



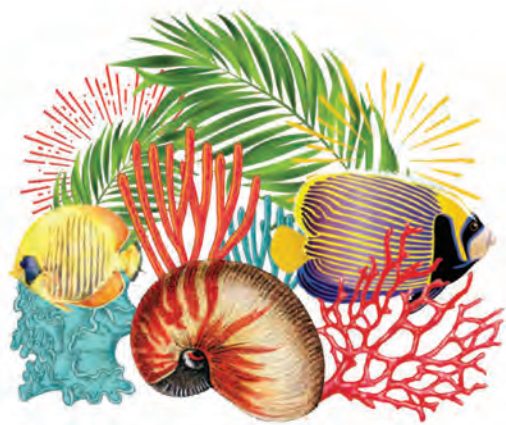
CRUISE WHITSUNDAYS GREAT BARRIER REEF FESTIVAL

WHITSUNDAYS • QUEENSLAND
AUG 3 - 6 2023

2023 Sponsorship Proposal



Be a part of something great!



CRUISE WHITSUNDAYS

GREAT BARRIER REEF FESTIVAL

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Be a part of the Great Barrier Reef Festival - the most culturally significant and inclusive annual event in the Whitsundays. This four-day festival takes pride in inclusively connecting the reef to the shore and celebrates the coastal region of the Whitsundays, the heart of the Great Barrier Reef.

The Airlie Beach community is entrenched in the reef - with one in three people directly employed in tourism, the reef is the lifeblood of the Whitsundays!

The Great Barrier Reef Festival is the largest and most inclusive event in the region, winning GOLD at the 2022 Whitsunday Tourism Awards, proving we are Whitsunday's favourite festival!

With over 12,000 attendees in 2022, our diverse program of arts, music, environmental and community events resulted in over 3,900 direct visitor nights for the region, injecting over \$.52M into the local economy.

TEQ will once again be supporting the 2023 Great Barrier Reef Festival providing, funding for out-of-region PR and marketing initiatives over various media platforms, as part of the 'It's Live in Queensland' campaign.

Our social media channels deliver maximum exposure for sponsors, our highest post reaching 45,000 individuals. During the Great Barrier Reef Festival exposure increases dramatically - Facebook by 223% and Instagram by 442%. In 2023 we plan to expand our TikTok presence to capture the younger audience and explore paid advertising into Snapchat.

Development of exciting new festival events is underway, so this is the perfect opportunity to get involved in the Great Barrier Reef Festival. You can sponsor one of our existing events OR propose a new event to the committee - the possibilities are endless so let us know your ideas!

The Great Barrier Reef Festival is largely volunteer run and to keep celebrating everything 'great' about the Whitsundays we need your support. With tourism booming and the Whitsundays at the front of people's minds it's time to align your business with this well-established, iconic festival!

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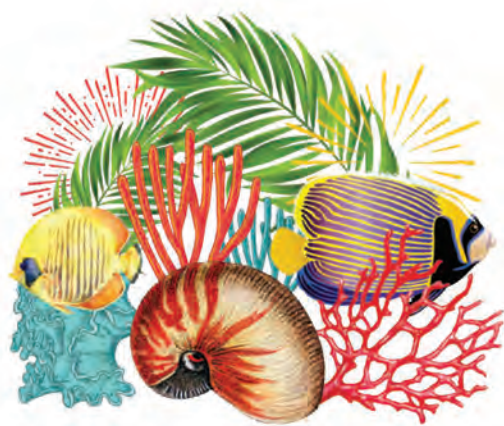


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SPONSOR BENEFITS	GOLD LEVEL \$10,000	SILVER LEVEL \$5,000	BRONZE LEVEL \$2,000	ACOM/ TOUR \$1,000	VENUE \$2,000	PARTNER \$500
Naming rights of Gold sponsored event in media & EDM's <ul style="list-style-type: none"> Fireworks on the Foreshore - attracting 5000+ people. Festival Main Stage – 3 Days with Maximum Exposure 	●					
Naming rights of Silver sponsored event in media & EDM's <ul style="list-style-type: none"> Immerse Art Installations – 3 Days Exposure Street Parade Family Fun Day Festival Marquee / Bar – 3 Days Exposure Recyclable Regatta Foreshore Festival Cocktail Party 		●				
Naming rights of Bronze sponsored event in media & EDM's <ul style="list-style-type: none"> Comedy Gala Revvin' the Reef Car Show Wearable Art Parade Whitsunday Magic Mile Chill In the Park (Sunday) Eat Street – Friday Night Sailing Club– 3 Days at Fairy Tree Park 			●			
Logo in festival program (print & online)	●	●	●	●	●	●
Logo in festival poster (print & online)	●	●	●	●	●	●
Logo on website sponsor page	●	●	●	●	●	●
Logo on festival banner at main events	●	●	●	●	●	●
Festival supporter logo for promotional use	●	●	●	●	●	●
Sponsorship support certificate (post event)	●	●	●	●	●	●
Free float entry in the Street Parade	●	●	●	●	●	
Promotion on GBRF social media	●	●	●	●	●	
4 x complimentary drink tickets for festival bar	●	●	●			
Logo on sponsored event poster & event page	●	●	●			
Banner and marketing collateral display at sponsored event	●	●	●			
Opportunity to present prizes at sponsored event	●	●				
Logo on website home page sponsor banner	●	●				
Logo on festival print advertising	●	●				
2 x complementary tickets to Comedy Gala	●	●				
VIP marquee table package for fireworks / cocktail event	●					
Program listing as event or official "After party"					●	
GBRF website listing and social media promotion of event					●	
Ad on festival website accom / tour page with booking link				●		
Your accom / tour promotion on GBRF social media				●		

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Sponsorship Agreement 2023

Company _____

Contact Name _____

Phone _____

Email _____

Signature _____

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

Sponsorship Level	Event Preference	Amount	3 Year Sponsorship?
Gold Sponsor		\$10,000.00	
Silver Sponsor		\$ 5,000.00	
Bronze Sponsor		\$ 2,000.00	
Entertainment / Venue Partner		\$ 2,000.00	
Accommodation / Tour Partner		\$ 1,000.00	
Festival Partner		\$ 500.00	
Donation (please specify amount)			

☐ I have a NEW event to be part of the Great Barrier Reef Festival

Details _____ Sponsorship 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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