



HUGHENDEN

FESTIVAL OF
OUTBACK SKIES

MAY 3-5 2024

Partnership
Prospectus



**SHIRE OF
FLINDERS**





HUGHENDEN

FESTIVAL OF OUTBACK SKIES

Outback skies are like no other. Colours as diverse as a paint palette, each day presents a new tapestry in the sky to be admired.

Inspired by Hughenden's landscape and natural beauty, the Festival of the Outback Skies offers a range of creative, engaging and unique activities that showcase our endless horizons.

Hughenden's Festival of Outback Skies is your opportunity to experience the Outback through a new lens....

2023 Highlights Reel



Mayor Jane McNamara

During April 2023, Hughenden was thrilled to host the inaugural Festival of Outback Skies. The event was hailed an overwhelming success, receiving positive feedback from community and visitors alike.

We are so proud to offer an event which showcases local culture and produce unique to the area, giving visitors a special Outback experience whilst also supporting athletes, artists and performers across the region.

The 2023 Festival injected \$600,000 into the regional and local economy. Council aims to grow the Festival over the next five years to become a major event in the Outback Queensland events calendar, providing vital economic benefits throughout North West Queensland.

With new investment in renewable energy, agriculture, leisure and tourism, Hughenden is an outback town with endless opportunities. On behalf of the Flinders Shire Council, I encourage you to consider a mutually-beneficial partnership as a sponsor of the Festival of Outback Skies to take advantage of the exposure and recognition on offer. Your support will assist the festival to prosper, delivering economic growth and vitality for the community. We look forward to having you join us.



FESTIVAL PROGRAM

FRIDAY MAY 3

- RODEO
- LIVE MUSIC featuring AMBER LAWRENCE AND DUNCAN TOOMBS
- BAR AND FOOD STALLS



SATURDAY MAY 4

- SUNRISE TOURS
- YOGA BY THE LAKE
- ART WORKSHOPS
- BBQ DEMONSTRATIONS
- LIVE MUSIC featuring HAYLEY JENSON AND THE JOHNNY CASH TRIBUTE SHOW
- TELESCOPES - VIEW THE NIGHT AND DAY SKIES
- ART TRAIL
- DINNER UNDER THE STARS



SUNDAY MAY 5

- SUNRISE TOURS
- YOGA BY THE LAKE
- ART WORKSHOPS
- RAFT RACE
- LANTERN PARADE
- TWILIGHT MARKETS
- LIVE MUSIC featuring DAN THOMPSON AND HAYLEY JENSON
- TELESCOPES - VIEW THE NIGHT AND DAY SKIES
- QLD OPERA PERFORMANCE



Target Markets

The Festival has a broad appeal with elements to cater for all ages. We also actively target the following markets:

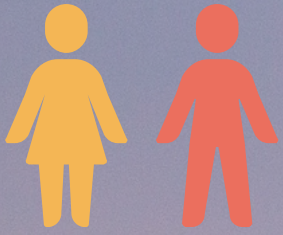
- Short drive, regional markets within a 6 hour drive who are looking for a weekend escape
- Campers and caravanners from Southeast Queensland heading outback for an extended touring holiday
- Locals

Festival Marketing

The Festival has a large marketing footprint, channeling resources into the following channels:

- Social media channels
- Facebook & Instagram
- Paid Google Ads
- Grey Nomads and Outback Travellers Magazine
- Television
- Radio
- Roadside banners
- Posters
- Festival website and newsletter
- Visit Hughenden website and newsletter

2023 Statistics



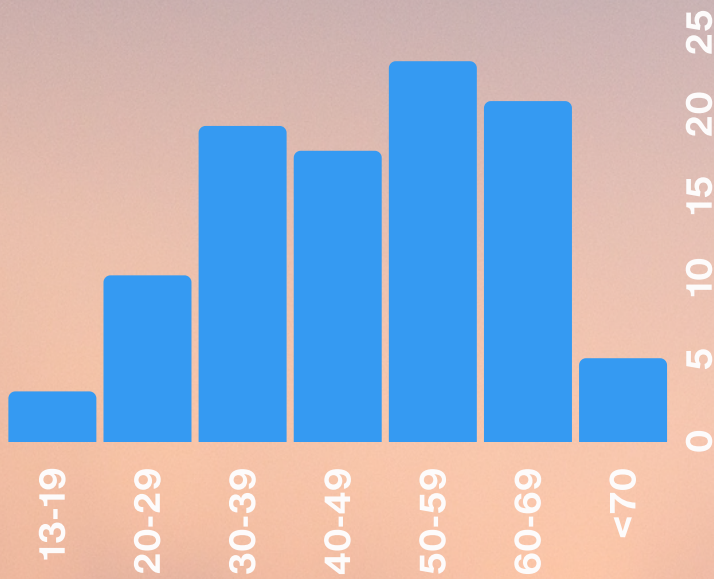
Total Numbers:
2000 Attendees

60% FEMALE 40% MALE

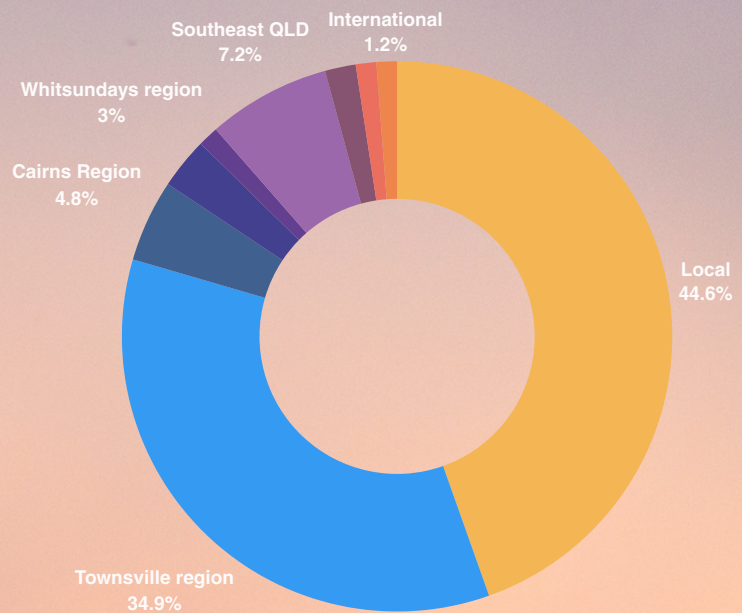
Attendee Rating



Attendee Age



Attendee Origin



Key Insights

- 60% of attendees had never been to an outback festival before
- 75% of attendees attended all three days



HUGHENDEN

FESTIVAL OF
OUTBACK SKIES

FESTIVAL INVESTMENT PARTNER

\$30,000

- Logo / Mention on all Festival Advertising:
 - Social Media
 - Google Ads
 - Print Magazine
 - Television
 - Radio
 - Billboard
 - Print Media
 - Prominent Banners and Signs at all Festival venues
- Trade / Information Stall at the Festival
- MC Acknowledgement throughout the Festival
- Festival Accommodation and tailored ticket package to suit your needs
- Logo on Festival Website Homepage and Sponsor Page
- Editorial in the Festival Program

Rodeo

On the back of the massive success of the 2023 Bullride, we are excited to offer an extended **Rodeo** Program for 2024, promising to be bigger and better.

By offering competitive prize money we will attract the best riders in the region, ensuring a high-quality competition that is sure to keep attendees on the edge of their seats. In addition to the Rodeo event, we will have a live entertainment featuring Amber Lawrence, delicious food stalls, and a bar serving refreshing drinks to keep the festival-goers entertained throughout the evening. The 2023 event attracted 2,000 attendees, and we are expecting an even larger turnout in 2024, giving sponsors a valuable opportunity to reach a large number of attendees.



Sponsorship Benefits

Opportunities are limited, please get in touch with us to discuss or lock in a category today.

Gold - \$10,000	Silver - \$5,000	Open Event Sponsor - \$3,000	Other Opportunities
<ul style="list-style-type: none"> • 6 x VIP seating tickets • 6 x drink vouchers • Prominent signage on bull ride chute gates • Opportunity for additional banners around arena • Opportunity to present to prize winners • Opportunity to speak at event • Social media - sponsor acknowledgement on all bull ride posts • Website – large logo placed on sponsor page and bull ride page • MC Acknowledgement • Logo on Rodeo posters • Opportunity for free trade stall and free advertising space in program 	<ul style="list-style-type: none"> • 4 x VIP seating tickets • 4 x drink vouchers • Prominent signage at event • Can place additional banners around arena • Social media – 1x post acknowledging sponsorship • Website - logo placement on sponsor page • MC Acknowledgement • Logo in Official Program 	<ul style="list-style-type: none"> • Sponsoring an individual event will put your business name against this event e.g. <<Company Name>> Saddle Bronc Ride • 2 x VIP seating tickets • 2 x drink vouchers • Logo on Open Event Signage at event • Social Media - 1 x post acknowledging sponsorship • Website - Logo Placement on Sponsor page • MC Acknowledgement • Logo in Official Program 	<p>Championship Round Sponsors - \$500</p> <ul style="list-style-type: none"> • Mention by MC at event • Business logo on event website <p>Rodeo Officials Sponsors - \$700</p> <ul style="list-style-type: none"> • Mention by MC at event • Business logo on event website <p>Junior Event Sponsors - \$500</p> <ul style="list-style-type: none"> • Mention by MC at event • Business logo on event website

Dinner Under The Stars

Featuring a menu showcasing local beef, the *Dinner Under the Stars* event is the perfect opportunity for brand exposure to a select group of 300-600 attendees. This exclusive event is attended by corporate and local business owners, making it the ideal platform to connect with potential partners and customers. In addition to the delicious food, attendees will be treated to live music during dinner followed by the Johnny Cash Tribute Show. This is an excellent opportunity to align your brand with the festival's values of community, culture, and outback hospitality.



Sponsorship Benefits

Gold - \$10,000	Silver - \$5,000	Bronze - \$2,500	Local Small business - \$1000
<ul style="list-style-type: none"> • 6 x tickets VIP table • 6 x drink vouchers • Prominent signage at dinner • Opportunity for additional banners around dining precinct • Opportunity to speak at dinner • Social media- sponsor acknowledgement on all Dinner under the Stars posts • Website – logo placed on sponsor page and Dinner under the Stars page. • MC Acknowledgement • Opportunity for free trade stall • Advertising space in program 	<ul style="list-style-type: none"> • 4 x tickets VIP table • 4 x drink vouchers • Signage at dinner • Social media - 1 post acknowledging sponsorship • Website - logo placement on sponsor page • MC Acknowledgement • Can place additional banners around showgrounds. • Logo in program 	<ul style="list-style-type: none"> • 2 x tickets VIP table • 2 x drink vouchers • Logo on collective bronze sponsor sign • Social media – 1 post acknowledging sponsorship • Website - logo placement on sponsor page • MC Acknowledgement • Logo in program 	<ul style="list-style-type: none"> • 2 x tickets VIP table • Logo on collective sponsor sign • Social media – 1 post acknowledging sponsorship • Website - logo placement on sponsor page • MC Acknowledgement

The Art Sculpture Trail

The **Art Sculpture Trail** features art sculptures from local and regional artists entered into the Festival of Outback Skies Art Sculpture Competition. These pieces are inspired by the themes of the Flinders Shire, displaying the beauty and diversity of the outback. Visitors can enjoy the Art Trail during the day or brightly lit during the night, providing a unique and immersive experience that is sure to leave a lasting impression.

Over 90% of festival patrons will view this area over the course of the Festival, making it an excellent platform to gain exposure and connect with potential customers. As a sponsor, you will have the opportunity to align your brand with the festival's values of community, creativity, and cultural diversity.



Sponsorship Benefits

Gold - \$10,000

- Major signage at the Art Trail
- Opportunity to place additional signage at the main stage area
- Opportunity to speak at event
- Opportunity to present Sculptural Art competition winners
- MC Acknowledgement
- Website – logo placed on sponsor page and the Art Trail page
- Social media- sponsor acknowledgement on all Art Trail posts
- Opportunity for free trade stall
- Advertising space in program
- Logo in program
- 4 x Rodeo tickets VIP Seating
- 4 x Dinner under the Stars tickets
- 4 x drink vouchers

Silver - \$5,000

- Signage at Art Trail
- Opportunity to place additional signage at the main stage area
- MC Acknowledgement
- Website - logo placement on sponsor page
- Social media - 1 post acknowledging sponsorship
- Website - logo placement on sponsor page
- MC Acknowledgement
- Logo in program
- 2 x Rodeo tickets VIP seating
- 2 x Dinner under the Stars tickets
- 2 x drink vouchers

Bronze - \$3,000

- Logo on collaborative sponsor sign
- MC Acknowledgement
- Website - logo placement on sponsor page
- Social media - 1 post acknowledging sponsorship.
- Website - logo placement on sponsor page
- MC Acknowledgement
- Logo in program
- 2 x Rodeo tickets VIP seating

Local Small business - \$1000

- Logo on collaborative local business sign
- MC Acknowledgement
- Website - logo placement on sponsor page
- Social media - 1 post acknowledging sponsorship.
- MC Acknowledgement
- 2 x Rodeo tickets VIP seating

Sunday Sesh by the Lake

The **Sunday Session by the Lake** event features a raft race, live music, food, markets and lantern parade that will keep attendees entertained and engaged. The Raft Race was a big hit and had a large and engaged crowd attendance, with Junior and Senior categories. The Twilight Markets offers an excellent opportunity for local vendors to showcase their artisan products, with the live music creating a festive atmosphere for everyone to enjoy. The Lantern Parade is a magical experience, with floating lanterns creating beautiful imagery on the Lake under the evening sky. This is the perfect opportunity to align your brand with the Festival's values of community, cultural diversity, and creativity. This family-friendly event is a hit with attendees of all ages, providing a unique and unforgettable experience.



Sponsorship Benefits

Gold - \$10,000	Silver - \$5,000	Bronze - \$2,500	Local Small Business - \$1000
<ul style="list-style-type: none"> Major signage at lake stage Opportunity to place additional banners around lake One free raft team entry Opportunity to speak at event Opportunity to present best lantern/raft competition winners MC Acknowledgement Website – logo placed on sponsor page and the raft race page Social media- sponsor acknowledgement on all lake posts Opportunity for free trade stall Advertising space in program Logo in program 4 x Bull ride tickets VIP Seating 4 x Dinner under the Stars tickets 4 x drink vouchers 	<ul style="list-style-type: none"> Signage at lake stage Opportunity to place additional signage at the main stage area MC Acknowledgement Website - logo placement on sponsor page Social media - 1 post acknowledging sponsorship Website - logo placement on sponsor page MC Acknowledgement Logo in program 2 x Rodeo tickets VIP seating 2 x Dinner under the Stars tickets 2 x drink vouchers 	<ul style="list-style-type: none"> Logo on collaborative sponsor sign MC Acknowledgement Website - logo placement on sponsor page Social media - 1 post acknowledging sponsorship. MC Acknowledgement Logo in program 2 x Rodeo tickets VIP seating 2 x drink vouchers 	<ul style="list-style-type: none"> Logo on collaborative local business sign MC Acknowledgement Website - logo placement on sponsor page Social media - 1 post acknowledging sponsorship. MC Acknowledgement 2 x Rodeo VIP seating



Why Partner with Us?



- If you do business in North West Queensland, this Festival is a great way to increase your brand awareness in the region.
- Give back to the community and region that supports your business.
- Increase sales by gaining new customers in regional Queensland.
- Build an ongoing relationship with the community to gain long term support and goodwill towards your business.
- Enhance brand recognition throughout the state through the Festival marketing campaign.
- Create awareness of your business and what it sells, by showcasing your product, expertise or services to attendees at the festival.
- Contribute to the economic growth and development of the region.
- Reward your employees and/or offer a fun and enjoyable teambuilding experience through attending the festival.



Other Partnering Opportunities

To discuss any options or to tailor sponsor packages we would love to hear from you! Please contact Jennifer Tasker, Tourism and Events Coordinator at Flinders Shire Council:

Email: tdo@flinders.qld.gov.au

Phone: (07) 4741 2900

Mobile : 0417 094 501

Website: www.festivalofoutbackskies.com.au/

Instagram: www.instagram.com/festivalofoutbackskies/

Facebook: www.facebook.com/hughendenfestival