



[HTTPS://WWW.FACEBOOK.COM/GLADSTONEHARBOURFESTIVAL/](https://www.facebook.com/gladstoneharbourfestival/)

# YARALLA GLADSTONE HARBOUR FESTIVAL



**SPONSORSHIP OPPORTUNITIES**

# 2025





# FROM THE GFE TEAM

2025 will see the Annual Yaralla Gladstone Harbour Festival into its **63rd year!** It's an incredible milestone which has only been achieved thanks to our very generous sponsors, hardworking volunteers and fantastic community spirit.

We've come a long way since our humble beginnings on the back of a truck! Planning for the 2025 Festival is well underway, and once again Gladstone Festivals and Events are pleased to present the local community with another jam-packed 4- night, 3 full day Festival over the Easter weekend - **but we need your help!**

Sponsorship of Gladstone's favourite Festival is now available for a variety of different levels. From small donations to in-kind support or naming rights to an entire evening of entertainment. The benefits of sponsoring the Festival vary from having your company's logo in the program or creating a tailor-made package for your company. We are more than happy to discuss different sponsorship options that align with your company's values and ideals.

We are seeking local businesses and industries who would like to be a part of this iconic event. The value of supporting local events goes beyond the economy, it creates a sense of community.

**Be a part of Gladstone's history and help support our community festival!**

For more information, please visit our website <http://gladstonefestival.com/> or call our friendly staff on (07) 4972 5111



## Naming Rights to Festival

**Sold Out 2024 -2028**

**Sole Naming Rights To:**

**The Gladstone Harbour Festival**

This involves Naming Rights to the whole of the Gladstone Harbour Festival, encompassing all marketing avenues such as print, radio and social media.

Your brand will be at the very forefront of people's minds when they think of the festival.

As a naming rights sponsor for the Gladstone Harbour Festival you will receive:

- Naming rights to the festival's print, radio and social media
- 100x Radio Ads
- Best seats in the House VIP Experience - Private marquee within the stage area in a professional event styled space
- Company Profile or 8x30 sec or 8x 15 sec video advertising on the big screen for four nights of the Festival
- Official opening of Festival
- 2x Banners/Flags at front entrance
- Logo on front page of E-Book
- 4x Facebook posts promoting sponsored event
- Recognition in E-Book
- Double spread page in advertisement in E-Book
- Logo on GFE website
- 4x images provided of sponsored event
- 10x Invitations to Sponsors Thank You Event
- Post Sponsorship Report
- Acknowledgement on stage by MC
- 8x VIP tickets to the 2025 CQ Beer + Cider Festival



## Platinum \$45,000+

As a Platinum Sponsor for the Yaralla Gladstone Harbour Festival, depending on what you choose to sponsor you will receive:

- Naming Rights to the Festival Main Stage Entertainment
- Opportunity to have company representative to make a stage appearance
- Scripted 10-minute stage performance with Festival Entertainers and company mascot - delivering key company messages and values
- 80x Radio Ads
- Best seats in the House VIP Experience - Private marquee within the stage area in a professional styled space
- Company logo on static screen during Main Stage Entertainment (solo)
- 4x30 sec or 8x15 sec video advertising on the big screen for four nights of the Festival
- 2x Banners/Bali Flags at Entrance to Main Stage
- Logo on E-Book
- 3x Facebook posts promoting sponsored event
- Recognition in E-Book
- Full Page Advertisement in E-Book
- Logo featured on GFE website
- 6x images provided of sponsored event
- 8x invitations to Sponsors Thank You Event
- Post Sponsorship Report
- Acknowledgment on stage by MC
- 6x VIP tickets to 2025 CQ Beer + Cider Festival



## Emerald \$30,000+

As an Emerald Sponsor for the Yaralla Gladstone Harbour Festival, depending on what you choose to sponsor you will receive:

- Naming rights to Festival Main Stage and Fireworks
- 50x Radio Ads
- Company logo on static screen during Main Stage Entertainment (solo)\*
- 8x Logo/Slide advertisement on the big screen for the 4 nights of the Festival
- 1x Company banner at front entrance of the Festival
- 2x Facebook posts promoting sponsored event
- Recognition in e-book
- Half page advertisement in E-Book
- Logo on GFE website
- 4x Images of sponsored event
- 6x invitations to Sponsors Thank You Event
- Post Sponsorship Report
- Acknowledgement on stage by MC
- 4x VIP tickets to CQ Beer + Cider Festival



## Gold \$15,000+

As a Gold Sponsor for the Yaralla Gladstone Harbour Festival, depending on what you choose to sponsor you will receive:

- Joint Sponsorship for Festival Main Stage and Fireworks
- 30x Radio Ads
- Company logo on static screen during Main Stage Entertainment (shared)\*
- 4x Logo/Slide advertisement on the big screen for the 4 nights of the Festival
- 1x Company banner at front entrance of the Festival
- 1x Facebook posts promoting sponsored event
- Recognition in e-book
- Quarter page advertisement in E-Book
- Logo on GFE website
- 2x Images of sponsored event
- 4x invitations to Sponsors Thank You Event
- Post Sponsorship Report
- Acknowledgement on stage by MC
- 2x VIP tickets to CQ Beer + Cider Festival



## Silver \$6,000+

As a Silver Sponsor for the Yaralla Gladstone Harbour Festival, you will receive:

- Naming rights to a Festival Event
- 20x Radio Ads
- 2x Logo advertisement on the big screen for the 4 nights of the Festival
- 1x Company banner at front entrance of the Festival
- 1x Facebook posts promoting sponsored event
- Recognition in e-book
- Quarter page advertisement in E-Book
- Logo on GFE website
- 2x Images of sponsored event
- 2x invitations to Sponsors Thank You Event
- Post Sponsorship Report
- Acknowledgement on stage by MC
- 2x GA tickets to CQ Beer + Cider Festival



## Bronze \$4,000+

As a Bronze Sponsor for the Yaralla Gladstone Harbour Festival, you will receive:

- Naming rights to a Festival Event
- Logo on group sponsors' slide
- Logo on corflute at front entrance
- 1x Facebook posts promoting sponsored event
- Recognition in e-book
- Banner advertisement in E-Book
- Logo on GFE website
- 2x invitations to Sponsors Thank You Event
- Post Sponsorship Report
- Acknowledgement on stage by MC
- 2x GA tickets to CQ Beer + Cider Festival





# In-Kind Contributions

There are many resources, infrastructure, and equipment requirements that the festival needs to operate each year. From lighting towers, portable toilets, forklifts, scaffolding, fencing, vouchers for prizes and so much more! If your business is interested in supporting the festival by way of in-kind supports, we would love to hear from you! We would be more than happy to discuss our requirements and what you would like to offer us in exchange for community recognition in abundance.

# Tailored Sponsorships

To help support and grow the local business in CQ, a tailored sponsorship program has been created to help gain funding from the local businesses within Central Queensland.

The opportunity for smaller business who cannot offer the same large amounts of funding as our corporate sponsors are given the chance to work alongside the team at GFE to find a common ground of both fair funding to fair and creative opportunities.

This fills the need for a high quantity of sponsors for the Yaralla Gladstone Harbour Festival whilst providing a flexible and impactful opportunity for business that provides the best value for both parties.

Just contact our friendly staff to discuss opportunities that you would like to discuss.



# SPONSORSHIP BENEFITS



Sponsorship Benefits	Naming Rights Sold Out	Platinum \$45,000+	Emerald \$30,000+	Gold \$15,000+	Silver \$6,000+	Bronze \$4,000+
Naming Rights to GHF - print, radio, social media	✓	N/A	N/A	N/A	N/A	N/A
Naming Rights to Festival Main Stage Entertainment	N/A	✓	✓	✓	N/A	N/A
Naming Rights to a Sponsored Festival event	N/A	N/A	N/A	N/A	✓	✓
Scripted 10 minute main stage performance with Festival Entertainers and company mascot - delivering key company messages and values	N/A	✓	N/A	N/A	N/A	N/A
Specific radio ad promoting sponsored Festival event	100	80	50	30	20	N/A
Best seats in the House VIP Experience - Private marquee within the stage area - in a professional styled space	✓	✓	N/A	N/A	N/A	N/A
Company Logo on static screen during Main Stage Entertainment	N/A	Solo	N/A	Shared	N/A	N/A
Big screen advertising per night for 4 nights of the Yaralla Gladstone Harbour Festival	Company Profile or 8x30 sec or 8x 15 sec	4x 30 sec or 8x 15 sec	8x Logo/Slide	4x Logo/Slide	2x Logo	Logo on group sponsors' slide
Opportunity to have company representative make Stage Appearance	Official Opening of Festival	✓	N/A	N/A	N/A	N/A



# SPONSORSHIP BENEFITS



Sponsorship Benefits	Naming Rights Sold Out	Platinum \$45,000+	Emerald \$30,000+	Gold \$15,000+	Silver \$6,000+	Bronze \$4,000+
Signage at Sponsored Event	2x Banners/Flags at Front Entrance	2x Banners/Flags at Front Entrance	1x Company Banner at Front Entrance	1x Company Banner at Front Entrance	1x Company Banner at Front Entrance	Logo on corflute at front entrance
Logo on front page of E-Book	✓	N/A	N/A	N/A	N/A	N/A
Facebook posts promoting sponsored event	4	3	2	1	1	1
Recognition in E-Book	✓	✓	✓	✓	✓	✓
Advertisement in E-Book	Double spread	Full Page	Half Page	1/4 Page	1/4 Page	Banner
Logo on GFE Website	✓	✓	✓	✓	✓	✓
Images provided of sponsored event	4	6	4	2	2	N/A
Invitations to Sponsors Thank You Event	10	8	6	4	2	2
Post Sponsorship Report	✓	✓	✓	✓	✓	✓
Acknowledgement on stage by MC	✓	✓	✓	✓	✓	✓
VIP Tickets to the 2025 CQ Beer + Cider Festival	8	6	4	2	N/A	N/A
GA Tickets to the 2025 CQ Beer + Cider Festival	N/A	N/A	N/A	N/A	2	2



# SPONSORSHIP BENEFITS



## Company Logo on Static Screen

Major naming rights sponsors of the Main Stage will have their company logo placed on both static screens either side of the Marina Main Stage for the duration of their sponsored evening.



## MC Announcements

All Sponsors regardless of their level of sponsorship will be announced on stage by our MC.

## Radio Advertising

Depending on level of sponsorship, your support of the Yaralla Gladstone Harbour Festival will be announced on Triple M, HIT FM or 4CC.



# SPONSORSHIP BENEFITS



## Advertisement in E-Book

Since the introduction of the Official Yaralla Gladstone Harbour E-Book, it has been received with extremely positive results. By offering an online program we are able to ensure that information on the Festival's program of events is as accessible as possible to both the Gladstone community and visitors to our region.

The E-Program is also provides another avenue to promote our sponsors. Depending on the level of sponsorship you will be entitled to a double page spread, full page advert, half page advert, quarter page advert or a banner. In addition, your logo will be featured, as per the images below.



Download the full program here





# SPONSORSHIP BENEFITS



## Banners and Corflutes

Depending on the level of sponsorship, sponsors will have Bali flags, or their logos featured on a corflute at the entrance of the Yaralla Gladstone Harbour Festival.



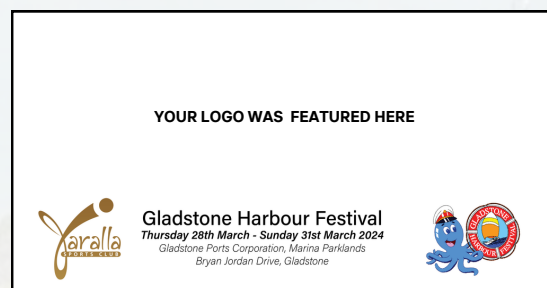


# SPONSORSHIP BENEFITS



## Facebook Flyers

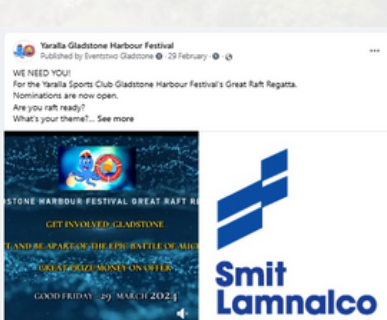
Facebook flyers featuring your logo and our banner will be posted on our Facebook Page, as per the quantity listed in your agreement. Below is an example.



Note: Appearance of Facebook flyers are subjected to change.

## Facebook Posts

Posts featured on our Facebook page showcase sponsor's contribution. Below are a few examples:



Note: The use of posts showing the sponsor's contribution will be at the discretion of the committee



# SPONSORSHIP AGREEMENT



**Company Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

*Yes!*

*Our Company/Organisation would like to sponsor the following event/s:*

- Platinum:** Naming Right to Festival Main Stage Entertainment plus Fireworks
- Emerald:** Naming Right to Festival Main Stage & Fireworks
- Gold:** Joint Sponsorship for Festival Main Stage & Fireworks
- Silver:** A Daytime & Nighttime Event at the Festival, including Fireworks
- Bronze:** A Daytime & Nighttime Event at the Festival
- In-Kind Sponsorship**
- Tailored Sponsorship**





## Want further information on any of the Sponsorship Benefits?

Please call our office on (07) 4972 5111 or email:

[events1@gladstonefestival.com](mailto:events1@gladstonefestival.com) or

[events2@gladstonefestival.com](mailto:events2@gladstonefestival.com)

We would love to the sponsorship benefits with you further!

## Your Requirements

Once sponsorship has been confirmed you will be required to supply a logo in JPEG, PNG or JPG, as well as in Vector Format. We will also require a promotional blurb for our social media page.

## Please send your completed sponsorship agreement form to:

E: [events1@gladstonefestival.com](mailto:events1@gladstonefestival.com)

E: [events2@gladstonefestival.com](mailto:events2@gladstonefestival.com)

Or feel free to pop into our office for a chat at Suite 3, 72 Bryan Jordan Drive, Gladstone QLD 4680