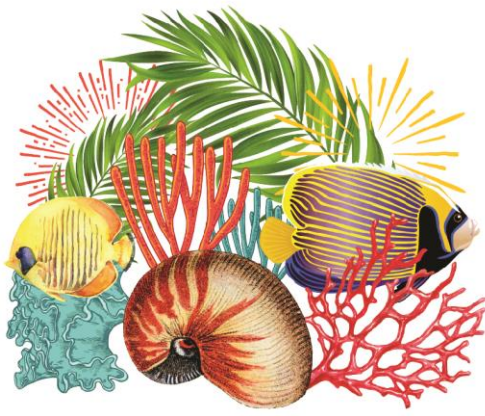


CRUISE WHITSUNDAYS

GREAT BARRIER REEF FESTIVAL

WHITSUNDAYS QUEENSLAND AUG 1 - 4 2024

2024
SPONSORSHIP PROPOSAL



CRUISE WHITSUNDAYS GREAT BARRIER REEF FESTIVAL

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 Great Barrier Reef Festival is the largest and most inclusive event in the region, winning GOLD at the 2022 & 2023 Whitsunday Tourism Awards, proving we are Whitsunday's favourite festival!

Engaging all sectors of the community, our diverse program of arts, music, reef education and free events brought over 12'500 attendees to the festival in 2023. Contributing 2277 visitor nights and injecting over \$600K from out of region into the local economy.

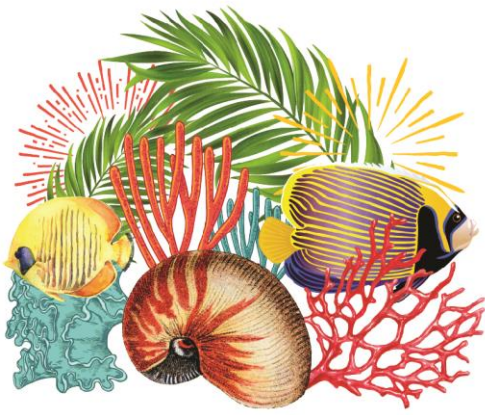
The Whitsunday community is entrenched in the reef - with one in three people directly employed in tourism. By supporting the Great Barrier Reef Festival, you're supporting local businesses, charities, sporting groups, local artists, and fellow non-profits, all while raising awareness of our most precious asset, the Great Barrier Reef.

Our key demographics are identified as Families (young children at home) and the lucrative DINK / SINK's (double or single income, no kids).

This is the perfect opportunity to get involved in the Great Barrier Reef Festival. You can sponsor one of our existing events (listed page 3) OR propose a new event to the committee – the possibilities are endless so let us know your ideas! Don't have an event but want to be involved? Visit page 4 to how venues, accommodation, and tours can support the Great Barrier Reef Festival.

To keep celebrating everything 'great' about the Whitsundays we need your support. With the Whitsundays at the front of people's minds, now is the time to align your business with this well-established, iconic festival!

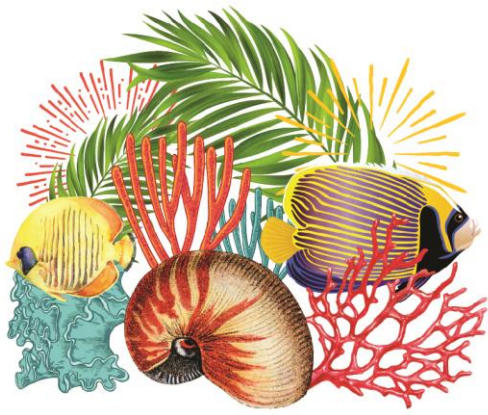




CRUISE WHITSUNDAYS GREAT BARRIER REEF FESTIVAL

SPONSOR BENEFITS	GOLD \$10,000	SILVER \$5,000	BRONZE \$2,000
Naming rights of Gold sponsored event in media & EDM's <ul style="list-style-type: none"> • Festival Main Stage – 3 Days Exposure to 12'000 + attendees • Festival Marquee / Bar – 3 Days Exposure to 12'000 + attendees 			
Naming rights of Silver sponsored event in media & EDM's <ul style="list-style-type: none"> • Fireworks on the Foreshore - attracting 6000+ people • Immerse Art Installations – 3 Days Exposure to 12'000 + attendees • Street Parade • Family Fun Day • Recyclable Regatta • Foreshore Festival Cocktail Party (Friday) 			
Naming rights of Bronze sponsored event in media & EDM's <ul style="list-style-type: none"> • Comedy Gala • Eat Street – Friday Night Sailing Club & 3 Days at Fairy Tree Park • Revvin' the Reef Car Show • Main Street Fun • Wearable Art Parade • Whitsunday Magic Mile • Chill In the Park (Sunday) 			
Logo on festival program (print & online)			
Logo on website sponsor page			
Sponsorship support certificate (post event)			
Festival supporter logo for promotional use			
Free float entry in the Street Parade			
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			
2 x complementary tickets to Comedy Gala			
VIP marquee table package for fireworks / cocktail event			



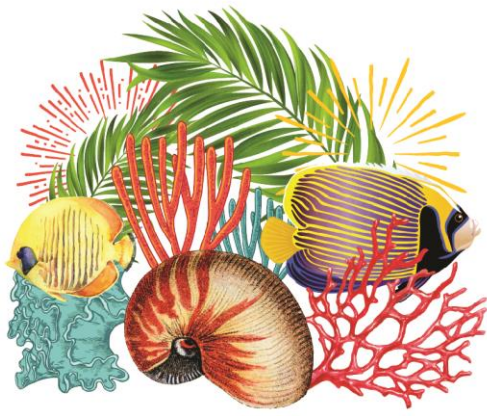


CRUISE WHITSUNDAYS GREAT BARRIER REEF FESTIVAL

During the Great Barrier Reef Festival, your restaurants, shops, bars, accommodation, and tours are at capacity and leave visitors with long lasting memories of the Whitsundays bringing them back for many years to come.

SPONSOR BENEFITS	VENUES \$2000	ACCOM TOURS \$1000	PARTNER \$500
Logo on festival program (print & online)	Yellow	Pink	Green
Logo on website sponsor page	Yellow	Pink	Green
Sponsorship support certificate (post event)	Yellow	Pink	Green
Festival supporter logo for promotional use	Yellow	Pink	Green
Free float entry in the Street Parade	Yellow	Pink	Green
4 x complimentary drink tickets for festival bar	Yellow	Pink	Green
Logo on festival banner at main events	Yellow	Pink	White
GBRF website listing	Yellow	White	White
Opportunity to After Party Host (Friday / Saturday or Sunday)	Yellow	White	White
Venue promotion on social media or event co-hosting	Yellow	White	White
Ad on GBRF website accommodation / tour page with booking link	White	Pink	White
Accommodation / Tour promoted on GBRF social media	White	Pink	White





CRUISE WHITSUNDAYS GREAT BARRIER REEF FESTIVAL

SPONSORSHIP AGREEMENT 2024

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	
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@gbrf.com.au

For further enquiries or to organise a tailored sponsorship package contact
info@greatbarrierreeffestival.com.au or 0418 155 542