North Queensland’s Premier Sustainable Living Festival

ALIGN YOUR BRAND WITH THE CORE VALUES OF TROPICAL NORTH QUEENSLAND AND REACH OVER...

10,000 PEOPLE

CAIRNS CRUISE LINER TERMINAL

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

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

OUR CAIRNS SURVEY 6,646 RESPONSES

What are the 5 things most important to you to ensure our region meets the needs of the community now and into the future?

TOP 5
- Environment (36%)
- Liveability (37%)
- Sustainability (37%)
- Safety (32%)
- Transport (30%)

OUR CAIRNS RESULTS SNAPSHOT

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, 6,646 respondents)

The Cairns community identifies as a green, tropical region that values our natural assets (Our Cairns Survey, Sept. 2016, 6,646 respondents)

www.cairns.qld.gov.au/ecofiesta
SPONSORSHIP OPPORTUNITIES

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 next year’s ECOfiesta

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

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