

PROSERPINE ROCK WALLABY FESTIVAL

# Sponsorship Prospectus

2025



*Creative*

CONNECTIONS  
WHITSUNDAY INC

# Sponsorship Overview

Creative Connections Whitsunday is a local organisation with a strong track record in event management. We are passionate about bringing people together to celebrate art, culture, and the unique 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 highlighted the creativity of our community and attracted locals and visitors alike.

We also hosted a member exhibition during the **Airlie Beach Race Week**, seamlessly combining art with two of the region's major events.

## Looking Ahead: Proserpine Rock Wallaby Festival 2025

In 2025, we're planning the Proserpine Rock Wallaby Festival, an event that will celebrate the local environment, particularly the Proserpine Rock Wallaby, and bring the community together through art, culture, and shared experiences. This event will feature:

**Art Prize Exhibition** Experience a stunning showcase of artistic talent from local artists at the Proserpine Entertainment Centre. This exhibition will run for four days, celebrating the region's creative spirit.

**Handmade Art Markets** On Sunday, May 11th, explore the Handmade Art Markets featuring one-of-a-kind creations by talented artisans. A perfect opportunity to discover unique pieces and support local craftspeople.

**Town Immersion: Rock Wallaby Installation:** Discover 60 vibrant Rock Wallaby silhouettes, hand-painted by Proserpine High School Art students. These colourful cutouts will be placed in clusters throughout the town, creating a lively and artistic atmosphere. Additionally, a 1.5m illuminated Rock Wallaby lantern, designed by installation artist Lalune Croker, will light up the festival site.☑

**Local Performances and Activities:** Enjoy a variety of live entertainment showcasing local talent, including music, dance, and cultural performances. The festival will also feature interactive activities suitable for all ages.

**Rock Wallaby Treasure Hunt:** Embark on an exciting treasure hunt that brings families and friends together. Explore Proserpine to uncover beautifully painted 3D Rock Wallaby sculptures created by local artists, while learning about this unique species.

**Wildlife and Conservation Education:** Gain insights into the Proserpine Rock Wallaby and other local wildlife through expert-led sessions and interactive displays. Learn about conservation efforts and the importance of preserving the region's natural heritage.

## **How can others be involved**

Celebrate the Proserpine's vibrant culture, wildlife, and community through this long awaited festival!

Partnering with Creative Connections Whitsunday provides an opportunity to:

- Connect with the community in meaningful ways
- Support local art, culture, and environmental awareness
- Gain visibility through event promotion and marketing

We would love to discuss how your support could help us create memorable events while providing valuable exposure for your business.

# Proserpine Rock Wallaby Festival

## 8 - 11 MAY, 2025



The Proserpine Rock Wallaby Festival is a celebration of our local environment, creativity, and community spirit. This exciting new event features the **Rock Wallaby Treasure Hunt**, where participants follow instructions to find unique wallaby sculptures adorned by local artists. These sculptures will be placed around town, turning Proserpine into an outdoor gallery with a focus on environmental awareness.

The festival will also include a local Art Exhibition, a Handmade Market highlighting sustainable creations, and workshops aimed at encouraging visitors to explore a new technique or perhaps create art for the first time.

### ART EXHIBITION THEME:

#### **"Land, Water, Life, and Us: The Spirit of Proserpine"**

- **Land:** The sugar cane fields, farming heritage, and distinctive drylands of the area.
- **Water:** The importance of the Peter Faust Dam and wetlands for the town's ecology and recreation.
- **Life:** The birdlife, the Proserpine Rock Wallaby, crocodiles, and other species that make up the local wildlife.
- **Us:** The people of Proserpine—farmers, workers, families, and individuals who contribute to the community's character and identity.

As the event coincides with Mother's Day, we will also be hosting a Mother's Day Event.

# Benefitting Others

The Proserpine Rock Wallaby Festival brings diverse benefits to participants and the broader community:

- **Local Businesses:** Gain increased visibility, attract new customers, and boost economic activity during the festival. The event showcases local products and services, fostering long-term growth opportunities.
- **Artists and Creatives:** Receive recognition and a platform to display their talents, enriching the cultural fabric of the community while building their profiles and professional opportunities.
- **Community Groups:** Organisations like Men's Shed, Fauna Rescue, Artist Connect, and others strengthen their visibility and engagement, promoting their causes and connecting with wider audiences.
- **Local Government and Corporate Sponsors:** Groups like Whitsunday Regional Council, Wilmar, and Tassal Group enhance their community involvement and public image, demonstrating their commitment to regional development and cultural preservation.
- **Residents:** Benefit from a vibrant celebration that strengthens community ties, provides enriching cultural experiences, and fosters pride in local heritage.
- **Tourism:** Attracts visitors to the Whitsundays, boosting tourism-related businesses and showcasing the region's unique character and biodiversity.
- **Education and Awareness:** Raises awareness about the Proserpine rock wallaby and the importance of conservation, inspiring collective action for environmental stewardship.

In essence, the festival serves as a dynamic hub of economic, cultural, and environmental benefits, uniting and uplifting the community while drawing positive attention to the Whitsundays.



Photo by Sandy Cleeland

# 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 and enrich our lives in meaningful ways. 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 Proserpine Rock Wallaby Festival aims to attract thousands of attendees as well as a much wider online audience through social media posts and the website gallery. Proserpine, with a population of 3,614 residents, 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 Whitsundays 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 - \$1,500

**Limited to 3 sponsors**

- Mention as Gold Sponsor in events editorials in regional media and social media announcement via CCW channels as Gold sponsor.
- Logo inclusion on event Website, Flyers, and marketing material
- Naming rights to one of the events.
- Invitation (2 tickets) to Opening night of the Proserpine Rock Wallaby Art Exhibition at the PEC.
- Inclusion of larger sized logo on sponsor signage at the Festival.
- Advertising on the Wallaby Hunt Instructions which is used by participants.
- Listing as Gold sponsor on CCW's website.
- Acknowledgment by MC at Festival.
- Sponsorship Certificate.



## Silver Sponsor - \$1,000

### Limited to 4 Sponsors

- Logo inclusion on event Websites, Flyers, and marketing material
- Invitation (2 tickets) to Opening night of the Festival Art Exhibition Opening.
- Inclusion of medium sized logo on sponsor signage at all events
- Listing as Silver sponsor on CCW website for all events
- Acknowledgment by MC at all events
- Sponsorship Certificate

## Bronze Sponsor - \$500

### Limited to 3 Sponsors

- Logo inclusion on Exhibition Website, Flyers, and marketing material
- Invitation (2 tickets) to opening night of the Festival Art Exhibition.
- Inclusion of smaller sized logo on sponsor signage at the GBRF Art Exhibition
- Listing as Award sponsor on CCW website
- Acknowledgment by MC at the Awards presentation.
- Sponsorship Certificate.

# Adopt a Wallaby - \$250

A painted 3D Wallaby Sculpture will be located at your premises and be part of the treasure hunt giving exposure to your Business.

Each Wallaby is painted by a local artist.

You will keep the Wallaby at the end of the Festival.

## In Kind Sponsor

We will gratefully accept any products or gift vouchers for Raffles Prizes, Lucky Door Prizes at the High Tea Event, and Treasure Hunt 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

## Contact us:

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