

GREAT BARRIER REEF FESTIVAL ART EXHIBITION

Sponsorship Prospectus

2025

Creative

CONNECTIONS
WHITSUNDAY INC

Sponsorship Overview

Creative Connections Whitsunday is a local organisation with a proven track record in event management. We are passionate about uniting people to celebrate art, culture, and the incredible environment of the Whitsunday Region.

What We've Achieved

In 2024, we proudly facilitated the Great Barrier Reef Festival **Art Exhibition**, a curated showcase of local talent offering \$8,000 in prize money. This event celebrated our community's creativity and attracted both locals and visitors, leaving a lasting impact.

Additionally, we hosted a member exhibition during the Airlie Beach Race Week, seamlessly blending art with the energy of one of the region's iconic events.

Looking Ahead: Great Barrier Reef Festival Art Exhibition 2025

Art Prize Exhibition

A stunning display of artworks from local and regional artists, hosted at the Whitsunday Sailing Club. With over \$8,000 in prizes up for grabs, this event will showcase artistic excellence and creativity while connecting artists with art enthusiasts and collectors.

Handmade Art Markets

Discover unique creations from local artisans during the Proserpine Rock Wallaby Festival and the Great Barrier Reef Festival. These markets provide an opportunity to support small businesses and find one-of-a-kind treasures while enjoying the festival's vibrant atmosphere.

How to Get Involved

The Great Barrier Reef Festival Art Exhibition is more than an event—it's a celebration of our region's vibrant culture, environment, and creativity. Partnering with Creative Connections Whitsunday provides an opportunity to:

- **Celebrate Local Creativity:** Support and elevate local artists and their work.
- **Foster Environmental Awareness:** Promote education and conservation of the Great Barrier Reef.
- **Engage with the Community:** Build meaningful connections with locals and visitors alike.
- **Enhance Your Brand's Visibility:** Gain exposure through event promotion and marketing.

We would love to discuss how your support can help us create unforgettable experiences while providing valuable opportunities for your business. Let's work together to make the 2025 Great Barrier Reef Festival Art Exhibition a highlight of the Whitsunday Region!

Who Benefits from the Great Barrier Reef Festival Art Exhibition?

- **Local Artists and Artisans:** Gain exposure, networking opportunities, and financial support through prizes and sales.
- **The Community:** Enjoy cultural enrichment, education, and a sense of pride in local creativity.
- **Local Businesses:** Benefit from increased foot traffic and brand visibility through sponsorship.
- **Visitors and Tourists:** Experience a vibrant cultural event that showcases the best of the Whitsundays.
- **The Environment:** Gain support and awareness for reef conservation through art and education.
- **Schools and Community Groups:** Participate in creative activities, fostering collaboration and learning.
- **Festival Partners and Sponsors:** Enhance reputation and community recognition through meaningful contributions.

Great Barrier Reef Festival Art Exhibition

31 July - 4 August, 2025



"Colours of Creation: Harmony in Our Hands"

The natural colours of the Great Barrier Reef become symbols of both the wonder of creation and the harmony we strive to maintain as stewards of this beautiful, fragile world.

In August 2024, the Art Exhibition in conjunction with the Great Barrier Reef Festival took place at the Whitsunday Sailing Club in Airlie Beach. The event drew over 1500 attendees, while the online gallery reached thousands more art enthusiasts. It provided a platform for over 60 artists to exhibit their work and facilitate sales.

The four-day Great Barrier Reef Festival draws more than 12,000 attendees from the region and beyond. All festival participants are urged to visit the Art Exhibition. Looking ahead to 2025, the upcoming Exhibition promises to be a grand visual arts showcase, featuring 2D and 3D artworks by prominent artists from the Great Barrier Reef region.

This event will be hosted in the Whitsunday Sailing Club, offering a breathtaking setting to complement the stunning artworks on display.

OUR TEAM



Creative Connections Whitsundays Inc. (CCW) is dedicated to supporting and celebrating the local arts community through collaborative partnerships, cultural events, and innovative programming. We believe that art has the power to bring people together, add depth and meaning to our lives, and support mental well-being. Our mission is to foster a vibrant arts scene that reflects the unique character and diversity of the Whitsunday region.

We are committed to providing opportunities for both established and emerging artists to develop their skills, showcase their work, and connect with others in the community. By promoting creativity and artistic expression, we hope to create a legacy of cultural enrichment, and inspire future generations to appreciate and participate in the arts.

The CCW committee is made up of enthusiastic and hard-working volunteers. They are Whitsunday residents involved in the arts, business, and tourism industries:

Sponsorship Packages

Audience and Exposure

The Great Barrier Reef Festival aims to attract thousands of attendees as well as a much wider online audience through social media posts and the website gallery. Airlie Beach with a population of 12,928 residents, and the broader Whitsundays Region, with 38,500 residents, stands as a must-visit destination for tourists, having welcomed over 722,000 domestic and international visitors in 2023.

This event will receive promotional coverage in regional and national newspapers, regional radio broadcasts, and on various social media platforms such as Instagram, Facebook, regional Community News sites, CCW's Event website, as well as event listings with the PEC (2600 followers), Whitsunday Chamber of Commerce & Industry (1,600 followers) and Whitsundays Regional Council (15,000 followers). Sponsors will also receive exposure on the Tourism Whitsunday Calendar of Events.

Sponsors will enjoy the privilege of having their logos prominently displayed on event materials, such as brochures and posters. They will also be featured in press releases and promotional materials, gaining recognition on the event's website and social media channels.

By becoming a sponsor, your organisation will experience the advantages of a favourable association with the support of arts and culture within your community. This sponsorship underscores your dedication to the local art scene and grants you public recognition for your contribution to enriching the cultural fabric of the Whitsunday community.

Sponsors are encouraged to use their involvement in this event as content for marketing and social media campaigns. Sharing updates, photos, and behind-the-scenes content can engage the audience and create a positive brand image. Listed below are the standard Sponsorship Packages however we are able to customise a package to suit your organisation.



Gold Sponsor - \$3,000

\$3,000 for 'Best in Show' Award at Great Barrier Reef Festival Art Exhibition Limited to 1 sponsor

- Acknowledgement as Gold Sponsor in events editorials in regional media and social media announcement via CCW channels as Gold sponsor.
- Logo inclusion on event Websites, Flyers, and marketing material.
- Naming rights to 'Best in Show' award for Great Barrier Reef Art Exhibition.
- Invitation (2 tickets) to Opening night of the Great Barrier Reef Art Exhibition at Whitsunday Sailing Club.
- Invitation to present "Best in Show' award at Great Barrier Reef Exhibition Opening night.
- Inclusion of logo on sponsor signage at Great Barrier Reef Festival Exhibition.
- Listing as Gold sponsor on CCW's website.
- Acknowledgment by MC at event opening night.
- Sponsorship Certificate and Event Report.

Silver Sponsor - \$1,500

\$1,000 Art Prize Award plus Exhibition costs for Great Barrier Reef Art Exhibition Limited to 4 Sponsors

- Logo inclusion on event websites, flyers, and marketing material
- Invitation to present Finalist award at Exhibition Opening
- Invitation (2 tickets) to opening night of the Great Barrier Reef Art Exhibition at Whitsunday Sailing Club
- Inclusion of logo on sponsor signage at all events
- Listing as Silver Sponsor on CCW website
- Acknowledgment by MC
- Sponsorship Certificate and Event Report.

Choice of Award categories:

- 2D Painting Award - \$1000
- 3D Sculpture Award- \$1000
- Photography Award - \$1000
- People's Choice Award - \$1000
- Reef Festival Theme Award - \$500
- Local Artist Award - \$500

Bronze Sponsor - \$500

\$500 Cash or In kind Prizes for Runner Up for Great Barrier Reef Art Exhibition Limited to 3 Sponsors

- Logo displayed at Exhibition and on Exhibition marketing material
- Invitation (1 ticket) to opening night of Great Barrier Reef Art Exhibition
- Acknowledgment by MC at the Awards presentation.
- Inclusion of logo on sponsor signage at the Great Barrier Reef Art Exhibition at Whitsunday Sailing Club
- Logo added to CCW's Event website
- Sponsorship Certificate.

Raffle Sponsor

Sponsoring raffle prizes for Creative Connections Whitsundays Inc. helps support local arts and community well-being while offering your business valuable exposure. It's a simple way to show your community spirit, connect with locals, and be recognised as part of an initiative that makes a positive impact in the Whitsundays.

In Kind Sponsor

We will gratefully accept any products or gift vouchers for Raffles Prizes

Thank you for considering sponsorship of our event. We appreciate your time and look forward to the possibility of partnering with you.

Contact Us

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