

2025



ROCKHAMPTON MAJOR EVENTS

# Sponsorship Prospectus





PARTNERSHIPS WITH BUSINESSES LIKE YOURS



HELP BRING ROCKHAMPTON'S EVENTS TO LIFE



TO SHOWCASE OUR COMMUNITY'S CULTURE, OUR PASSION



AND HELP MAKE ROCKHAMPTON REGION



A GREAT PLACE TO LIVE, VISIT AND INVEST IN





4, 5 & 6 APRIL 2025

# ROCKY NATS

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18 MAY 2025

# ROCKY RIVER RUN

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12 & 13 JUNE 2025

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# GBD CHRISTMAS FAIR

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***One great region to live,  
visit, and invest***

# Why it's great to support events

## THEY'RE GREAT FOR OUR REGION

Rockhampton Regional Council's major events consistently draw record attendances, showcasing our community's enthusiasm, engagement, and passion for these amazing events. These events not only bring people together and into our Region but also stimulate the local economy significantly by filling up our accommodation and flooding our restaurants, shops and services.

### ***Events provide a strong foundation to grow our community***

Major events serve to enrich our Region's cultural health as a raft of new ideas, new people, and new ways of seeing are introduced to our community. Events fuel our 'ideas economy' and create an upward pressure of innovation. And it's not just a one-way process – major events act as a cultural ambassador to those it draws to our Region, our events introduce the world to what makes Rockhampton truly great. That's 150,000 hearts and minds we reach each year to discover that Rockhampton is a great place to live, visit and invest.

This significant economic boost reinforces the importance of events as a vital part of the Region's financial health. These events serve as Rockhampton Region's flagship experiences, showcasing our unique culture and vibrant experiences. Signature events such as these enhance visit-ability and provide our Region with serious cultural credentials, positioning Rockhampton as a dynamic destination for both residents and visitors.



**ZAC GARVEN**

Tourism & Events Manager





# The goal of our major events

To create iconic, high-calibre events that create significant economic impact, positively promote the region, drives tourist visitation and is celebrated and embraced by the Rockhampton community.

## WITH OUR MAJOR EVENTS WE AIM TO:

- 1** Deliver a significant event that promotes the Rockhampton Region whilst providing something new, and exciting for the community.
- 2** Position the Rockhampton Region as an attractive destination within local, national, and overseas tourism markets using hero experiences.
- 3** Build the economic, social, and cultural life of Rockhampton. Supporting local businesses and subcultures.
- 4** Provide another reason to be proud to be a person that lives here, having access and involvement in iconic events.

# 150,000+

People attended our major events in 2024.

# 58,000

Visitor nights generated for accommodation providers.

# \$20M

Gross economic impact on our local economy.

# +60NPS

Average Net Promoter Score across our events.

# 850K

Views on our dedicated event website network.

# 14.5M

Cumulative social reach in 2024.

# Become a hero of Rockhampton's events.



Add our contact details

Sponsorship is a collaborative process. Yes, we get monetary support from you, and you get exposure to our audiences. But good sponsorship deals become great sponsorship partnerships when your brand and our event work in symbiosis.

**HOW CAN WE WORK WITH YOUR BUSINESS TO MAKE SOMETHING TRULY SPECIAL HAPPEN?**

## TALK TO OUR SPONSORSHIP TEAM TODAY:

[events@rrc.qld.gov.au](mailto:events@rrc.qld.gov.au)

07 4936 8005



### ZAC GARVEN

Tourism & Events Manager

Zac is Advance Rockhampton's Tourism and Events business mastermind. Zac believes in the power of events and tourism to grow our Region and is our 'big picture' man.

**TALK TO ZAC ABOUT CREATING SYNERGIES BETWEEN YOUR SPONSORSHIP, OUR EVENTS, AND OUR TOURISM ECONOMY.**



### EILEEN BROWN

Events Coordinator

As the Event Coordinator for Advance Rockhampton, Eileen leads the delivery of the region's major events for Council and is responsible for developing an event calendar that works to promote the region and the liveability of Rockhampton. Eileen is the person who makes our events happen.

**TALK TO EILEEN ABOUT CBD COMMUNITY ENGAGEMENT, EVENT OPERATIONS AND SPONSORSHIP CONCERNS.**



### TANYA WOOLEY

Senior Project and Event Marketing Officer

Tanya is our event marketing and programming guru. When she's not promoting our events nation-wide, she's booking some of Australia's best music and arts acts.

**TALK TO TANYA ABOUT PROMOTIONAL PARTNERSHIP OPPORTUNITIES, ENTERTAINMENT PROGRAMMING, SOCIAL MEDIA AND MARKETING.**



### HECTOR HINES

Industry Engagement and Sponsorship Officer

Hector is our person on the ground, making sponsorship happen. He is responsible for making sure your sponsorship inclusions are all honoured and for making sure your business is represented in the best way possible.

**TALK TO HECTOR ABOUT EVERYTHING RELATING TO YOUR SPONSORSHIP. HE WILL BE YOUR DAY-TO-DAY CONTACT.**

# The process

## 01 Find an event that fits with you

Each of our events has a distinct flavour and a unique audience. That means we probably have an event or program that aligns perfectly with your brand, products or services.

## 02 Talk to us to secure your desired tier of sponsorship.

See each event's inclusions table for sponsorship tier breakdowns and ensure that your business' needs are being met and objectives achieved.

## 03 Customise your package

Tell us what your objectives are and what outcomes you would like to see so we can customise and match you with a sponsorship package that achieves your business goals.

## 04 Sign an agreement

Secure your sponsorship and receive your sponsorship info kit, outlining what we need from you, and when we need it to be able to meet all your sponsorship entitlements.

## 05 Make your first payment

Your sponsorship dollars are essential to delivering our amazing events and programs. To allow this process to proceed smoothly you will also need to complete a Council Debtor Form. From this we will arrange for your payment schedule to take place.

## 06 Supply us with your brand assets

It is essential that we receive your brand and marketing assets (see our guide on the next page) in a timely manner so that we can place your logo on relevant advertising and merchandise.

## 07 We announce your sponsorship

Welcome aboard post to announce your partnership with our event. You can start to bask in the glow of the positive contribution you have made toward your community.

## 08 We put in place your inclusions

Social posts and features, your logo inserted through out all logo entitlements.

## 09 Enjoy the VIP treatment

Exclusive VIP event invitation to thank and acknowledge all our Sponsors (for specific events). You will also get your access passes to the event, sometimes giving you some hard-to-get special access.

## 10 The event goes live

Your logo is included in relevant signage, your business spruiked on the PA, you get to interact with your customers, and our on-hand Sponsorship Officer will be available to ensure that your expectations are being met and you are enjoying the value of our partnership.

## 11 Post-event report

You will receive an exclusive post-event report outlining the number of attendees, demographic breakdown, economic impact, social, web and media reach,

## 12 Onboard for years to come

Did your sponsorship achieve your goals? It's time to consider if you would like a multi-year partnership with us. Multi-year deals allow us to really start building synergies with your business.



# What we need from you

We will need use of your branding to show you're supporting the event and allow people to connect your brand with ours.

## LOGO SUPPLY

Supply your logo in one of the following formats: EPS, PDF, Ai or SVG. You may need to ask your designer for the original file if you do not have a copy.

Please supply a mono (that is white or black without colour) logo that can work on both a dark background and light background.

File types that we can not use, but are accidentally supplied: .jpg .png .webp .doc

## BRAND STYLE GUIDE AND COLOURS

If your business has had a brand style guide developed, providing it to us will help ensure that your brand assets are deployed in a way that honours your brand style.

## YOUR SPONSORSHIP GOALS (WHY ARE YOU SPONSORING)

It is essential that we know why you are sponsoring our event. This will help us tailor your sponsorship experience, and perhaps even find some really cool synergies that could take your sponsorship to the next level. This could be as simple as a few dot points.

## RELEVANT SOCIAL MEDIA TAGS AND ACCOUNTS

Supply us with hyperlinks to your Facebook, Instagram, YouTube, X (Twitter) and TikTok accounts so that we can tag you in relevant social posts.

## WEBSITE URL

We will use this link to lead people to your website from our website, social posts (when applicable), and our event app.

## PROFESSIONAL MARKETING BLURBS

Having professional copy that does a great job of selling your business in a way that aligns with your goals is key. We recommend that small businesses without access to a marketing professional contact a local marketing firm (who can also assist with the development of imagery and branding).

### 100-WORD BLURB

This is your chance to outline what your business does best. List out your top products and services, how your business supports our community, and potential offers for the event attendees.

### 50-WORD BLURB

What's the elevator pitch of your business? How can you tell your potential customers about your product and service, and why you do it better.

### 7-WORD TAGLINE

This is a super short wrap up of your business' name and category. What would you write on a billboard?

## HERO IMAGES AND VIDEO (OPTIONAL)

Providing us with professional video and image assets allows us to craft captivating social media posts that align both with our brand and yours.

### IMAGES SHOULD

Be at least 2400px on their long edge. Supplied as a Jpeg in RGB colour mode. Minimum file-size of 500kb, maximum 30mb. Images should be free of logo, graphical and text overlays.

### VIDEOS SHOULD

Be at least 1080px landscape or portrait (1920x1080), up to 4k. Supplied in h.264 .mov or .mp4 video format. Videos should be 15-30 seconds (both lengths supplied is ideal). In some instances where the video will be used, sound will not be available.

## MEDIA CONTACT DETAILS

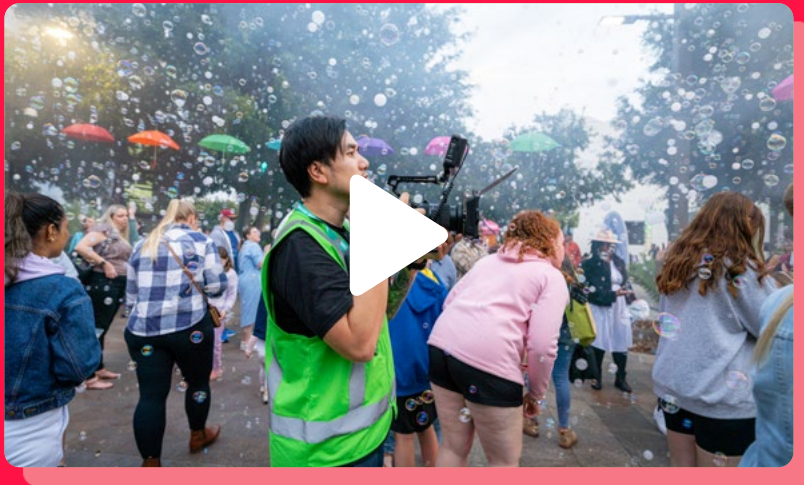
Let us know of your marketing, media or communications specialist at your business that we can talk to (if available).

# Your brand + our event

## HOW DO OUR EVENTS HELP ACHIEVE YOUR BUSINESS GOALS AND KPIS?

- 1** Associate and elevate your brand with Rockhampton's most significant events.
- 2** Reach niche cultural influencers and decision makers and place your brand among social leaders.
- 3** Access a large and highly engaged audience that share your brand values, maximising reach and impact.
- 4** Enhance your brand's reputation by supporting an event that benefits the community and region.
- 5** Showcase and build awareness of your brand at Rockhampton's largest public gatherings.
- 6** Launch and promote new products among niche audiences.
- 7** Showcase your support of your local community and broaden your community linkages.
- 8** Align your brand with a reputable brand and event and position yourself among some of Rocky's most trusted businesses.





# EVERY SEASON BRINGS A NEW REASON TO EXPLORE ROCKHAMPTON

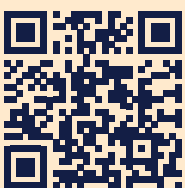
As the events epicentre of Central Queensland, Rockhampton presents a compelling investment opportunity with our strategically curated calendar of over 35 major events throughout 2025. Our events portfolio has demonstrated significant economic impact, with Council's five major events alone generating over \$16.7 million in direct and incremental expenditure in 2024.

From the adrenaline-charged Rockynats to the sophisticated Pop-Up Polo, and from the cultural vibrancy of the Rockhampton River Festival to the gastronomic delights of the Capricorn Food & Wine Festival, our diverse event calendar drives visitor engagement across all seasons.

These signature events not only attract substantial visitation but strategically extend length of stay by offering compelling experiences that encourage multi-day visits.

Events are positioned as a pivotal growth sector within our economic development strategy, creating valuable opportunities for local businesses while strengthening Rockhampton's position as Central Queensland's premier destination. Many events are strategically located within our picturesque Riverside Precinct and throughout the CBD, encouraging visitors to experience our perfectly positioned accommodation offerings and vibrant dining scene while enjoying stunning views of the Fitzroy River (Tunuba) and Mount Archer (Nurim) National Park.

Our year-round approach to event scheduling ensures consistent economic stimulus across all seasons, benefiting accommodation providers, hospitality venues, tourist attractions, and local businesses. This strategic distribution of events throughout the calendar maximises economic impact and provides partners with multiple opportunities to engage with diverse audience segments throughout the year.



Check out our 2025  
Events Campaign

[youtu.be  
/n7\\_pxUcjy8o](https://youtu.be/n7_pxUcjy8o)



Check out our  
2024 wrap video

[youtu.be/ga-0HsLbYpY](https://youtu.be/ga-0HsLbYpY)

**RARE  
SPARES**

# ROCKY NATS





# 57,274

Attendances

# 46,066

Visitor nights

# \$9.6M

Economic impact (Gross economic stimulus)

# 9.61M

Aggregated Social Reach

# 450K

Website pageviews

# 258K

Google search impressions

# +74NPS

Net Promoter Score

Net Promoter Score® is a customer experience metric measuring promoters and detractors. The scale is from -100 to +100. Above 0 is good, above 20 is great, and above 50 is excellent.

Data from 2024 event.

# 04

APRIL

# 05

APRIL

# 06

APRIL

## ROCKYNATS 05

4, 5 & 6 APRIL 2025

Full entitlement cut-off date  
Monday, November 18, 2024

Location

ROCKHAMPTON SHOWGROUNDS, WANDAL / ROCKHAMPTON CBD,  
ROCKHAMPTON CITY / THE COMMON

## NAMING RIGHTS

**PRESENTING** NEGOTIABLE

Naming rights available for Rockynats 06 and beyond.

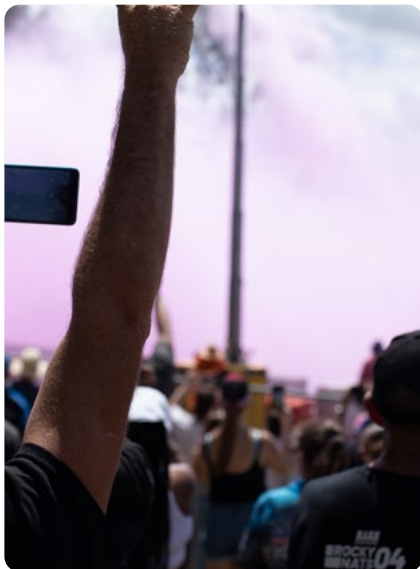
Tyres will burn, street drags will take over the city, and drifting champs will send it sideways at the greatest horsepower party in Rockhampton for Rockynats 05, Easter school holidays 2025.

Rockynats is going to burn some serious rubber in a full guts celebration of everything street machine but with all the fun family festival feels.

Can you get a better backdrop for ripping some skids than Rocky's iconic heritage drag strip along Quay Street?

After the enormous success of Rockynats 01-04, we are excited to continue the growth of the festival through additional partnerships and increase the exposure of the Region.

ROCKYNATS



## BURNOUT PRECINCT

REANEY STREET, NORTH ROCKHAMPTON

Friday, Saturday & Sunday

**PLATINUM** \$22,000<sup>+gst</sup>

The Burnouts features some of Australia's best cars and drivers in a competition full of high octane, burning rubber, coloured smoke and epic blow outs. Smoke filled Burnouts runs across the weekend with Friday nights' Burnouts Pro Series Qualifier 1, Saturday hosting Open Class Qualifying and Burnout Pro Series Qualifier 2 and Sunday brings it all home with Road to Rockynats Champion - Slalom & Go-Woah, Unlimited Redemption Round, Opens and Pro Class and Finals.

Showcase your brand in front of passionate motorsport fans and amplify your visibility to an engaged target audience at the Burnout Precinct.



## STREET DRAGS

QUAY STREET, RIVERSIDE PRECINCT

Saturday & Sunday

**PLATINUM** \$22,000<sup>+gst</sup>

Set on the banks of the Fitzroy River, backed by Queensland's longest strip of national trust buildings, is the thrilling street drags. Rockhampton's Quay Street comes alive as Australia's fastest street-driven drag cars and bikes roar down the nation's first street-built no-prep 1/8th mile drag strip.

You may have to beat the crowds for a prime seat, as the speed and calibre of these drag racers is a crowd-pulling, show-stopping event. With its unique no-fuss format, the Street Drags allows for more cars and more racing than most conventional drag races.

With over 1150 passes across Saturday and Sunday and a dedicated audience, as well as significant foot traffic passing through, there are opportunities here to elevate your brand to a wider audience.



## QUAY ST SHOW N SHINE

QUAY STREET, CENTRAL & RIVERSIDE PRECINCT

Saturday & Sunday

**PLATINUM** \$22,000<sup>+gst</sup>

Show 'n' Shine showcases the best-of-the-best in paint jobs, remodels, restorations, and new features. You can see over 200 vehicles each day in the Rockynats CBD Show 'n' Shine competition, located along Quay Street. Over the Rockynats weekend, you'll be wowed by how stunning, detailed and, well, shiny these vehicles are.

With a new cohort of immaculate vehicles on display each day. This space is guaranteed to be thick with enthusiastic attendees with your brand front and centre.





## DRIFT PRECINCT

VICTORIA PARADE, RIVERSIDE PRECINCT

Saturday & Sunday

**PLATINUM** \$22,000+gst

Nothing says “high-octane action” like some of Australia’s highest profile drifting drivers all in one place.

Hosted by Drift Cadet on the banks of the Fitzroy River, you can watch the best-of-the-best drifting racers give their all in the Victoria Parade car park located within the CBD precinct. The Rockynats drifting events are exclusive invitation-only competitions, so spectators can expect to see national and global level drifting. If watching isn’t thrilling enough, ‘hot laps’ (or passenger rides) will also be available for brave ticketholders.

The drifting itself is a spectacular, with drift fans collectively engaged, this entire drifting zone is an opportunity to be branded and made into its own masterpiece.

A new addition to the Drift Precinct for 2025 includes an exclusive JDM Showcase Zone and Little Tokyo street food hub.



## SHOW-GROUNDS PRECINCT

ROCKHAMPTON SHOWGROUNDS

Friday, Saturday & Sunday

**PLATINUM** \$22,000+gst

The Showgrounds Precinct is your family destination for unforgettable off-track entertainment. From stunt shows and interactive activities to live music, there’s something for everyone in the family.

Don’t miss the full off-track program including:

- Dyno Comp
- Showgrounds Show n Shine
- Elite Pavilion
- Trade Pavilion
- FMX Stunt Shows
- Kids Activity Area
- Amusement Rides
- Mulletfest
- Tattoo Competition
- Professional Wrestling
- Rockabillynats Pinup Competition
- Live Music



## SKID ROW

BURNOUT PRECINCT, REANEY STREET

Friday & Saturday

**SILVER** \$10,000+gst

Less rules, more burnouts, more noise Skid Row has come to Rockynats. First introduced at Summernats, Skid Row has been a fan favourite ever since. Just like at the ‘nats in Canberra, entrants will have the chance to fry their tyres in front of a huge crowd in the middle of Rockhampton.

With skid spots sold out within 24 hours in 2024, the 2025 event is sure to be a hit with entrants!



## 4X4 ZONE

ROCKHAMPTON CBD

Saturday & Sunday

**GOLD** \$15,000+gst

Rockynats has the ultimate 4X4 party covered. The 4x4 Zone is one of the most popular precincts at the Rockynats event. Designed by 4X4 enthusiasts and hosted in the CBD, this zone has everything you could want for the perfect long weekend in Rockhampton, from 4WD displays and entertainment to heart-pumping track races and everything in between.

## DYNO

ROCKHAMPTON SHOWGROUNDS

Friday, Saturday & Sunday

**GOLD** \$15,000+gst

The Dyno Competition is the place for entrants to show what their engine is made of as they battle for cash and prizes on hub dynos. With categories for vehicles of all types, the Dyno Competition will be pumping out noise and horsepower.

## ELITE PAVILION

ROCKHAMPTON SHOWGROUNDS, ROBERT SCHWARTEN PAVILION

Friday, Saturday & Sunday

**SILVER** \$10,000+gst

For any lover of pristine restorations, no-holds-barred customising and upcycling, the Elite Pavilion at the Showgrounds is generally the first stop. It'll be hard to tear yourself away. And even if you know nothing at all about cars, just the spectacle of mirror finishes, ultimate attention to detail and the atmosphere of excitement and the pride of accomplishment makes it a very worthwhile experience.

Under one roof you'll see cars, never before exhibited in Australia, alongside some returning favourites going up against the big boys. Yes, the prize money is significant, but most entrants are in it for the sheer joy of creating a one-of-a-kind showstopper.

Aligning with such prestige and excellence the Elite Pavilion elevates your brand to a premium standard and provides your brand with credibility and status.

## STREET PARADE

ROCKHAMPTON CITY

Friday

**SILVER** \$10,000+gst

Truly a marathon of delights for spectators as over 1,500 of Australia's top burnout cars, speed demons, loved classics, sick hogs, and suped-up creations pour out of the Rockynats Showgrounds Precinct. Grab your spot early along the route through Rockhampton's historic CBD as this well attended (and free!) Street Parade is a favourite of fans and locals alike.

A beloved Rockynats tradition that unites the community, the Street Parade is accessible to everyone and offers a unique opportunity to showcase your brand to both attendees and wider community.





## CRUISE ROUTE

ROCKHAMPTON CBD PRECINCT, EAST & BOLSOVER STREETS

Saturday & Sunday

**SILVER** \$10,000<sup>+gst</sup>

All entrants, with both registered and unregistered cars, will have the chance to cruise within the CBD Precinct (East Street and Bolsover Street) on a dedicated route. For some of these old beautiful vehicles, this is one of their only opportunities to roll through the Rockhampton CBD. Take the time to stroll through the parked cars and bikes and chat to their owners, they may even offer to take you for a ride.

When you aren't admiring the vehicles or cruising the streets, you can enjoy food, cafes and entertainment in this lively part of Rockynats.

Cruising runs straight past the main CBD entry point and will put a spotlight on your brand to all spectators upon entry, you couldn't get much better exposure than this!



## BIKES SHOW N SHINE

ROCKHAMPTON CBD

Saturday & Sunday

**SILVER** \$10,000<sup>+gst</sup>

Against the backdrop of the Rockhampton CBD's stately heritage-listed buildings, stroll around the Bike Zone, chat to owners and get some great tips for your next bike build. You might even spot an immaculate Laverda, Indian or an AJS UK-built machine, lovingly restored. Expect to see more than 100 of Australia's quirkiest, craziest, coolest and most customised motorcycles all in one place.



## ARENA SHOW

SHOWGROUNDS PRECINCT

Friday, Saturday & Sunday

**SILVER** \$10,000<sup>+gst</sup>

Rockynats is proud to go the extra mile to cater for all ages and preferences, bringing in arena entertainment with a regular program running the whole weekend.

In 2023 and 2024 we saw the Hot Wheels Stunt Team led by Stuntman Matt Mingay, who's been in the professional sports action athlete game for 25 years. Their crazy program had the crowds cheering in the grandstands several times a day.

## CAMPING

ADJACENT ROCKHAMPTON SHOWGROUNDS

Tuesday April 1 - Monday April 7

**BRONZE** \$7,500<sup>+gst</sup>

The Rockynats Camping ground, located adjacent to the Rockhampton Showgrounds Precinct, is where you will find entrants and spectators who travel in their regular camping or holiday groups. They might be 'roughing it' and putting up their own tents, or they could be 'glamping it up' in the luxury of a curated camping experience.

You will be guaranteed an audience of campers from all walks of life who will forget to pack something and this sponsorship is your opportunity to get your brand in their hands.



## WHO WILL YOUR BRAND REACH?

### TICKET HOLDERS

Our primary audience are car decision-makers

- They're passionate about cars
- They're predominantly men aged 25 - 54
- They spend their weekends and their money on their car
- Their friends and family might see them as the 'car guy' and seek car advice from them
- They have time and the disposable income to attend Queensland's largest car and bike festival
- 60% of them have put in the effort to travel to Rockhampton from out-of-town

### ENTRANTS

Our brand heroes are car influencers

- Cars are their life
- They are highly engaged in the festival and participate throughout the weekend in multiple activities and competitions
- They are brand leaders, people follow their example
- They spend a large amount of their disposable income on their cars, car parts, and merchandise
- They're members of their local car or bike club

	PRESENTING	PLATINUM	GOLD	SILVER	BRONZE
Rockynats 05 investment +gst	\$NEG	\$22,000	\$15,000	\$10,000	\$7,500

### BASIC INCLUSIONS

	PRESENTING	PLATINUM	GOLD	SILVER	BRONZE
Naming rights	Exclusive				
Reference to sponsorship	✓	✓	✓	✓	✓
Media release mention	✓	✓	✓		
Social media mentions	10	6	4	2	1
Radio advertising mentions	✓				
PA Announcements (relative scale)	1	1/2	1/4	1/6	1/8
Trade space	6x3m	6x3m	3x3m	3x3m	
Tickets / Staff Passes	20	12	8	6	2
Invite to VIP event	8	6	4	4	2

### LOGO PLACEMENTS

	PRESENTING	PLATINUM	GOLD	SILVER	BRONZE
Volunteer clothing	✓				
TV advert end credits	✓	✓	✓	✓	✓
Print advertising	✓	✓	✓	✓	✓
Mobile app and website	✓	✓	✓	✓	✓
Logo in official program/poster	✓	✓	✓	✓	✓
Branded event signage	✓				
Logo scale (relative scale)	1	2/3	1/2	1/3	1/4

### SIGNAGE

	PRESENTING	PLATINUM	GOLD	SILVER	BRONZE
Event signage logo lockups	✓	✓	✓	✓	✓
Signage relevant to sponsorship	✓	✓	✓	✓	✓
Sponsor provided (negotiated)	18	6	4	✓	✓

### ROCKYNATS SPECIAL INCLUSIONS

	PRESENTING	PLATINUM	GOLD	SILVER	BRONZE
Supplied big screen daily ad plays	1008	336	168	84	68
Tickets - Platinum pass	12	6	4	2	
Branded Vehicle in parade	2	2	2	1	1
Logo inclusion on entrant shirts	✓	✓	✓	✓	✓
Marketing email credit	✓	✓	✓	✓	✓
Bag inclusions	2	1	1	1	1

Note that some packages may already be under negotiation. Some of the inclusions in this table may not be relevant at the time of signing due to print and artwork deadlines.  
 ✓ Included. ✓ As space allows. Relative scale items are proportionally given in relation to the naming rights sponsor. E.g. If naming sponsor has 10 PA announcements, Platinum Sponsor will receive 5 (1/2).





Check out our  
2024 advert

[youtu.be/0prdjz\\_0SYk](https://youtu.be/0prdjz_0SYk)

# ROCKY RIVER RUN

18  
MAY

2,210

Race participants

819

Visitor nights

\$278K

Economic impact (Gross economic stimulus)

277K

Aggregated Social Reach

98K

Website pageviews

42K

Google search impressions

+78NPS

Net Promoter Score

Net Promoter Score® is a customer experience metric measuring promoters and detractors. The scale is from -100 to +100. Above 0 is good, above 20 is great, and above 50 is excellent.

# ROCKY RIVER RUN 2025

18 MAY 2025

Full entitlement cut-off date  
Thursday, October 31, 2024

Location

ROCKHAMPTON CBD, ROCKHAMPTON CITY, NORTH ROCKHAMPTON,  
WANDAL

## NAMING RIGHTS

**PRESENTING** NEGOTIABLE

The Rocky River Run 2025 is gearing up to exceed 2024's record breaking year of participants!

Businesses, this is your opportunity. Get involved with CQ's biggest running event.

The Rocky River Run plays a significant role in the Rockhampton Region's annual calendar of events. This annual event draws visitation from outside of our region and state, elevates Rockhampton's running event profile, and contributes to the growth of our local economy.

Take advantage of the sponsorship opportunities available for the Rocky River Run 2025 and partner with this community-embraced event that draws in and captures attention state-wide.

### KEY ELEMENTS

- Rockhampton's largest running event
- Four race distances
- Intrastate and local competitors
- Raising funds through Grassrootz
- 2,000+ competitors expected
- Celebrity MC
- Strengthening health and fitness in our community
- Post event recovery zone for local business partnerships
- Winner presentations and prizes

ROCKY RIVER RUN



## 21.1K HALF MARATHON

QUAY STREET, SIR RAYMOND HUISH DRIVE, ALEXANDRA RAIL BRIDGE

6:15am, 18 May 2025

**PLATINUM** \$15,000+gst

Starting at dawn, the Rocky River Run 21.1k half marathon passes along Rockhampton's historic Quay Street riverside precinct; incorporates the gorgeous views of the Alexandra Rail Bridge built in 1898; passes under the magnificent boulevard of fig trees on Sir Raymond Huish Drive; and meanders along the riverside Victoria Parade. Suitable for runners wanting to take their running to the next level. This is an excellent step toward running your first full marathon - or is an excellent goal in itself.

Sponsors of this race will have a chance to connect with Rockhampton's most committed community of runners, alongside the committed cohort of people who tour Queensland's marathons and half-marathons. You will capture the attention of those preparing to attempt their first full marathon.



## 10K RACE

QUAY STREET, SIR RAYMOND HUISH DRIVE, ALEXANDRA RAIL BRIDGE

7:00am, 18 May 2025

**GOLD** \$10,000+gst

Looking to take your running ability to the next level? The Rocky River Run 10k race is a popular choice, offering a fast and flat circuit that offers stunning river views throughout. The Rocky River Run 10k race is the perfect fitness target for intermediate runners or seasoned 5k runners who are looking to step up to a 10k race as a natural progression in their running journey. It's also ideal for experienced runners who wish to use the race as training tool or a chance to build on their speed and race strategies in preparation for longer distances.

Sponsoring the 10k race will allow you to connect with fitness enthusiasts, not necessarily those on the journey to a marathon, but those who might be on the ground floor for new fitness trends and products.



## 5K RACE

QUAY STREET, FITZROY BRIDGE, QUEEN'S PARK, ALEXANDRA RAIL BRIDGE

8:30am, 18 May 2025

**GOLD** \$10,000+gst

Known as one of the flattest running courses on offer, the Rocky River Run 5k race is the ideal race for those wanting to get into running or improve their fitness. With many entrants also choosing to walk the 5km, the race places a heavy emphasis on fun rather than performance, which takes the pressure off first-time runners who may be concerned about having to maintain a set pace.

It's a perfectly manageable event for kids, or to race together as teams looking to join forces.

Take advantage of this cohort of first-timers, social, and goal-oriented runners who might be at the start of their running or fitness journey ready to 'gear up'. Position your brand amongst people thirsty for new fitness knowledge and products.





## 2K RACE

QUAY STREET, ROCKHAMPTON CBD

9:00am, 18 May 2025

**SILVER** \$7,500+gst

The Rocky River Run 2k race is the fun, family-friendly event that is suitable for all ages, abilities and experience levels! It's an easy, fun-filled race that's dominated by fun runners, families and outrageous outfits, making it a suitable event for children of any age (including those wishing to glide along in strollers). The 2k course will see you run or walk your way around the historic heart of the Rockhampton CBD, finishing along the picturesque Fitzroy River!

It's the perfect distance for those who are just starting out on their fitness or running journey, kids, families, or those who just want a bit of fun without the big training commitment.

As the 2k race sponsor, you will be aligned with the race that is light-hearted and fun. Connect with a diverse audience while showcasing your commitment to promoting active lifestyles and community engagement.



## OFFICIAL RUNNING SHIRT/ RETAIL PARTNER

**SILVER** \$7,500+gst

As an official running shirt or retail partner, your business gains visibility, showcases brand commitment to health, and connects with a vibrant, engaged community of participants. The running shirts will be given to every single participant with logo placement for your business across thousands of runners.



## RECOVERY STATION

ROD LAVER PLAZA

**BRONZE** \$5,000+gst

As the face of the recovery station providing runners sustenance after their run. You have the opportunity to talk with them and engage as they finish their race while still on a complete high. As a sponsor you will be fostering positive engagement, show your community support and your alignment with healthy lifestyles.

## HYDRATION STATION

ROD LAVER PLAZA

**BRONZE** \$5,000+gst

Sponsoring a hydration station will have your business track side amongst the action, providing runners much needed hydration your branding associated with this lifeline will bring only positive recognition of your brand. It also demonstrates community support and engaging participants directly during the event.



# WHO WILL YOUR BRAND REACH?

## RUNNING FANATICS

21k | 400+ competitors

- Their main form of fitness is running, and running might be described as their passion
- Research and wear 'the best' running footwear, clothing, and accessories
- Often tech-savvy and will track their run with apps, smart watches, or fitness trackers to get optimum running results
- Will advocate their running brands and are brand heroes
- They train for marathons and travel the state for running events

## FITNESS ENTHUSIASTS

10k | 450+ competitors

- Have a favourite running shoe brand
- Participate in the active-wear market and are often brand heroes
- Use fitness trackers and tech to track their overall fitness journey
- Often engaged in fitness foods and consumables market
- Running may be their primary form of fitness, however they are likely to engage in other events or gyms
- Competitors from previous years looking to improve



## GET-FIT WARRIORS

5k | 1,000+ competitors

- Most popular race distance that entrants can walk or run
- Most popular with teams and 'team instigators' who organise their social or work group
- Entrants often engaged in fitness programs with gyms and trainers
- Engage in fitness and active-wear brands from a fashion perspective
- 5k run often is the end point of a personal fitness challenge

## FUN RUNNERS & CHARITY HEROES

2k | 300+ competitors

- Traditionally attracts joggers and walkers
- Entrants with prams are encouraged to enter this distance
- Entrants who participate for charitable reasons, or dress up for fun
- Popular with teams and families

	PRESENTING	PLATINUM	GOLD	SILVER	BRONZE
River Run 2025 investment +gst	\$NEG	\$15,000	\$10,000	\$7,500	\$5,000

BASIC INCLUSIONS					
Naming rights	Exclusive				
Reference to sponsorship	✓	✓	✓	✓	✓
Media release mention	✓	✓	✓		
Social media mentions	10	6	4	2	1
Radio advertising mentions	✓				
PA Announcements (relative scale)	1	1/2	1/4	1/6	1/8
Trade space	3x3m	3x3m	3x3m	3x3m	

LOGO PLACEMENTS					
Race shirt	✓	✓	✓	✓	✓
TV advert end credits	✓	✓	✓	✓	✓
Print advertising	✓	✓	✓	✓	✓
Mobile app and website	✓	✓	✓	✓	✓
Logo in official poster	✓	✓	✓	✓	✓
Branded event signage	✓				
Logo scale (relative scale)	1	2/3	1/2	1/3	1/4

SIGNAGE					
Event signage logo lockups	✓	✓	✓	✓	✓
Signage relevant to sponsorship	✓	✓	✓	✓	✓
Sponsor provided (negotiated)	18	6	4	✓	✓

ROCKY RIVER RUN SPECIAL INCLUSIONS					
Complementary race entries	20	15	10	7	2
Logo on race bib	✓	✓	✓	✓	

Note that some packages may already be under negotiation. Some of the inclusions in this table may not be relevant at the time of signing due to print and artwork deadlines.  
 ✓ Included. ✓ As space allows. Relative scale items are proportionally given in relation to the naming rights sponsor. E.g. If naming sponsor has 10 PA announcements, Platinum Sponsor will receive 5 (1/2).



# THE Rocky SHOW



FUN THE OLD FASHIONED WAY

RURAL  
AMBASSADOR

SHOWGIRL

12  
JUNE

13  
JUNE

32,144

Attendees

>1,000

Show Employees and Volunteers

\$5.3M

Economic impact (Gross economic stimulus)

1.79M

Aggregated Social Reach

105K

Website pageviews

146K

Google search impressions

1,100+

Competition categories

# ROCKHAMPTON AGRICULTURAL SHOW 2025

12 & 13 JUNE 2025

Full entitlement cut-off date  
Monday, March 3, 2025

Location

ROCKHAMPTON SHOWGROUNDS

## NAMING RIGHTS

**PRESENTING** NEGOTIABLE

The Rockhampton Agricultural Show brings the country to the city through animal exhibits and competitions and providing entertainment through sideshow alley, commercial site displays and an evening entertainment program in Centre Ring to captivate the crowds.

This iconic event delivers a feast for the senses with carnival entertainment and thrilling rides to horse competitions, stud cattle, poultry, photography, arts, crafts and so much more. As well as the traditional schools section, reptiles, trade, food, stage programs and entertainment.

The 2024 Show attracted an audience of over 32,000 visitors and the 2025 Show is set to be bigger and better than ever. This community event is the perfect opportunity to showcase your business and connect with your local community. We invite you to be involved in this iconic two-day traditional event.

THE ROCKY SHOW

Net Promoter Score® is a customer experience metric measuring promoters and detractors. The scale is from -100 to +100. Above 0 is good, above 20 is great, and above 50 is excellent.

Data from 2024 event.



## THE PEOPLE'S PAVILION

EXHIBITION PAVILION

**PLATINUM** \$15,000+gst

The People's Pavilion will host the main stage for Rocky Show. With plenty of programming on stage, visitors will want to keep coming back. In previous years we saw live music from Elvis, Roy Orbison and Tom Jones impersonators. Varietyville comedy acts, and fashion parades plus workshop activities alongside women's retailers.

## ROBERT SCHWARTEN PAVILION

ROBERT SCHWARTEN PAVILION

**PLATINUM** \$15,000+gst

The Robert Schwarten Pavilion is home to a petting zoo, apiculture, D'Aguilar Wildlife and an Agricultural Education Stage that provides interactive and educational shows for all ages.



## FASHION PARADE

EXHIBITION PAVILION

**GOLD** \$10,000+gst

The Agricultural Show Fashion Parade, where local models and boutiques come together to create a vibrant showcase of fashion. This time-honoured tradition highlights the unique styles of our community.

The Fashion Parade is more than just a display of clothing though; it's a celebration of our local culture and the connections that bind us. Join us in applauding our models, including the Rural Ambassador and Showgirl entrants, and boutiques as they take to the runway, representing the best of what our community has to offer.

## SIGNATURE SHOW

CENTRE RING

**GOLD** \$10,000+gst

From monster trucks, to stunt bikes, camel races and whip-cracking jackaroos the Centre Ring entertainment always brings something new and spectacular to the Rocky Show.



## RURAL AMBASSADOR & SHOWGIRL

ROCKHAMPTON SHOWGROUNDS & VARIOUS ENGAGEMENTS ACROSS ROCKHAMPTON

**GOLD** \$10,000+gst

The Rural Ambassador Award aims to provide an opportunity for young people to promote rural communities and industries. The award will identify and recognise the next generation leaders.

The Showgirl Competition is recognised for its role in developing young female leaders and shaping them into women of influence in their local or wider communities. The Queensland Country Life Showgirl Awards program is open to young women who have a close affiliation with the Queensland Agricultural Show movement.





## SIGNATURE ACTIVATION

CREMORNE LAWN

**SILVER** \$7,500<sup>+gst</sup>

Crowds go quackers for racing ducks at the Show. They even start squeeling over the pigs as they fly past. No wonder the Gilmore Family Duck and Pig races are so popular. There will be five rounds of racing each day consisting of two duck races and one pig race. That's a whole lot of squealing and quacking to be done and is definitely a drawcard in the entertainment line up.

## FIREWORKS

CENTRE RING, VISIBLE FROM WHOLE OF SHOWGROUNDS

**SILVER** \$7,500<sup>+gst</sup>

Fireworks, a crowd pleaser for the Rocky Show, will be held on the Thursday and Friday nights.

Programming in Centre Ring ensures an engaged audience is ready and eager to experience this much-loved spectacle.

The fireworks can be seen from anywhere in the Showgrounds and across Rockhampton from many advantage spots making this sponsorship go off with a bang!



## KID'S SHOW

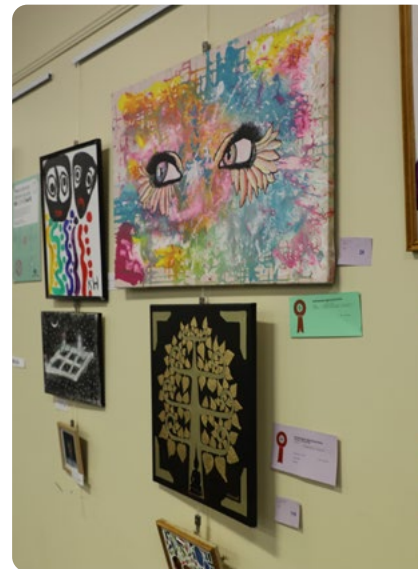
VARIOUS LOCATIONS, ROCKHAMPTON SHOWGROUNDS

**BRONZE** \$5,000<sup>+gst</sup>

The Rocky Show has been an annual tradition for kids in Central Queensland to experience and learn new things. The Rocky Show always strives to bring new and exciting programming to ensure these experiences create lifelong memories.

In the past this has been hands on kid's science shows and cooking shows, children's TV personalities, agricultural workshops, and educational performances.

By aligning with this sponsorship your business is engaging with families whose kids are eager to learn, grow and experience.



## ARTS CRAFTS & COOKING PAVILION

JAMES LAWRENCE PAVILION

**BRONZE** \$5,000<sup>+gst</sup>

The James Lawrence Pavilion has proudly hosted the Fine Arts, Arts & Crafts, and Cooking sections for over 50 years. This pavilion not only celebrates creativity and culinary talent but also serves as a platform for participants of all ages, with many winners over the years advancing to compete successfully at the Ekka.

By sponsoring the James Lawrence Pavilion, your business can connect with the rich traditions of craft and baking, while also highlighting how modern technology supports these time-honoured practices. This partnership will enhance your visibility and demonstrate your commitment to community engagement.

# WHO WILL YOUR BRAND REACH?

The Rockhampton Agricultural Show caters to a diverse array of general and special interest groups. Whilst the audience is largely younger and family-based, there are super-invested groups who will engage with the Show's traditional offerings on a much higher level. The audience can be broken into four main groups - Families, Thrill-Seekers, Traditional and Rural.



## FAMILIES

Parents aged 30-45, Children aged 4-12 years

- Kids want a showbag, fast food, to challenge the sideshows, ride the rides, visit the animals and be wowed by the spectacle
- The family want to experience the show as a whole and get their money's worth
- Will plan to see specific events of their interest
- Will stay back until they see the fireworks

## THRILL-SEEKERS

Teens aged 12-16 years

- Want to impress friends going on all the rides
- Want to show off on the sideshows
- Interested in fast food
- Will watch events on an ad hoc basis
- Are interested in status products and services



## TRADITIONAL

Aged over 45 years, empty-nesters, hobbyists, special interest groups

- Will visit their areas of interest before experiencing the show as a whole
- May stay at the show for extended periods to interact with fellow hobbyists, and special interest communities
- Interested in competition outcomes and traditional exhibits
- May use this chance to learn about products and services in their area of interest

## RURAL

Family groups (including senior members) from an agricultural or rural background

- Have come to town specifically for the Show and will try to interact with everything the Show has to offer
- Will have a high interest in the trade show element
- Intend to spend money on trade show offerings
- Are using this as a chance to visit the 'city' and intend to spend beyond the event's confines

	PRESENTING	PLATINUM	GOLD	SILVER	BRONZE
Rocky Show 2025 investment +gst	\$NEG	\$15,000	\$10,000	\$7,500	\$5,000

### BASIC INCLUSIONS

Naming rights	Exclusive				
Reference to sponsorship	✔	✔	✔	✔	✔
Media release mention	✔	✔	✔		
Social media mentions	10	6	4	2	1
Radio advertising mentions	✔				
PA Announcements (relative scale)	1	1/2	1/4	1/6	1/8
Trade space	6x3m	6x3m	3x3m	3x3m	
Tickets / Staff Passes	20	12	8	6	2
Invite to VIP event	8	6	4	4	2

### LOGO PLACEMENTS

Volunteer clothing	✔				
TV advert end credits	✔	✔	✔	✔	✔
Print advertising	✔	✔	✔	✔	✔
Mobile app and website	✔	✔	✔	✔	✔
Logo in official program/poster	✔	✔	✔	✔	✔
Branded event signage	✔				
Logo scale (relative scale)	1	2/3	1/2	1/3	1/4

### SIGNAGE

Event signage logo lockups	✔	✔	✔	✔	✔
Signage relevant to sponsorship	✔	✔	✔	✔	✔
Sponsor provided (negotiated)	18	6	4	✔	✔

Note that some packages may already be under negotiation. Some of the inclusions in this table may not be relevant at the time of signing due to print and artwork deadlines.  
 ✔ Included. ✔ As space allows. Relative scale items are proportionally given in relation to the naming rights sponsor. E.g. If naming sponsor has 10 PA announcements, Platinum Sponsor will receive 5 (1/2).





Check out our  
2024 advert

[youtu.be/gMR4aTP-CSM](https://youtu.be/gMR4aTP-CSM)

# RIVER FEST

ROCKHAMPTON RIVERSIDE

25  
JULY

26  
JULY

27  
JULY

42,000

Attendees, artists, musicians and families

9,249

Visitor nights

\$4.4M

Economic impact (Gross economic stimulus)

2.24M

Aggregated Social Reach

119K

Website pageviews

122K

Google search impressions

+35NPS

Net Promoter Score

## RIVER FEST XI

25, 26 & 27 JULY 2025

Full entitlement cut-off date  
Thursday, April 24, 2025

Location

ROCKHAMPTON RIVERSIDE PRECINCT, QUAY STREET, ROAD LAVER  
PLAZA AND WALTER REID CULTURAL CENTRE

## NAMING RIGHTS

**PRESENTING** NEGOTIABLE

The Riverside comes to life with Rockhampton River Festival – Rockhampton’s premier winter cultural event. This signature event delivers a program of new and exciting entertainment, art and cultural experiences never before seen in Central Queensland. The festival rounds out our exciting calendar of events for the Region with crowds in excess of 42,000.

Our main stage comes alive with popular headliners such as Eskimo Joe, The Delta Riggs, Sneaky Sound System alongside country stars such as Travis Collins, James Johnston and Amber Lawrence.

Our historic spaces are activated by internationally renowned stage shows such as Godz, Ironing Maidens in the historic Customs House, Unite Play Perform on Rod Laver Plaza, and Panache in the world famous Spiegel Zelt.

Our riverside streets hum with a cultural glow with Flavours of the World, markets, artist workshops, large-scale art installations, and enchanting street happenings like the Bubble Canteen, and HyperTemples.

RIVER FEST

Net Promoter Score® is a customer experience metric measuring promoters and detractors. The scale is from -100 to +100. Above 0 is good, above 20 is great, and above 50 is excellent.

Data from 2024 event.



## TUNUBA MAIN STAGE

QUAY STREET AMPHITHEATRE

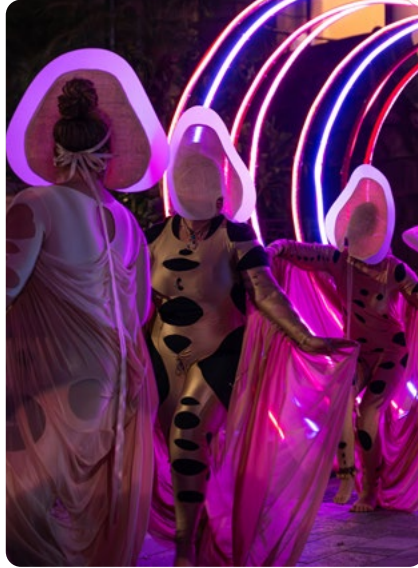
Country on Quay Friday night, Headline and feature acts Saturday & Sunday

**PLATINUM** \$20,000<sup>+gst</sup>

This is where our headline acts perform, in one of Queensland's (or even Australia's) best free music lineups. Check out our lineup of artists from the past two years to rival paid music festivals:

Abbey Lane, **Amber Lawrence**, Andrew Swift, Ben Brady's Blues, Ben Penna, **BIRDZ**, Bordaline, Brad Butcher, chAMBER LANE, Charlie Needs Braces, Chavez Cartel, Chris Bax Band, Dan Cully, Dande and the Lion, Dave Dow, ELEE, **Eskimo Joe**, Gemma Kirby, Georgie Winchester, Hannah May, Hello Jane, **Hillbilly Goats**, Jason Rigby Band, Jesse Harp & Josh Bobadilla, Joshua Batten, **Katanak**, Kate Mahood, Kirk Lorange's Mumbo Gumbo, Leonie Kingdom, Lewis McKee, Louise James FX, **Lucid Safari**, MATH, Matilda Duncan, Micka Scene, Mitch King, **Owls of Neptune**, Poetic Chaos, Redwood Scoundrel, Relic, Rod Coote, Scott Foden, Space&Ages, Straycutter, Sunday Lemonade, **The Delta Riggs**, The Short Fall, **The Stone Apes**, The Vegetable Plot, The Vultures, Tom Mac, Tom Nethersole, Total Radio Silence, Transvaal Diamond Syndicate, **Travis Collins**, Treehouse, **Trent Richardson**, Tripsitta, Weathered, Whiskey Lips, Wilma La & Zac Cross Band.

Sponsoring the Tunuba Main Stage elevates brand visibility significantly as it engages a diverse audience across three days of genres.



## SIGNATURE ARTIST EXPERIENCE

RMOA, CUSTOMS HOUSE, ROD LAVER PLAZA

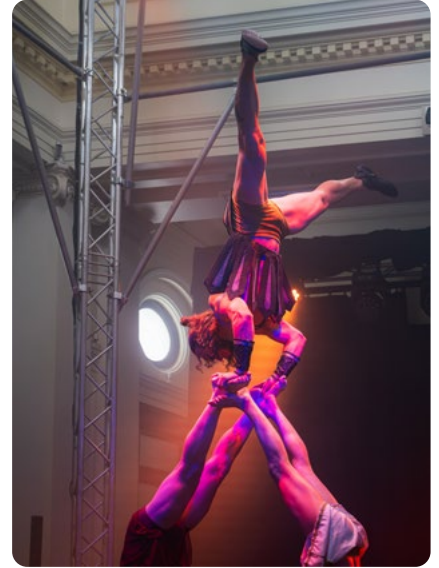
Event-lead-up plus Friday, Saturday & Sunday

**PLATINUM** \$20,000<sup>+gst</sup>

Prepare to have your preconceptions challenged and your ideas fly free as we bring in a nationally recognised artist practitioner to deliver a significant art experience. The signature art piece for the festival will delight and challenge festival-goers and leave a lasting impression. This is the thing that arts festivals are about.

In partnership with the Nationally renowned Rockhampton Museum of Art (RMOA), River Fest will bring an artist to deliver professional development for local artists, community art workshops, and a series of art activations to help patrons to fully engage with the art.

An intrepid sponsor will be able to take advantage of the positive community glow of bringing national arts practice and development to our community and speak to an audience segment that is open-minded to new ideas. Forge new audiences and position your business as an innovator.



## SIGNATURE PERFORMANCE

PERFORMANCE STAGE, SIGNATURE LOCATION

Friday, Saturday & Sunday + auxiliary dates

**GOLD** \$15,000<sup>+gst</sup>

The River Fest Signature Performance promises excitement and bombastic performers that will connect with attendees of all ages and have them talking for months.

Featuring acts, you won't typically see outside capital cities like Panache, Godz and Ironing Maidens, the Signature Performance showcases a diverse range of talent, bringing the extraordinary to our community. The Signature Performance is designed to challenge conventions and ignite imaginations.

Sponsors will have the opportunity to connect with a dynamic audience eager to embrace new cultural experiences as the Signature Performance serves as a draw card, attracting art lovers and curious newcomers alike, creating an atmosphere that celebrates local and national talent.





## SHIPYARD ZONE

CBD RIVERSIDE PARK, OLD WHARVES

Friday, Saturday & Sunday

**GOLD** \$15,000+gst

What better place to be at a fringe arts festival than on the fringe? Operating as a port that supplied Central and West Queensland from the 1850s and as an immigration port, this precinct honours Rocky's working class roots, featuring local music, local wares, and local arts.

The Shipyard Zone is an ever evolving space that changes from year to year. In previous years this space has been home to artist's shipping containers, the local music stage, quirky and unique activations, and is generally the chill out zone of the festival.

Sponsors can expect to find a crowd unwinding here after exploring the high energy of the upper levels of the festival. What better time to approach people with your brand, products and services than when they are relaxed and open-minded.



## SIGNATURE EXPERIENCE

PROMINENT, HIGH TRAFFIC LOCATION

Regular programmed times on Friday, Saturday & Sunday

**SILVER** \$10,000+gst

The festival comes alive with interactive activations, things to see, feel, touch and experience. Workshops and artist performances that engage and enlighten. Bubble Canteen at River Fest 2024 was a hugely successful example of a signature experience that drew hundreds of attendees to not only watch and enjoy, but participate in.

The floods of organic social content from this one activation alone put this experience in front of an audience of hundreds of thousands. Add this to national media coverage that has been secured in previous years, and you can see how this can broaden your reach massively.

Aligning your brand with such hands-on interactive experiences, provides a great opportunity to richly engage with your audience and securely imprint your message.



## ARTS ON THE FRINGE

WALTER REID CULTURAL CENTRE

Friday, Saturday & Sunday

**SILVER** \$10,000+gst

As Rockhampton's premier community arts centre, the Walter Reid Cultural Centre is home to many art, craft, music, and leisure groups. In 2024 Walter Reid transformed into our inaugural 'Arts on the Fringe' program for River Fest.

The Arts on the Fringe program continues in 2025 to bring together local talent and community spirit through a series of exciting and interactive activities and exhibitions. A visit to the Walter Reid Cultural Centre during River Fest will allow you to join in on arts and crafts workshops as well as enjoying captivating musical performances and short films.



## FLAVOURS OF THE WORLD

QUAY STREET BETWEEN FITZROY BRIDGE & DENHAM STREET

Friday, Saturday & Sunday

**SILVER** \$10,000+gst

The go to location for a plethora of food offerings, the diverse selection of food vendors in this space is carefully curated to ensure that there is an offering for everyone. As the main food hub location, it is located directly in front of the Tunuba Main Stage, ensuring high foot traffic and dense audiences throughout the entirety of the festival.

Align your brand with our street of eats amongst an array of multi-cultural culinary experiences, which at peak festival times is akin to an market alley in a international metropolitan city.



## ARTIST COLLECTIVE

QUAY STREET BETWEEN RMOA & WILLIAM STREETS

Artist Collective Friday & Saturday, Thrift-It Sunday

**SILVER** \$10,000+gst

A key part of River Fest's Community Arts Program, the Artist Collective aims to highlight and celebrate the local arts community.

The Artist Collective is located adjacent to the award-winning Rockhampton Museum of Art on Quay Street, creating an inspiring artistic environment and elevating the festival experience for both artists and attendees alike.

On Saturday of the festival you will find Central Queensland based artists with their works for sale and on Sunday the Artist Collective will transform into Thrift-it - a celebration of everything second hand where you can purchase pre-loved, re-purposed and upcycled goods.

Sponsoring the Artist Collective at River Fest not only supports the growth of Central Queensland's vibrant arts community but also aligns your brand with sustainable practices. By partnering with the Artist Collective, you help remove barriers for artists and contribute to a sustainable, thriving local arts scene.



## FIREWORKS

OVER FITZROY RIVER, ADJACENT TO RIVER FEST

Friday & Saturday Shows

**SILVER** \$10,000+gst

Fireworks, a crowd pleaser and crowd favourite, with two displays across the festival weekend, this sponsorship is all engaging.

Typically, with a family friendly display on one night and a later display that works in conjunction with the Main stage programming, either time guarantees all eyes are on the sky.

Illuminate your presence and associate your brand with the much-loved activation that fosters community spirit and brings cause for joy and celebration.









# WHO WILL YOUR BRAND REACH?

Rockhampton River Festival will focus on targeting three main audiences with an aim to see an average of 20,000 people through the event per day.

## DEMOGRAPHICS EVENT VISITATION

48% of visitors had kids at home, 62% of those only had kids over 5

*(IER Focused Event Thinking)*

## FACEBOOK AUDIENCE

Women 83% | Men 17%

Women aged 25-44 made up over 50% of the entire audience.

*(Meta, Facebook Audience Breakdown)*

## TOP AUDIENCE INTERESTS

Outdoor Enthusiasts | Music Lovers | Green Living Enthusiasts | Art & Theatre Aficionados | Frequently Attends Live Events | Travel Buffs | Luxury Shoppers | Night Life Enthusiasts | Foodies | Business Professionals  
*(Google Ad Network)*

RIVER FEST



## TARGET AUDIENCES

Young Professionals

Aged 18 – 35

- Place importance on liveability and city pride
- Interests are in music, night life, culture and live events
- Luxury shoppers and travel buffs
- Seekers of experiences found only in large cities



## ASPIRATIONAL FAMILIES

Parents with children at home, usually with a child under 5

- Want their children to be amazed and inspired while enjoying themselves
- Interested in unique events that are cost effective
- Want to be proud of their region and will invite family and friends to visit



## STATUS SEEKERS

Aged 35 – 44

- Interests in food, art, culture and entertainment
- High disposable income
- Interests in status and boutique events

	<b>PRESENTING</b>	<b>PLATINUM</b>	<b>GOLD</b>	<b>SILVER</b>	<b>BRONZE</b>
River Fest 2025 investment +gst	\$NEG	\$20,000	\$15,000	\$10,000	\$7,500

### BASIC INCLUSIONS

Naming rights	Exclusive				
Reference to sponsorship	✓	✓	✓	✓	✓
Media release mention	✓	✓	✓		
Social media mentions	10	6	4	2	1
Radio advertising mentions	✓				
Trade space	6x3m	6x3m	3x3m	3x3m	
Invite to VIP event	8	6	4	4	2

### LOGO PLACEMENTS

Volunteer clothing	✓				
TV advert end credits	✓	✓	✓	✓	✓
Print advertising	✓	✓	✓	✓	✓
Mobile app and website	✓	✓	✓	✓	✓
Logo in official program/poster	✓	✓	✓	✓	✓
Branded event signage	✓				
Logo scale (relative scale)	1	2/3	1/2	1/3	1/4

### SIGNAGE

Event signage logo lockups	✓	✓	✓	✓	✓
Signage relevant to sponsorship	✓	✓	✓	✓	✓
Sponsor provided (negotiated)	18	6	4	✓	✓

Note that some packages may already be under negotiation. Some of the inclusions in this table may not be relevant at the time of signing due to print and artwork deadlines. ✓ Included. ✓ As space allows. Relative scale items are proportionally given in relation to the naming rights sponsor. E.g. If naming sponsor has 10 PA announcements, Platinum Sponsor will receive 5(1/2).



Check out our  
2024 advert

[youtu.be/p-aL9WEAUx4](https://youtu.be/p-aL9WEAUx4)



# LAFR CON 2025

POP CULTURE CONVENTION



30  
AUG

6,408

Attendees, cosplayers, gamers and super-fans

1,951

Visitor nights

\$522K

Economic impact (Gross economic stimulus)

650K

Aggregated Social Reach

77K

Website pageviews

539K

Google search impressions

+53NPS

Net Promoter Score

Net Promoter Score® is a customer experience metric measuring promoters and detractors. The scale is from -100 to +100. Above 0 is good, above 20 is great, and above 50 is excellent.

Data from 2024 event.

## CAPRICON 2025

30 AUGUST 2025

Full entitlement cut-off date

Thursday, May 29, 2025

Location

ROCKHAMPTON SHOWGROUNDS, ROBERT SCHWARTEN PAVILION, WALTER PIERCE PAVILION, JAMES LAWRENCE PAVILION, AND MCCAMLEY PAVILION

## NAMING RIGHTS

PRESENTING NEGOTIABLE

Join us for the CapriCon Pop Culture Convention – the largest single-day pop culture convention in regional Queensland showcasing a wide spectrum of pop culture including comics, collectibles, cosplay, anime, medieval, gaming, art, steampunk and more.

From sunrise to sunset, an eager crowd dressed as everything from fantastic magical pirates to far-future armoured space marines flood the pavilions and stages with an open-minded enthusiasm not seen elsewhere for a thousand kilometres.

Our patrons, eager for community connection, seek out their people and really enliven our (growing) list of subcultures. Cosplayers seek out community in the love of 'making', our gamers get competitive in our retro gaming pavilion and IRL with tabletop, our creatives link up with their favourite fantasy and sci-fi authors and artists, medieval recreationists make camp in period garb, and pop culture enthusiasts get a chance to meet celebs and browse regional Queensland's largest pop culture trade hall.

From a sponsor's perspective, this audience cohort is made up of high value super-fans. Get in on the ground floor with young cultural frontiers and connect with the zeitgeist with your brand front and centre.

CAPRICON



## MAIN STAGE

CREMORNE LAWN

8:00am – 8:00pm

**PLATINUM** \$10,000+gst

Main Stage plays host to significant draw card programming including the much-anticipated cosplay competitions and celebrity interviews programmed throughout the day. Main Stage is nestled amongst the dining hub as a great spot to respite from the heat, have a seat, a bite to eat from the diverse selection of food vendors and enjoy the engaging programming delivered across the day and into the evening.

As Main Stage sponsor your brand is front and centre, you will be given brand recognition each time the stage is mentioned. A brilliant way to organically capture such a large and diverse audience all day and throughout the lead up in marketing and promotion.



## TRADE HALL

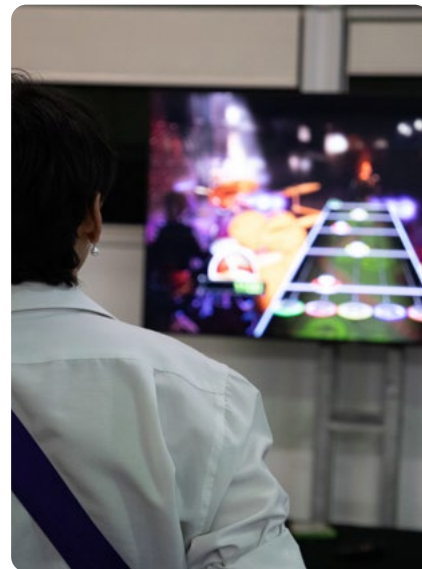
ROBERT SCHWARTEN PAVILION

8:00am – 5:00pm

**GOLD** \$5,000+gst

The Trade Hall has so much to offer. With over 100 Trade sites, it is a dense crowd draw consistently throughout the event. Celebrity booths are an additional draw card into this space as well as the home of Artist Avenue. Your captive audience and demographic will be expansive.

Patrons enter this pavilion with their cash burning a hole in their pocket. Sponsors of this hall will have access to droves of spend-ready pop-culture enthusiasts excited to encounter trade sites filled with products they love.



## DIGITAL GAMING PAVILION

JAMES LAWRENCE PAVILION

8:00am – 8:00pm

**SILVER** \$3,000+gst

The Gaming Pavilion houses retro console gaming, Just Dance and Guitar Hero competitions, spectator viewing and chill out areas as well as virtual reality for the attendees to immerse themselves into the world of gaming and VR. With well-planned programming to capture all gaming interests and ages throughout the day as well as the bonus of air conditioning that organically draws the crowds in.

The Gaming Pavilion is a premium opportunity to be able to activate space, interact with your target audience and really capture their interest in your brand and vision. Capture the attention of Rockhampton's gamer market as they escape the hustle and bustle of the convention outside.



## TABLETOP & TCG ZONE

MCCAMLEY PAVILION

8:00am – 8:00pm

**SILVER** \$3,000+gst

The Tabletop and TCG Pavilion is a space for like-minded enthusiasts to get together and play their beloved games and immerse themselves into the world of Magic the Gathering or Yu-Gi-Oh! It is also an opportunity for newbies interested in having a go in a friendly and welcoming environment. This pavilion also has a food vendor with delicious catering options to enjoy in this space while waiting to play or taking a break from your games.

With a static audience rather than walk-through, your business has the opportunity to make a lasting impact on your target market and pull them into your journey.



## PANEL STAGE

WALTER PIERCE PAVILION

8:00am – 5:00pm

**BRONZE** \$2,500+gst

The Panel Stage is situated in the Walter Pierce Pavilion and plays host to the Kids Cosplay Parade and Panel Stage programming throughout the day. This stage draws crowds as well as organic audiences from kiosk patrons, photo booth visitors, workshop attendees and vendor booth shoppers.

This stage provides a diverse audience with program attendees and audiences captured from the surrounding activities and activations happening within this pavilion.



## MAKER STAGE

JAMES LAWRENCE PAVILION

8:00am – 5:00pm

**BRONZE** \$2,500+gst

The Maker Stage situated in the James Lawrence Pavilion is the perfect chance to get up close and personal with some of the invited guests and find out how they work and what they do. This stage area has a diverse program to capture all interests throughout the day. This space also has creative tables for a breakout space and bean bag seating to draw in a diverse crowd base.

Create awareness of your brand and align your organisation with the Maker Stage to support and nurture interests and foster brand credibility with this audience.





# WHO WILL YOUR BRAND REACH?

## COSPLAYERS & MAKERS

- The majority of the CapriCon audience are millennials with good disposable income to spend on their cosplaying hobby whether it be amateur or professional.
- They are passionate about improving their cosplay skills and gaining recognition within the cosplay community.
- They are interested in all cosplay event opportunities including workshops and guest meet and greets.

## POP-CULTURE ENTHUSIASTS

- They are passionate about pop-culture - whether they're a Muggle, an Earper, a Jedi or Whovian, as long as they love popular culture and enjoy a fun day out, CapriCon has something for everyone!
- They are keen to participate in the activities and competitions associated with the event.
- They dress in their favourite pop-culture brands and attend CapriCon to connect with other fans.
- They are interested in all aspects of the event, and want to get involved in any way they can.

CAPRICON



## YOUNG FAMILIES

- They are looking for free activities for children under the age of five. Traditionally they will have an interest in the Marvel and DC franchises.
- Families enjoy staying the whole day to fully engage with the free kids workshops, have a meal, and track down merchandise for the kids' favourite franchises.
- This is a great event to establish your brand with young emerging audiences and brand heroes.

## EVENT LOVERS

- The general public are also interested in attending regional Queensland's largest pop culture convention. This audience has a broad interest in the general activities and events around pop culture and superheroes and are interested in gaining new experiences with friends and family.
- This audience comprises all demographics - families, couples and single event goers. They are interested in the event as a whole and are looking to take in all the event has to offer.

CapriCon 2025 investment +gst

<b>PRESENTING</b>	<b>PLATINUM</b>	<b>GOLD</b>	<b>SILVER</b>	<b>BRONZE</b>
<b>\$NEG</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$3,000</b>	<b>\$2,500</b>

### BASIC INCLUSIONS

Naming rights	Exclusive				
Reference to sponsorship	✓	✓	✓	✓	✓
Media release mention	✓	✓	✓		
Social media mentions	10	6	4	2	1
Radio advertising mentions	✓				
PA Announcements (relative scale)	1	1/2	1/4	1/6	1/8
Trade space	6x3m	6x3m	3x3m	3x3m	
Tickets / Staff Passes	20	8	6	4	2
Invite to VIP event	2	2			

### LOGO PLACEMENTS

Volunteer clothing	✓				
TV advert end credits	✓	✓	✓	✓	✓
Print advertising	✓	✓	✓	✓	✓
Mobile app and website	✓	✓	✓	✓	✓
Logo in official program/poster	✓	✓	✓	✓	✓
Branded event signage	✓				
Logo scale (relative scale)	1	2/3	1/2	1/3	1/4

### SIGNAGE

Event signage logo lockups	✓	✓	✓	✓	✓
Signage relevant to sponsorship	✓	✓	✓	✓	✓
Sponsor provided (negotiated)	18	6	4	✓	✓

### CAPRICON SPECIAL INCLUSIONS

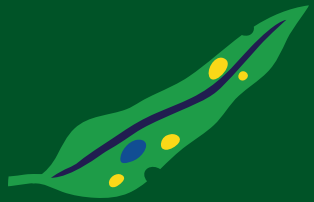
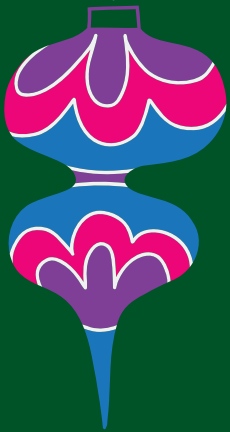
Exclusive merch pack	4	2	1	1	1
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Note that some packages may already be under negotiation. Some of the inclusions in this table may not be relevant at the time of signing due to print and artwork deadlines.  
 ✓ Included. ✓ As space allows. Relative scale items are proportionally given in relation to the naming rights sponsor. E.g. If naming sponsor has 10 PA announcements, Platinum Sponsor will receive 5(1/2).



CBBD

CHRISTMAS  
FAIR







# 7,000

Merry-making attendees

# 65+

Vendors (food and retail)

# 500

Capacity outdoor movie theatre

# >600M

Linear metres event space of markets, music & Santa

# 06 DEC

## CBD CHRISTMAS FAIR 2025

6 DECEMBER 2025

Location

QUAY STREET, ROD LAVER PLAZA, ROCKHAMPTON CUSTOMS HOUSE

Our newest and fastest growing event, the CBD Christmas Fair takes place on a similar footprint to our winter River Fest. Filled to the brim with community market vendors, retailers, food, confectionery sellers and community groups showing their best Christmas spirit.

CBD CHRISTMAS FAIR



### MERRY PROGRAM

QUAY STREET, ROD LAVER PLAZA

5:00pm - 9:00pm

**PLATINUM** \$6,000+gst

Join us at the CBD Christmas Fair for a festive evening filled with cheer! Enjoy a magical atmosphere with local markets, delicious food stalls, live entertainment, and unique gifts perfect for everyone on your list. Join us as we celebrate the lighting of the tree.

### OUTDOOR CINEMA

QUAY STREET

6:00pm - 7:40pm

**GOLD** \$5,500+gst

Don't be a cotton-headed ninny muggins and miss this! Bring your picnic rugs, pillows, and all the festive vibes to enjoy everyone's favorite Christmas movie under the stars. Crowds loved ELF on the big screen at the CBD Christmas Fair in 2024.





Add our contact details

# LET'S TALK SPONSORSHIP.

INDUSTRY ENGAGEMENT AND SPONSORSHIP OFFICER

Advance Rockhampton  
Rockhampton Regional Council

[events@rrc.qld.gov.au](mailto:events@rrc.qld.gov.au)

07 4936 8005



## BEFORE PROCEEDING CONSIDER THE FOLLOWING

Rockhampton Regional Council will not seek sponsorship from, or sponsor any party engaged in current or pending legal proceedings involving the Council or where the proposed project would contravene any section of the *Local Government Act* or where the proposed project may expose Councillors, the Council or its staff to conflicts of interests. Signing up to sponsor does not constitute any relationship of principal and agent, partnership or joint ventures between the parties.

Rockhampton Regional Council reserves the right to refuse expressions of interest to sponsor.