North Queensland’s Premier Sustainable Living Festival

THIS IS YOUR OPPORTUNITY TO ALIGN YOUR BRAND WITH THE CORE VALUES OF TROPICAL NORTH QUEENSLAND AND REACH OVER...

10,000 PEOPLE

JUNE 3
2018

CAIRNS CRUISE LINER TERMINAL

FEATURING
• 120+ eco exhibitors
• Live music stage
• Art & Performance
• Interactive workshops
• Food & fashion
• Business Networking

CAIRNS CRUISE LINER TERMINAL

OUR CAIRNS SURVEY 6446 RESPONSES

Top 5 - Which of these statements do you think describes our region's current strengths?
(Respondents could choose up to 3 options)

- A green, tropical region that values our natural assets 49%
- A relaxed region, where you can wear short sleeves and sandals and be taken seriously 38%
- A region tourists want to visit 36%
- An economy led by tourism 28%
- A vibrant region with events and activities for the whole community 24%

Top 5 - Which of these statements do you want to describe our region’s strengths in 10 years’ time?
(Respondents could choose up to 3 options)

- A green, tropical region that values our natural assets 47%
- A relaxed region, where you can wear short sleeves and sandals and be taken seriously 28%
- A region tourists want to visit 24%
- An economy led by tourism 23%
- A vibrant region with events and activities for the whole community 20%

What are the 3 things most important to you to ensure our region meets the needs of the community now and into the future?

TOP 5

- Environment 38%
- Liveability 37%
- Sustainability 37%
- Safety 32%
- Transport 30%

OUR CAIRNS RESULTS SNAPSHOT

target market

ECOfiesta invites eco-conscious consumers from across the region to bring their family and friends to Cairns' premier water venue for a day of community celebration and sustainable living inspiration.

ECOfiesta is a festival with a difference, appealing across the generations with free entry and a contemporary approach to programming.

Environment, liveability and sustainability are issues of most importance to the Cairns community (Our Cairns Survey, Sept. 2016, 6646 respondents)

The Cairns community identifies as a green, tropical region that values our natural assets (Our Cairns Survey, Sept. 2016, 6646 respondents)

CAIRNS

Australia's second fastest growing city. Gateway to world heritage reef and rainforest. 160,000 residents and three million visitors a year.

Cairns Regional Council
Presenting Partner
$10,000 + GST
• Brand alignment with the core values of Tropical North Queensland
• Advertisement on the event program
• Opportunity to utilise the Cairns ECOfiesta brand for the length of the sponsor agreement
• Complimentary presenting partner premium expo booth at Cairns ECOfiesta (valued at $1,000)
• Display up to ten promotional signs on the event site
• Participate in the event opening address
• Logo on event sponsorship boards
• Logo on twenty-one Council way finding signs in the Cairns CBD, not otherwise available commercially
• Exclusivity arrangement with the first right of refusal as Presenting Partner for 2019

Major Sponsor
$5,000 + GST
• Brand alignment with the core values of Tropical North Queensland
• Logo placement on television and print advertisements and event posters
• Acknowledgement as Major Sponsor in Cairns Regional Council social media posts
• Prime position expo stall at Cairns ECOfiesta, valued at $500
• Display up to five promotional signs on the event site
• Logo on event sponsorship boards

Local Business Sponsor
$1,000 + GST
• Brand alignment with the core values of Tropical North Queensland
• Logo on event posters
• Acknowledgement as a local business sponsor in Cairns Regional Council social media posts
• Expo stall, valued at $150
• Logo on event sponsorship boards

Social Enterprise Sponsor
The Cairns ECOfiesta sponsorship model includes the opportunity for one non-profit organisation / social enterprise to provide in-kind event support in return for marketing, fundraising and brand alignment opportunities. Get in touch for more information.

GET IN TOUCH
Our team would be happy to discuss opportunities to maximise your partnership or to value-add to this proposal.

Please contact Raine Davies. Senior Events Officer P: 07 4044 3261 E: r.davies@cairns.qld.gov.au