



HUGHENDEN

**FESTIVAL OF
OUTBACK SKIES**

02-04 MAY 2025

SPONSORSHIP PROSPECTUS



**SHIRE OF
FLINDERS**

 **HUGHENDEN** 

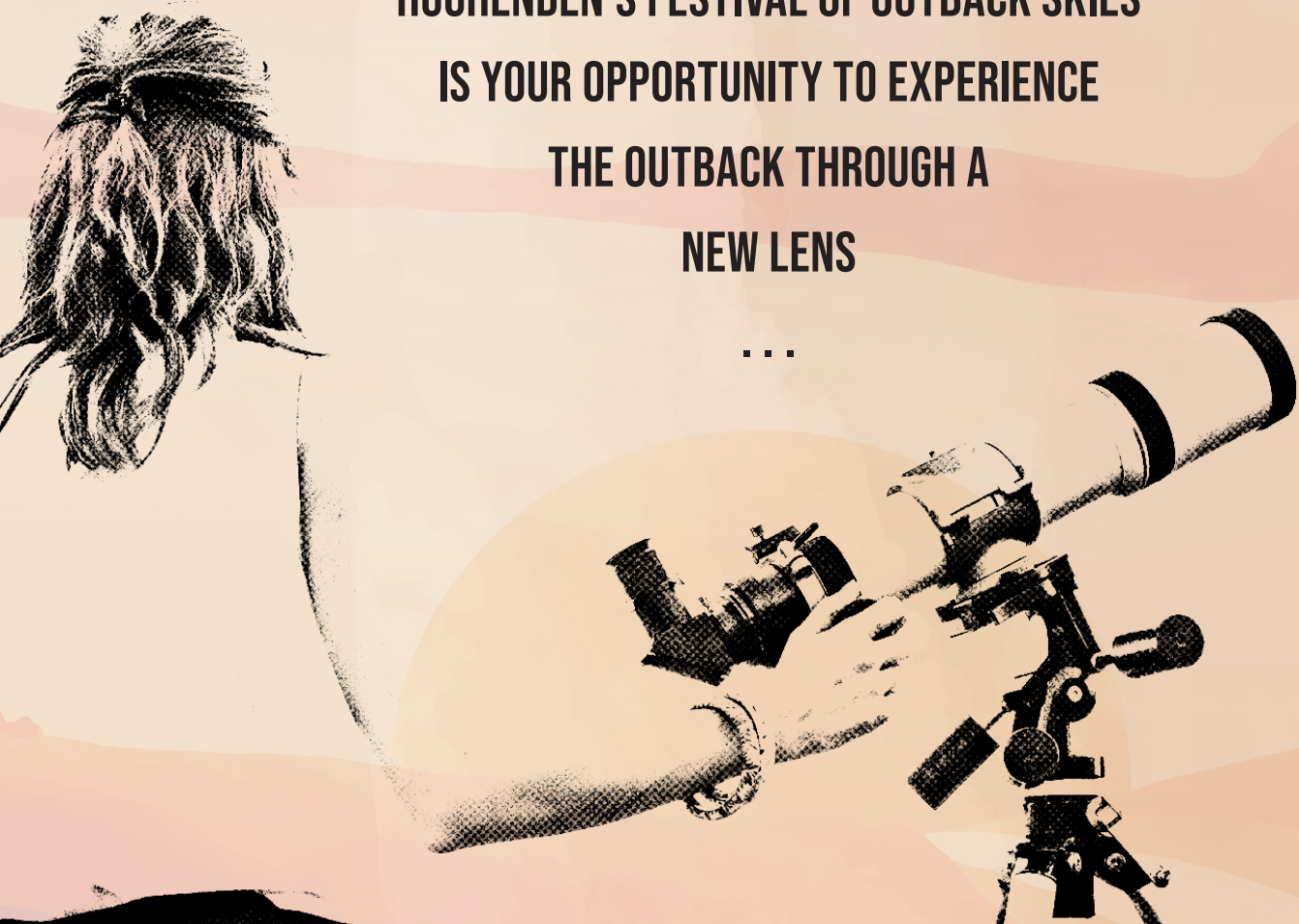
**FESTIVAL OF
OUTBACK SKIES**

02-04 MAY 2025

**OUTBACK SKIES ARE LIKE NO OTHER. COLOURS AS DIVERSE AS A
PAINT PALETTE, EACH DAY PRESENTS A NEW TAPESTRY IN THE
SKY TO BE ADMIRER. 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**

...



A MESSAGE FROM THE FLINDERS SHIRE COUNCIL

WITH YOUR HELP, WE ARE
BUILDING A DYNAMIC FUTURE
FOR THIS GROWING REGION.



As Mayor of Flinders Shire, I am honoured to invite you to join us from May 2nd to May 4th, 2025, for this extraordinary event. The Festival of Outback Skies is more than just a gathering; it is a testament to our community's spirit and a showcase of everything that makes our region unique.

At its core, this three-day festival embodies the essence of outback life. From the exhilarating rodeo that echoes with cheers and courage, to the intimate dinner under the starlit canopy where stories are shared and friendships forged, every moment promises an unforgettable experience.

But the Festival of Outback Skies is not just about entertainment; it's about growth and learning. Workshops and talks provide opportunity to learn new skills, make new friends and hear from locals about their rural lifestyles to ensure that knowledge is shared and ideas flourish. It is through these interactions that our community grows stronger, more connected, and more resilient.

Hughenden is also embracing a dynamic future. The CopperString 2032 project, a transformative initiative connecting Queensland's renewable energy hubs with the national grid, is set to revolutionize our region's energy landscape. Businesses involved in the project are integral to our community's growth and prosperity.

By supporting the Festival of Outback Skies, your businesses will have a unique opportunity to foster goodwill and establish meaningful connections within our community.

Furthermore, sponsoring the festival allows businesses to engage directly with residents and visitors, showcasing products and services in a vibrant and festive atmosphere. It provides a platform to network with stakeholders, exchange ideas, and explore new business opportunities in an environment that celebrates creativity, collaboration, and community spirit.

Your partnership plays a vital role in bringing this event to life, enabling us to offer enriching experiences and create lasting memories for locals and visitors alike. Together, we uphold traditions, celebrate our heritage, and pave the way for a vibrant future.

As you consider becoming a sponsor of the Festival of Outback Skies, know that your contribution will not only be an investment in a unique event but also in the heart and soul of our community. Join us in celebrating the spirit of the outback and in shaping a future where our skies are limitless, our dreams soar high, and our energy is green.

With gratitude and anticipation,

Mayor Kate Peddle

on behalf on the Flinders Shire Council.

HUGHENDEN
**FESTIVAL OF
 OUTBACK SKIES**
 02-04 MAY 2025

FESTIVAL PROGRAM SUMMARY



**FRIDAY
 MAY 3**

**BRONCS, BARRELS
 AND BULLS
 FOLLOWED BY LIVE
 MUSIC**

**2024 FESTIVAL
 HIGHLIGHT REEL**



**SATURDAY
 MAY 4**

**YOGA BY THE LAKE
 ARTISANS'
 WORKSHOPS
 BBQ
 DEMONSTRATIONS
 FISHING
 COMPETITION
 CHILDREN'S
 PERFORMANCES
 RAFT RACE
 TOWN TOURS
 TWILIGHT MARKETS
 LANTERN PARADE &
 RELEASE
 GAMES & ROVING
 ENTERTAINMENT
 LIVE MUSIC**



**SUNDAY
 MAY 5**

**YOGA BY THE LAKE
 ARTISANS'
 WORKSHOPS
 BBQ
 DEMONSTRATIONS
 FISHING
 COMPETITION
 AWARDS
 SCULPTURAL ART
 COMPETITION
 AWARDS
 CHILDREN'S
 PERFORMANCES
 TOWN TOURS
 LIVE MUSIC
 DINNER UNDER THE
 STARS**

OVERALL SITE MAP



1



HUGHENDEN SHOW GROUNDS

2



ART SCULPTURE TRAIL (COOLABAH TREE)

3



HUGHENDEN RECREATIONAL LAKE

2024 ATTENDEE INSIGHTS

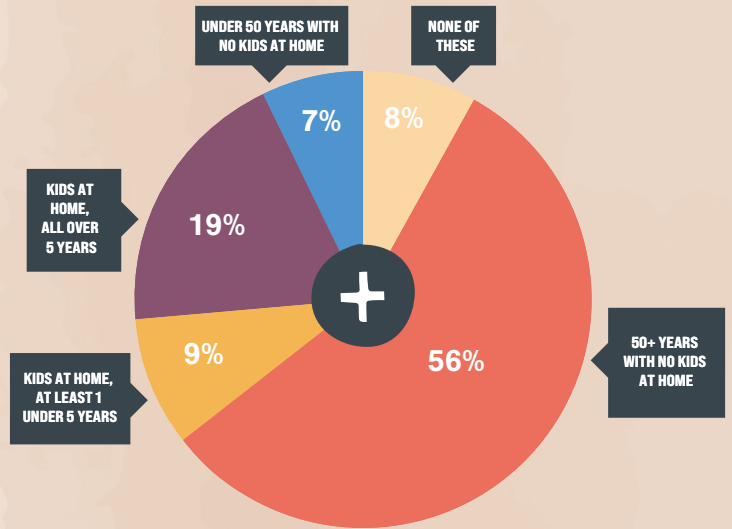
We had a total of 2,667 attendees at the 2024 festival.

The most recent festival year saw a significant increase in younger families and adults attending the festival.

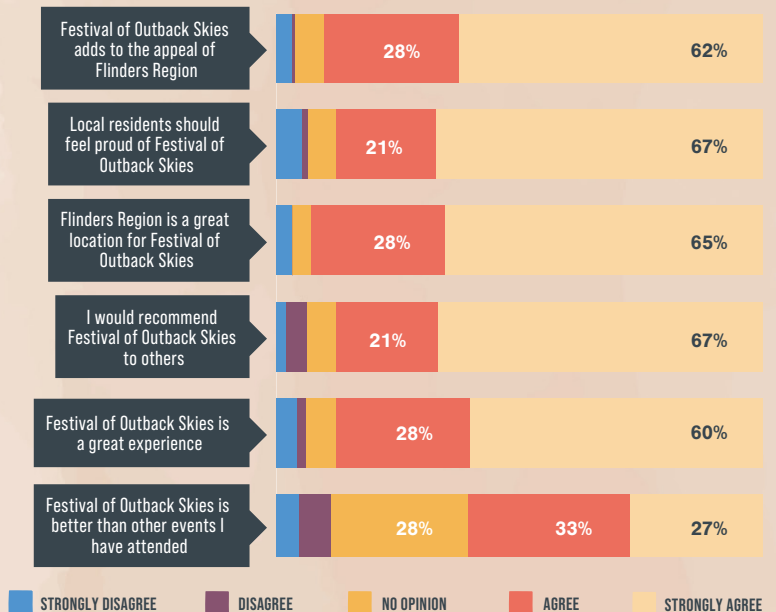
88% of event attendees, on average, would recommend the Festival of Outback Skies to others.

Feedback from attendees noted that the location, entertainment, and programs made the Festival of Outback Skies an unforgettable adventure they would happily recommend.

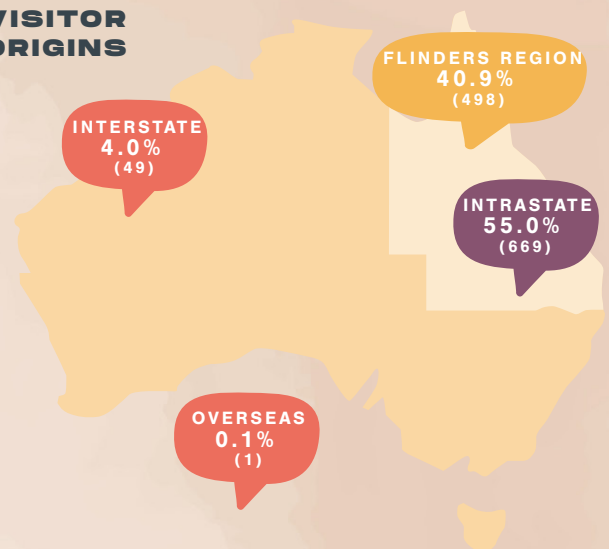
DEMOGRAPHIC PROFILE



COMMUNITY PRIDE

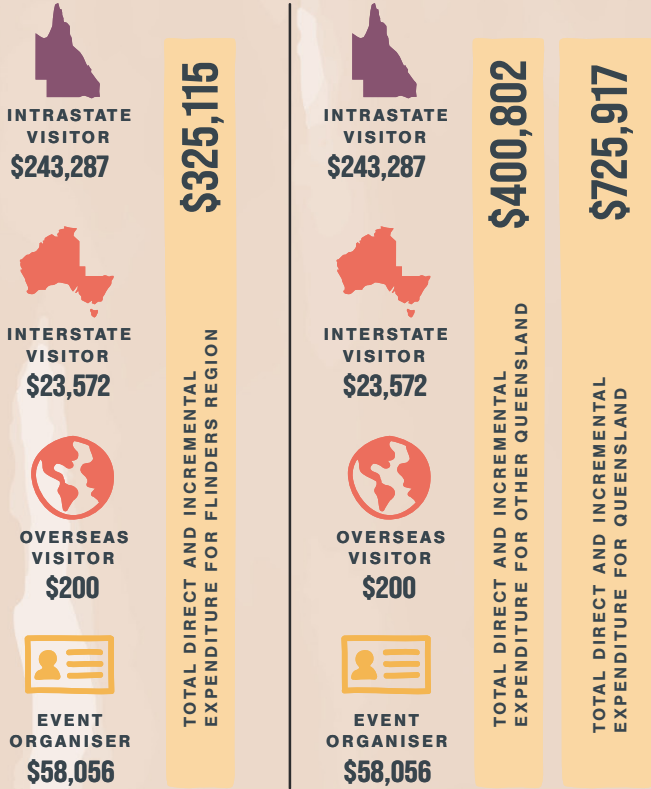


VISITOR ORIGINS



ECONOMIC AND TOURISM IMPACTS

Total Direct and Incremental Expenditure for Flinders Region



2024 ECONOMIC INSIGHTS

Festival of Outback Skies was responsible for generating 2,180 visitor nights in Flinders Region.

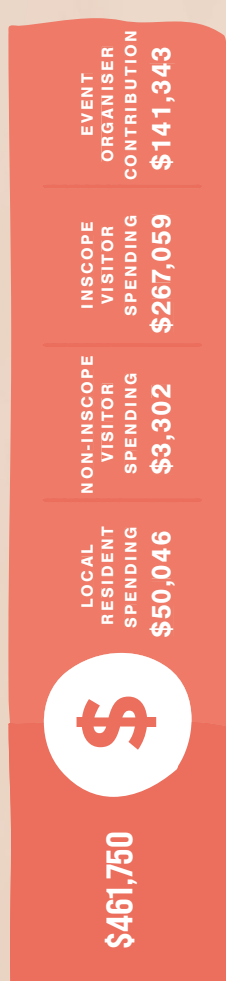
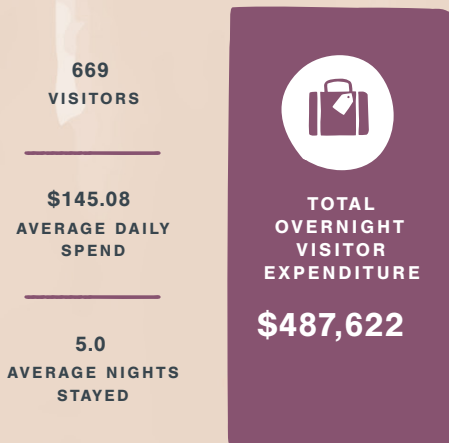
1,955 of these overnight visitors were generated by intrastate visitors.

In total, \$487,622 was spent by overnight visitors who stayed more than 40km from their normal place of residence.

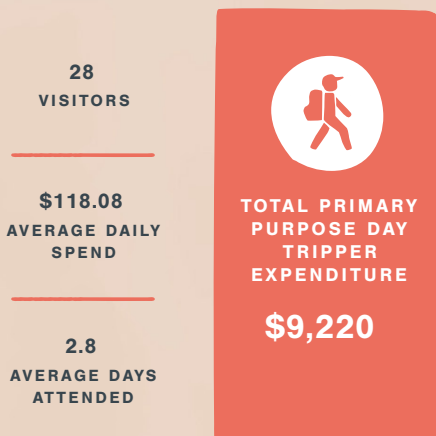
Overall, the event generated \$461,750 in Gross Expenditure Stimulus.

OVERNIGHT EXPENDITURE

TOTAL



DAY TRIP EXPENDITURE



2024 SPONSORSHIP PACKAGES

	PLATINUM	GOLD	SILVER	BRONZE
	\$20K	\$10K	\$5K	\$2.5K
Logo in festival program	✓	✓	✓	✓
Logo on festival website sponsors page	✓	✓	✓	✓
Able to bring your own banners/signage to the festival for display	✓	✓	✓	✓
Merchandise Pack	6	4	2	1
MC Acknowledgements (per day)	6	4	2	1
Drink Vouchers (\$25 value each)	6	4	2	1
Big Screen advertising spots per day	10	6	4	2
Social media call outs	4	3	2	1
Saturday Lakeside Tickets	6	4	2	2
Rodeo VIP Tickets	6	4	2	2
Dinner Under the Stars VIP Tickets	10	6	4	2
Access to VIP sponsor tent	✓	✓	✓	✓
Trade stall site in central location	✓	✓	✓	
2 x festival powered camping sites		✓		
Logo on festival signage	✓	✓		
Advertisement in festival program	✓	✓		
Sponsor profile article in the community festival newsletter	✓	✓		
Opportunity to speak at one of the ticketed events	✓	✓		

ADDITIONAL 2024 PLATINUM PACKAGE ONLY BENEFITS »

Editorial in festival program.	✓
Opportunity to speak with any media and PR opportunities over festival	✓
Prime position banners/signage at the festival	✓
Accommodation for up to 6 people	✓
Prominent logo placement on festival website.	✓
Logo on all advertising material (TV, Radio, Print, Posters & Social Media)	✓

WE CAN ALSO OFFER TAILORED PACKAGES OR DONATION OPTIONS TO SUIT YOU!

NEXT PAGE »

FESTIVAL MARKETING

OUR TARGET MARKETS

THE FESTIVAL HAS A BROAD APPEAL WITH ELEMENTS TO CATER FOR ALL AGES. WE ALSO ACTIVELY TARGET THE FOLLOWING MARKETS:

- ◆ Camping and Caravanning market from South East Queensland and interstate
- ◆ Weekend getaways from cities including Mount Isa, Cairns, Townsville and Mackay
- ◆ Local community members
- ◆ Smaller regional towns like Winton, Charters Towers, Atherton Tablelands, etc.

MARKETING CHANNELS

- ◆ Social media channels like Facebook & Instagram
- ◆ Paid Google Ads
- ◆ Print and digital magazines
- ◆ Television
- ◆ Radio
- ◆ Roadside Signage & Banners
- ◆ Posters and local print promotion
- ◆ Festival website and newsletter
- ◆ Visit Hughenden website and newsletter

WHY PARTNER WITH US?

MEET YOUR MARKETING GOALS

Take advantage of our statewide marketing Festival marketing campaign and get more eyes on your business.

Create awareness of your business and what it sells, by showcasing your product, expertise or services to attendees at the festival.

Increase sales by gaining new customers in regional Queensland.

BUILD AN ONGOING RELATIONSHIP

Give back to the community and region that supports your business and contribute to the economic growth and development of the region.

Build an ongoing relationship with the community to gain long term support and goodwill towards your business.

QUALITY CONTENT AND TEAM EXPERIENCES

Our festival is full of highlight moments to use in your business marketing and promotion. In addition, our event will have professional photographers and videographers on site to capture all event elements for use in ongoing event marketing and promotion.

Reward your employees and/or offer a fun and enjoyable teambuilding experience through attending the festival.

ENHANCE BRAND RECOGNITION

If you do business in North West Queensland, this Festival is a great way to increase your brand awareness in the region.



OTHER PARTNERING OPTIONS

BECOME AN ALCOHOL SPONSOR

Product on tables at the Dinner Under The Stars	✓
Onsite sales /sampling opportunity	✓
Free Trade stall	✓
Product in VIP Tent	✓
Big screen TV advertising spots	✓
Social Media call out	✓
Brand can be featured at event bar	✓

WE CAN TAILOR PACKAGES FOR LOCAL BUSINESSES FROM \$100 - \$1000 AND IN-KIND DONATIONS.

WE CAN ALSO PARTNER WITH YOU FOR SPONSORSHIP THROUGH MEDIA SERVICES OR FOOD & BEVERAGE PRODUCTS.

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







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www.festivalofoutbackskies.com.au

 @festivalofoutbackskies

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