure event on the high seas!

**Make a splash in the heart of Airlie Beach by backing this wildly fun, eco-friendly event. You'll ride the wave of community spirit, waterfront excitement, and sustainability-while showing your brand's commitment to a cleaner planet (and a great time).**

- ✓ Official recognition as a Silver Sponsor & event naming rights sponsor
- ✓ Opportunity to set up event signage & be photographed onsite
- ✓ Opportunity to present prizes
- ✓ Free entry and complimentary drink for four pax in the Reef Bar
- ✓ Official presentation with a framed Silver Sponsor Certificate
- ✓ Press release announcing Silver Sponsors via local media
- ✓ Prominent logo & business exposure across all festival media, signage, and promotional materials- print and online
- ✓ Local activations: Float entry & window dressing competition Silver Sponsor digital badge for your marketing purposes



Location: Airlie Beach Foreshore, Sunday 2 AUGUST



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## SILVER

Revvin the Reef Naming Rights Sponsor

### Where Chrome Meets Community – Be Front and Centre as Classic Car Lovers Take Over Airlie Beach!

**Showcase your brand at Revvin' the Reef — a crowd-pulling celebration of classic cars, live entertainment, family fun and retro flair to Airlie Beach Mainstreet. This high-octane event fuels community spirit and adds horsepower to the Great Barrier Reef Festival lineup.**

- ✓ Official recognition as a Bronze Sponsor & event naming rights sponsor
- ✓ Opportunity to present prizes
- ✓ Free entry and complimentary drink for four pax in the Reef Bar
- ✓ Official presentation with a framed Silver Sponsor Certificate
- ✓ Logo & business exposure across all festival media, signage, and promotional materials – print and online
- ✓ Local activations: Float entry & window dressing competition Silver Sponsor digital badge for your marketing purposes
- ✓ Silver Sponsor digital badge for your marketing purposes



Location: Main Street, Airlie Beach - 1 August 10am – 2pm  
Investment: \$5,000 + GST





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# GREAT BARRIER REEF FESTIVAL

## VENUE

Sponsor 4 vacancies only

### Let's get your venue on the lineup!

Join us as an official venue sponsor and put your space in the spotlight as part of the festival experience. This is your chance to showcase a creative, unforgettable event under your roof whether it's live performance, a custom event, after party, or something completely unexpected

By coming onboard, your venue becomes more than just a space - it becomes part of the story, the vibe, and the reason people talk about the festival long after it's over.

- ✓ Your venue and event on the official program and website listing
- ✓ Logo and business exposure across media, signage, and all promotional materials
- ✓ Festival Supporter logo for your marketing purposes
- ✓ Sponsor Certificate
- ✓ Free entry and complimentary drink for four pax in the Reef Bar
- ✓ Local activations: Float entry & window dressing competition



Location: Airlie Beach Foreshore 31 JULY - 2 AUGUST



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## TOUR & ACCOMMODATION

Sponsor

### Create unique brand associations that drive future bookings

In the era of eco-conscious travellers, consumers are choosing to support brands aligning with their values of sustainability and environmental stewardship. Partnering with the Reef Festival positions your brand as a champion of sustainability, offering unique opportunities to connect with audiences in meaningful ways-boosting visibility, credibility, and bookings.

- ✓ Your business on the official program and website listing
- ✓ Logo and business exposure across media, signage, and all promotional materials
- ✓ Festival Supporter logo for your marketing purposes
- ✓ Sponsor Certificate
- ✓ Free entry and complimentary drink for four pax in the Reef Bar
- ✓ Local activations: Float entry & window dressing competition



Airlie Beach 31 JULY - 2 AUGUST



CRUISE WHITSUNDAYS

# GREAT BARRIER REEF FESTIVAL

## FESTIVAL PARTNER

### Support the Reef Festival – A Small Step Toward a Greener Future

In today's world, corporate environmental responsibility is more than just a trend-it's an expectation. Consumers are increasingly drawn to businesses that support sustainability and contribute to their communities.

With a \$500 donation as a Festival Supporter, your business makes a meaningful contribution towards environmental sustainability and community connection. Your support helps bring the Reef Festival to life-celebrating our reef, raising awareness, and supporting tourism and conservation across our region.

- ✓ Official recognition as a Business Leader with Certificate
- ✓ Festival Supporter digital badge for your marketing purposes
- ✓ Promotion with link on the official website.
- ✓ Free entry and complimentary drink for four pax in the Reef Bar
- ✓ Local activations: Float entry & window dressing competition



Airlie Beach 31 JULY - 2 AUGUST