

HUGHENDEN FESTIVAL OF
OUTBACK SKIES
30 APR- 2 MAY 2027

SPONSORSHIP PROSPECTUS



HUGHENDEN
OUTBACK TOWN, ENDLESS HORIZONS



**SHIRE OF
FLINDERS**



THE FESTIVAL OF OUTBACK SKIES

The Festival of Outback Skies is a celebration of everything that makes outback Queensland special.

Beneath Hughenden's vast open skies, people gather to share experiences, forge new friendships, celebrate local culture, and create memories that last long after the music fades.

Whether you're a local or visiting from further afield, you'll find yourself becoming part of the story.





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 30 April to 2 May 2027 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 provide an 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 revolutionise 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 business 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 OF THE FLINDERS SHIRE COUNCIL

HUGHENDEN + FESTIVAL OF
OUTBACK SKIES

FESTIVAL PROGRAM SUMMARY



**FRIDAY
30 APRIL**

The festival begins with the excitement of the Bulls and Broncs, bringing the community together in a celebration of true outback spirit.

As the sun sets, live music creates the perfect atmosphere to connect, unwind and start an unforgettable weekend.



**SATURDAY
1 MAY**

The heart of the festival experience, with markets, workshops, art displays and family entertainment creating opportunities to connect and explore.

The day culminates with the iconic Dinner Under the Stars and a memorable evening beneath the vast outback sky.



**SUNDAY
2 MAY**

A celebration of community, creativity and connection, with art, music, food and shared experiences bringing locals and visitors together.

From the laid-back BBQ & Blues Session to the spectacular Lantern Parade, the festival concludes with memorable moments that linger long after the weekend ends.

WATCH THE 2026 HIGHLIGHTS REEL

FESTIVALOFOUTBACKSKIES.COM.AU



@FESTIVALOFOUTBACKSKIES



/HUGHENDENDFESTIVAL



OVERALL SITE MAP



1



**HUGHENDEN
SHOWGROUNDS
FESTIVAL HQ**

2



**THE LAKE
PERFORMANCE
AREA**

SPONSOR TESTIMONIALS

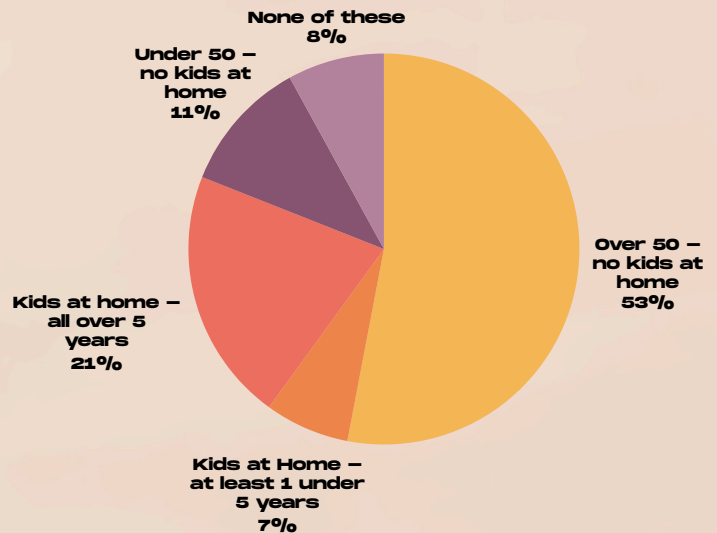
As a local business, we believe it's important to support events that create opportunities for our town and help showcase everything Hughenden has to offer. The festival continues to grow each year, and the advertising exposure and return we receive as a sponsor has been excellent. It's a partnership we're proud to be part of and one we look forward to continuing.

-Hughenden Freight and Industrial

Our company has been a proud sponsor of the Festival of Outback Skies since 2022, and we value the opportunity it gives us to connect with people in a welcoming and relaxed setting. It's a wonderful way to celebrate the region, build genuine relationships and raise awareness for our projects.

-Windlab

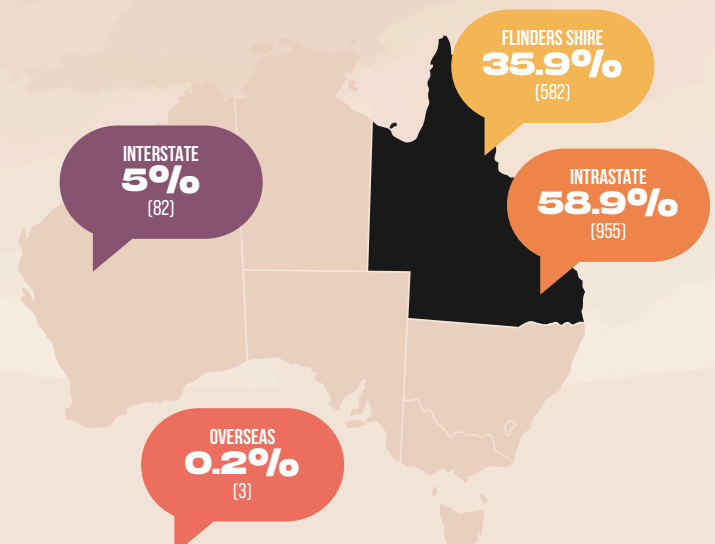
DEMOGRAPHIC PROFILE



COMMUNITY PRIDE

- 93% of respondents believe that the Festival of Outback Skies adds to the appeal of Flinders Shire
- 91% of respondents said they would recommend the Festival of Outback Skies to others
- 91% of respondents thought the Festival of Outback Skies was a great experience
- 95% of respondents agreed that local residents should feel proud of the Festival of Outback Skies

VISITOR ORIGINS



TOURISM IMPACT: FLINDERS REGION



INTRASTATE
VISITOR
\$540,784



INTERSTATE
VISITOR
\$32,634



OVERSEAS
VISITOR
\$0



EVENT
ORGANISER
\$77,866

TOTAL DIRECT & INCREMENTAL EXPENDITURE FOR FLINDERS REGION **\$651,285**

TOURISM IMPACT: OTHER QUEENSLAND



INTRASTATE
VISITOR
\$210,766



INTERSTATE
VISITOR
\$3,362



OVERSEAS
VISITOR
\$0



EVENT
ORGANISER
\$303,317

TOTAL DIRECT & INCREMENTAL EXPENDITURE FOR OTHER QUEENSLAND **\$517,444**

TOTAL WITHIN QUEENSLAND = \$1,168,729

*INTRASTATE VISITOR CONTRIBUTION IN OTHER PARTS OF QUEENSLAND

OVERNIGHT EXPENDITURE



TOTAL
OVERNIGHT
VISITOR
EXPENDITURE

\$882,649

966
VISITORS

\$185.75
AVERAGE
DAILY SPEND

4.9
AVERAGE
NIGHTS STAYED



**TOTAL
\$835,285**

NON-INSCOPE VISITOR
SPENDING

\$96,585

NON-INSCOPE VISITOR
SPENDING

\$7,553

INSCOPE VISITOR
SPENDING

\$573,419

EVENT ORGANISER
CONTRIBUTION

\$157,728

DAY TRIP EXPENDITURE



TOTAL
PRIMARY PURPOSE DAY
TRIPPER EXPENDITURE

\$13,276

24
VISITORS

\$185.61
AVERAGE
DAILY SPEND

3.0
AVERAGE
NIGHTS STAYED

ECONOMIC INSIGHTS

Festival of Outback Skies was responsible for generating 4,752 visitor nights in the Flinders Shire Region.

3,196 of these overnight visitors were generated by intrastate visitors.

In total, \$882,649 was spent by overnight visitors who stayed more than 40km from their normal place of residence.

Overall, the event generated \$835,285 in Gross Expenditure Stimulus.

ATTENDEE INSIGHTS

We had a total of 3,953 attendees at the 2026 festival. The majority of attendees were aged over 50. Additionally, 90% of attendees would recommend the Festival of Outback Skies to others

2027 SPONSORSHIP PACKAGES

	PLATINUM	GOLD	SILVER	BRONZE
	\$20K	\$10K	\$5K	\$2.5K
Logo in festival program & festival website sponsors page	✓	✓	✓	✓
Able to bring your own banners/signage to the festival for display	✓	✓	✓	✓
Merchandise Pack	10	5	2	1
MC Acknowledgements (per day)	6	4	2	1
Drink Vouchers (\$25 value each)	10	5	2	1
Big Screen advertising spots per day	10	6	4	2
Social media shout outs	4	3	2	1
VIP Tickets to Bulls and Broncs, Dinner under the Stars and Festival Finale	10	5	2	2
Sponsors acknowledgement on a social media	✓	✓	✓	✓
Naming Rights over a festival element (ACCORDING TO SPONSOR LEVEL)	✓	✓	✓	✓
Trade stall site in central location	✓	✓	✓	
Prominent festival signs	10	5		
Opportunity to speak at one of the ticketed events	✓	✓		
Prominent logo placement on festival website	✓	✓		

ADDITIONAL 2027 PLATINUM PACKAGE ONLY BENEFITS

EDITORIAL IN FESTIVAL PROGRAM	✓
OPPORTUNITY TO SPEAK WITH ANY MEDIA & PR OVER FESTIVAL WEEKEND	✓
PRIME POSITION BANNERS/SIGNAGE AT THE FESTIVAL	✓
ADVERTISEMENT IN FESTIVAL PROGRAM & ARTICLE IN THE FESTIVAL NEWSLETTER	✓
LOGO ON ALL ADVERTISING MATERIAL - TV, RADIO, PRINT, POSTERS & SOCIAL MEDIA	✓
PHOTOGRAPHY PACKAGE - A SELECTION OF 10 PHOTOS FROM THE FESTIVAL - INCLUDING YOUR LOGO & STAFF IN PHOTOS	✓

BULLS & BRONCS SUPPORTER PACKAGES

YOUR LOGO FEATURED ON A BULLS & BRONCS ELEMENT

NAMING RIGHTS OF PROGRAM CATEGORY (OPEN BULL RIDE ETC) -WITH OTHER BRONZE PACKAGE INCLUSIONS	\$2,500
CHUTES (4 AVAILABLE) -WITH OTHER BRONZE PACKAGE INCLUSIONS	\$2,500
BULL FIGHTERS 1 & 2	\$1,000
PICKUP RIDER 1 & 2	\$1,000
CHUTE BOSS	\$500
BULL & BRONCS MC	\$500

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

WHY PARTNER WITH US? ✨



MEET YOUR MARKETING GOALS

Take advantage of our statewide 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 your visibility and connect with new customers across regional Queensland.



QUALITY CONTENT & 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 with a fun and enjoyable team-building experience at the festival.



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 for your business.



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.

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 visitors 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 AND INSTAGRAM

- Paid Google Ads
- Print and digital magazines
- Television
- Radio
- Roadside Signage and Banners
- Posters and local print promotion
- Festival website and newsletter
- Visit Hughenden website and newsletter

OTHER SPONSORSHIP OPTIONS

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

WE WOULD LOVE TO HEAR FROM YOU!

To discuss any options or to tailor sponsor packages, 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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