St Lawrence WETLANDS FESTIVAL

FOOD • ARTS • CULTURE • ENVIRONMENT

2-4 JULY 2027

Sponsorship Packages



ISAAC REGION

ST. LAWRENCE WETLANDS FESTIVAL WORKING GROUP

OUR IDENTITY

WHO WE ARE

St Lawrence Wetlands Festival is a multi-award-winning event set against the breathtaking backdrop of the world-class wetlands!

A small local community group working with the Isaac Regional Council making this event spectacular!

As one of **Queensland's most unique experiences**, the event attracts visitors from all corners of Australia.

The St Lawrence Wetlands Festival is proudly delivered by the St Lawrence Wetlands Festival Working Group, Isaac Regional Council, with support from the Koinjmal people of Koinmerburra Country.

- Cultural experiences
- Environment program
- Heritage tours
- Art workshops
- Culinary events
- Artisan markets
- Kids activities
- Live music

Sustainable Tourism
Quality Tourism Accredited Business

Australian Tourism Awards 2021 Finalist Festivals & Events

2021 Queensland tourism awards GOLD WINNER Festivals and Events

2024 Queensland tourism awards BRONZE WINNER Festivals and Events

Mackay Isaac TOURISM AWARDS 2023 Gold Winner

Mackay Isaac TOURISM AWARDS 2024 Gold Award FESTIVALS AND EVENTS

WHERE WE ARE





MARKETING

COME JOIN US

Does your organisation share our passion for **culture, food, art, and environment**?

Partner with us to showcase your brand at a vibrant celebration of First Nations culture, Queensland heritage, local flavours, artistic expression, and environmental care.

Why partner with us?

This is your chance to connect with a deeply engaged audience and align with a purpose-driven event that inspires and uplifts.

- **Beloved local event** with deep community roots and strong brand affinity
- **High audience engagement** across all marketing touchpoints
- **Brand association opportunities** with Tourism and Events Queensland, attending celebrities, and other reputable partners
- **Tailor your partnership** package with branded spaces, naming rights, inclusion in paid advertising campaigns, and VIP ticketing packages



Want to know more?

Compare our sponsorships packages on the next page.

and contact us via email

stlawrencewetlandsfestival @outlook.com

MARKETING SNAPSHOT

2M+
marketing reach

1,800+

64%
industry leading net promoter score

$744,336
gross injected in to the Isaac economy

Our marketing channels

Social
Facebook
Instagram

Radio
Local and regional coverage

Outdoor
Digital billboards

Print
Newsletters
Program
Signage

Who we attract



25%

72%

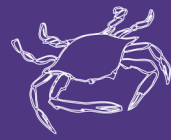
3%
interstate

... and they love coming back!

53% of our attendees are repeat visitors!



55%	50+ years
18%	41-50 years
18%	31-50 years
6%	22-30 years
1%	18-21 years
1%	under 18 years





SPONSORSHIP

Naming Rights $25000

Platinum $20000

Gold $15000

Silver $10000

Bronze $5000

Partners $1000

Festival Supporter $500



What do you get?

Please turn over

IN-KIND PARTNERSHIPS

Chat to us about what we can offer your organisation in exchange for:

- Signage, brochures, collateral printing
- Hire equipment: marquees, tables, chairs
- Electrical: generators, lighting
- AV and audio equipment
- Kitchen and cooking equipment
- Flights and accommodation for special guests
- Marketing and promotion opportunities
- Volunteers to assist with festival set up and pack down



OUR PACKAGES

Benefits	Naming Rights $25,000	Platinum $20,000	Gold $15,000	Silver $10,000	Bronze $5,000	Partner $1,000	Supporter $500
Exclusive Naming Rights	✅	–	–	–	–	–	–
Category Exclusivity	✅	✅	✅	–	–	–	–
Logo on All Major Marketing	✅ Premium	✅ Large	✅ Medium	✅	✅	Name/Logo	Name
Festival Website Recognition	✅	✅	✅	✅	✅	✅	✅
Event Program Recognition	✅	✅	✅	✅	✅	✅	Name
Event Map Recognition	✅	✅	✅	✅	✅	–	–
Social Media Campaigns	10+ Posts	8+ Posts	6+ Posts	4+ Posts	2+ Posts	Group Post	Thank You Post
Dedicated Sponsor Announcement	✅	✅	✅	✅	✅	–	–
MC Acknowledgements Throughout Festival	Premium	Major	Major	Regular	General	Group	–
Large Festival Signage	Premium	Premium	Large	Medium	Small	Shared	–
Opportunity for Trade Display Site	✅	✅	✅	✅	Optional	–	–
Promotional Material in Welcome Packs	✅	✅	✅	✅	✅	–	–
VIP Festival Passes	10	8	6	4	2	2	–
Signature Event Tickets	10	8	6	4	2	–	–
Invitation to Sponsor Function	✅	✅	✅	✅	–	–	–
Opportunity to Speak at Opening	✅	–	–	–	–	–	–
Inclusion in Media Releases	✅	✅	✅	–	–	–	–
Post Event Recognition	✅	✅	✅	✅	✅	✅	✅
Certificate of Appreciation	Framed	Framed	Framed	Certificate	Certificate	Certificate	Certificate
First Right of Renewal	✅	✅	✅	–	–	–	–

TERMS AND CONDITIONS

The St Lawrence Wetlands Festival Working Group (SLWFWG) is the host of the Event. The Sponsor has agreed to support the Event in accordance with these terms and conditions.

1. DEFINITIONS AND INTERPRETATION

Sponsee means SLWFWG. Sponsor means the incoming entity who has agreed to support the Event. Sponsorship Agreement means the agreement between the Sponsee and Sponsor including these terms and conditions.

Sponsorship Amount means the funding amount nominated by the Sponsor to be paid to the Sponsee for the Event. The Event means the 2027 St Lawrence Wetlands Festival.

2. SPONSORSHIP PACKAGES

Details of the sponsorship packages, including the Naming Rights, Platinum, Gold, Silver, Bronze, Partner & Festival Supporter, are provided in a separate document titled Our Packages.

This document outlines the sponsorship inclusions, associated sponsorship amounts, and the benefits offered at each tier.

3. PAYMENT AND TERMS

The Sponsor agrees to pay the Sponsorship Amount within 30 days of signing the Sponsorship Agreement or within 30 days of receiving the Sponsee's tax invoice (whichever comes first).

Failure to do so may result in being turned away from the Event. The Sponsorship Amount is non-refundable, except as provided in clauses 13 and 14 of these terms and conditions. All In-Kind support will be agreed to by the Sponsee and Sponsor at the time of signing the Sponsorship Agreement.

4. ELIGIBLE SPONSORS

Sponsors will encompass those companies or other entities offering materials, products or services of specific interest to attendees as determined by the Sponsee in its sole discretion.

The Sponsee also reserves the right to determine the eligibility of any company specific marketing campaign before distribution. Only the company whose name appears on the face of the Sponsorship Agreement may be placed in marketing.

5. MARKETING MATERIAL

The Sponsor must provide the Sponsee with the Sponsor's logo to be used in marketing material within 7 days of signing the Sponsorship Agreement.

The Sponsor grants to the Sponsee an irrevocable, royalty-free, unconditional licence under the Copyright Act 1968 (Cth) to use the Sponsor's logo/ trademark and name within marketing and promotional material associated with the Event, including but not limited to within brochures, publications, social media, radio announcements and on the Sponsee's website.

6. DECORATIONS, SIGNAGE AND PRODUCT PLACEMENT

The Sponsee shall have full discretion and authority over the placing, arrangements, and appearance of all items displayed by the Sponsor, and may require the replacing, rearrangement, or redecorating of any item, and no liability for costs shall be borne by the Sponsee that may devolve upon the Sponsor thereby. The Event is apolitical, and Sponsors must not display or promote political messages in association with the Event.

7. ACCEPTABILITY OF ADVERTISEMENTS

The Sponsee reserves the right to refuse placement of any advertisements that it believes may be injurious to the purpose of the publication or the values of the Event.

8. PHOTOGRAPHY/DISCLOSURE

By signing the Sponsorship Agreement, Sponsors agree to have any photography of the event displaying their brand to be used in future event marketing and promotional activity, as seen fit by the Sponsee.

9. SPONSOR CONDUCT

The distribution of samples, souvenirs, and publications, etc. may be conducted by the Sponsor only with written approval of the Sponsee. The Sponsor shall conduct and operate its sponsorship (if a physical element exists) so as not to annoy, endanger or interfere with the rights of other exhibitors, sponsors and attendees.

10. DAMAGE TO PROPERTY

The Sponsor is liable for any damage caused to other sponsors and/or event property.

11. INSURANCE

The Sponsor will maintain a workers compensation policy in accordance with the Workers' Compensation and Rehabilitation Act 2003 (Qld) for any staff provided by the Sponsor by way of In-Kind support (if applicable). The Sponsor will also maintain public liability insurance for a sum of not less than $20 million. The Sponsor shall produce evidence of the insurances required by providing of a copy of the certificates of currency to the Sponsee within 7 days of signing the Sponsorship Agreement.

12. ASSIGNMENT AND NOVATION

The Sponsor must not assign or novate any of its rights or obligations under the Sponsorship Agreement without the prior written consent of the Sponsee.

13. CANCELLATION OF SPONSORSHIP

In the event that written notification from the Sponsor of intent to cancel is received by the Sponsee at least 30 days prior to the Event, all sums paid will be refunded. No refunds will be made after this date.

TERMS AND CONDITIONS

14. CANCELLATION OF THE EVENT

If the location in which the Event is to be conducted shall become, in the sole discretion of the Sponsee, unfit for occupancy, or should the holding of the Event be substantially or materially inferred with by virtue of any cause or causes not reasonably within the control of the Sponsee, then the Event may be cancelled by the Sponsee and the Sponsorship Agreement entered into by the Sponsor will be terminated by the Sponsee.

The Sponsee shall not be responsible for delays, damage, loss, increased costs or other unfavourable conditions arising by virtue of cause or causes not reasonably within the control of the Sponsee.

If the Sponsee terminates said Sponsorship Agreement (or any part thereof) as aforesaid, then the Sponsee may retain such part of a sponsor fee as shall be required to recompense it for expenses incurred up to the time such contingency shall have occurred, and there shall be no further liability on the part of either party.

For purposes hereof, the phrase “cause or causes not reasonably within the control of the Sponsee” shall include, but shall not be limited to, fire; casualty; flood; epidemic; earthquake; explosion or accident; blockade embargo; inclement weather; government restraints; restraints or orders of civil defence or military authorities; acts of public enemy; riot or civil disturbance; strike; lockout, boycott or other labour disturbance; inability to secure sufficient labour; technical or other personnel failure; impairment or lack of adequate transportation facilities; inability to obtain, condemnation, requisition or commandeering of necessary supplies or equipment; local, state or federal laws, ordinances, rules orders, decrees, or regulations whether legislative, executive or judicial, and whether constitutional or unconstitutional.

In the event the Event is rescheduled, the Sponsorship Agreement shall remain in effect, and all sponsorship obligations will be transferred to the rescheduled Event date unless otherwise agreed in writing by both the Sponsee and Sponsor.

15. INDEMNITY

The Sponsor agrees to indemnify, defend and hold harmless the Sponsee, the event facility, the owner of such facility, and the city/town in which this event is being held, and their respective officers, agents and employees, from and against all bodily and personal injury, loss, claims, or damage to any person or any property arising in any way from the Sponsor, its employees, agents, licensees, contractors or customers.

The Sponsee shall not be responsible for loss or damage to displays or goods belonging to sponsors, whether resulting from fire, storms, air conditioning or heating failure, theft, pilferage, mysterious disappearance, bomb threats or other causes.

16. RESOLUTION OF DISPUTES

In the event of a dispute or disagreement between the Sponsor and the Sponsee or between two or more sponsors; all interpretations of the rules governing the Sponsorship Agreement, actions, or decisions concerning this dispute or disagreement by the Sponsee intended to resolve the dispute or disagreement shall be binding on the Sponsor.

17. ADDITIONS TO TERMS AND CONDITIONS

Any matters not specifically covered by the preceding terms and conditions shall be determined by further written agreement between the Sponsee and Sponsor.

18. APPLICABLE LAW

The laws of Queensland apply to the Sponsorship Agreement and each party submits to the jurisdiction of the Courts of Queensland.

19. DEFAULT

If the Sponsor defaults in any of its obligations under the Sponsorship Agreement or violates any of its obligations or covenants under the Sponsorship Agreement, the Sponsee may, in addition to any other remedies provided for herein or otherwise available to the Sponsee at law or in equity, without notice, terminate this agreement and retain all monies received on account as liquidated damages. The Sponsee may thereupon direct the Sponsor or forthwith to remove its employees, agents and representatives, and all of its articles of merchandise and other personal property from the specified sponsored event and location.

20. EXCLUSIVITY

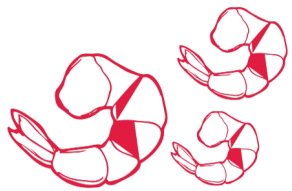
The event is offered to all potential sponsors without exclusivity. The Sponsee has sole discretion as to any changes in the policy and will disclose those changes to any and all relevant sponsors prior to the Sponsorship Agreement remittance.

21. ACCEPTANCE

Once the Sponsor signs the Sponsorship Agreement and returns it to the Sponsee, all terms and conditions are officially in effect. The Sponsorship Agreement shall not be binding until accepted by the Sponsee.

22. AGREEMENT TO TERMS AND CONDITIONS

The Sponsor, for itself and its employees, agents and representatives, agrees to abide by the above terms and conditions and by any amendments that may be agreed in writing between the Sponsee and Sponsor.




VOLUNTEER
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