

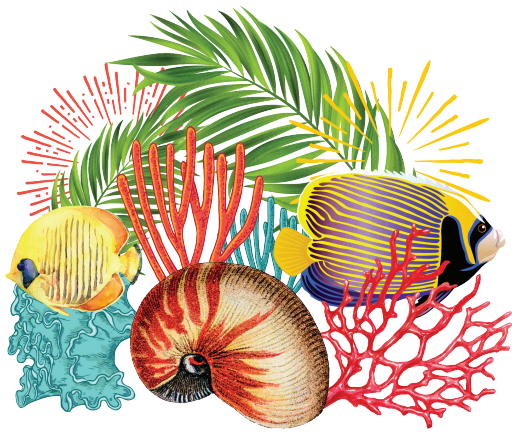
GREAT BARRIER REEF FESTIVAL

WHITSUNDAYS • QUEENSLAND • AUG 4-7 2022

2022 Sponsorship Proposal



Be a part of something great!



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The Great Barrier Reef Festival takes pride in inclusively connecting the reef to the shore and celebrates the coastal region of the Whitsundays at the heart of the Great Barrier Reef.

Nowhere else but Airlie Beach, where most of the festival's activities occur, will you find a community more entrenched in the reef. With one in four people directly employed in tourism and one in three gaining indirect financial benefit, the reef is the lifeblood of the Whitsundays!

The festival's diverse four-day program comprising of arts, music, community, and environmental events, attracted over 11,700 attendees from across Australia in 2021, resulting in around 3,000 direct visitor nights for the region, injecting over \$.5M into the local economy from this alone.

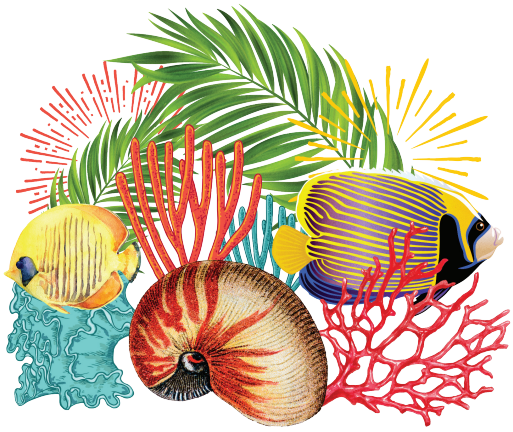
Creation of exciting new festival events is currently underway including expansion of the 'Immerse' art installation through support of Festivals Australia, and other ticketed events integrating more Master Reef Guide experiences and knowledge into the festival.

The 2022 Great Barrier Reef Festival is supported by Tourism and Events Queensland and proud to be a part of the 'It's Live in Queensland' campaign, securing funds to market the event outside our region over multiple media platforms.

Our social media channels deliver maximum exposure for sponsors achieving 10% growth over the past 12 months (Facebook/Instagram), our highest post reaching 50,000 individuals. During the Great Barrier Reef Festival exposure increases dramatically - Facebook by 223% and Insta by 442%. In 2022 we plan to expand into TikTok and Snapchat to capture the younger market.

The Great Barrier Reef Festival is largely volunteer run and to keep celebrating everything 'great' about the Whitsundays we need your support. Now is the time to align your business with this well-established, iconic festival!

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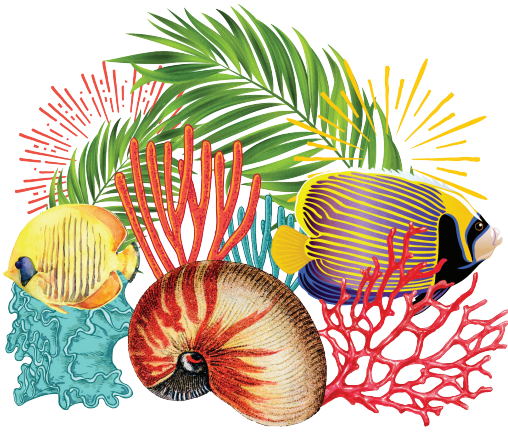


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SPONSOR BENEFITS	GOLD LEVEL \$10,000	SILVER LEVEL \$5,000	BRONZE LEVEL \$2,000	ACOM/ TOUR \$1,000	VENUE PARTNER \$2,000	FESTIVAL PARTNER \$500
Naming rights of Gold sponsored event in media & EDM's <ul style="list-style-type: none"> • Fireworks on the Foreshore - attracting 5000+ people • Festival Main Stage • Great Barrier Reef / progressive island event • 'Immerse' art installation 	●					
Naming rights of Silver sponsored event in media & EDM's <ul style="list-style-type: none"> • Street Parade • Family Fun Day • Festival Marquee • Recyclable Regatta • Foreshore Festival Cocktail Party 		●				
Naming rights of Bronze sponsored event in media & EDM's: <ul style="list-style-type: none"> • Revvin' the Reef Car Show • Wearable Art Parade • Comedy Gala • Whitsunday Magic Mile • Chill In The Park 			●			
Logo in festival program - 5000 distributed	●	●	●	●	●	●
Logo on festival poster - print and online	●	●	●	●	●	●
Logo & contact info on website sponsor page	●	●	●	●	●	●
Logo on festival banner displayed at main events	●	●	●	●	●	●
Festival supporter logo for digital/print use	●	●	●	●	●	●
Sponsorship support certificate (post event)	●	●	●	●	●	●
Free float entry in the Rotary Street Parade	●	●	●	●	●	●
4 x complimentary drink tickets for festival sponsor bar	●	●	●	●	●	●
Promotion on GBRF social media (with 7000+ followers)	●	●	●	●	●	
Logo on sponsored event poster and GBRF website page	●	●	●			
Banner and marketing collateral display at sponsored event	●	●	●			
Opportunity to present prizes at sponsored event	●	●	●			
Supply of sponsored event images for promotional use	●	●	●			
Logo on website home page major sponsor banner	●	●	●			
2 x complementary tickets to Festival Comedy Gala	●	●				
Logo on festival print advertising - eg Core, Newspapers	●	●				
Interview opportunity on HitFM / MMM radio broadcast	●					
Logo/inclusion in online Reef Festival promotional video	●					
VIP marquee table package for fireworks / cocktail event	●					
Program listing as Reef Festival event or official "After-party"					●	
GBRF website page of your event					●	
Your event promotion on GBRF social media					●	
Ad on festival website accom / tour page with booking link				●		
Your accom / tour promotion on GBRF social media				●		

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Sponsorship Agreement 2022

Company: _____

Company contact name: _____

Phone: _____

Address: _____

Email: _____

Signature: _____

I confirm we would like to apply for the following sponsorship opportunity:

Sponsorship Level	Event Preference	Amount	2 Month Payment plan	3 Year Sponsor
Gold Sponsor		\$10,000.00	YES <input type="checkbox"/> NO <input type="checkbox"/>	YES <input type="checkbox"/>
Silver Sponsor		\$ 5,000.00	YES <input type="checkbox"/> NO <input type="checkbox"/>	YES <input type="checkbox"/>
Bronze Sponsor		\$ 2,000.00	YES <input type="checkbox"/> NO <input type="checkbox"/>	YES <input type="checkbox"/>
Entertainment / Venue Partner		\$ 2,000.00	YES <input type="checkbox"/> NO <input type="checkbox"/>	
Accommodation / Tour Partner		\$ 1,000.00	YES <input type="checkbox"/> NO <input type="checkbox"/>	
Festival Partner		\$ 500.00		
Donation (please specify amount)				

PLEASE EMAIL FORM TO: treasurer@greatbarrierreeffestival.com.au

For further enquiries or to organise a tailored sponsorship package contact:

Margie Murphy - Great Barrier Reef Festival President - Phone: 0418 155 542

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