

SPONSOR INFORMATION

“Australia’s Largest Original Live Music Initiative”



Passport to Airlie is the largest event of its kind that is;

- Prioritising original content.
- Free for artists to enter.
- Showcases emerging talent from around the country with an established audience of live music fans keen to support up and coming original artists.
- The 2021 Passport to Airlie, even in its condensed Covid-safe format, will host events across nine major regions in four states
- Features acts across most genres inc pop, hip hop, rock, alt, indi, country, folk, punk and metal, blues, roots and many crossovers.
- Regional representatives will be on the bill with amazing headline artists.
- One act will be on the main stage the following year at the Airlie Beach Festival of Music.
- All artists automatically will be considered as an option for the main ABFOM line-up in the future. The only other way to be included on this list is by invitation.

Over the years of the festival this has included;

2019 - John Butler, The Superjesus, Smokie, John Williamson, The Pierce Brothers
2018 - Smashmouth, Killing Heidi, The Church, Marcia Hines, Kasey Chambers
2017 - Leo Sayer, Kate Cebrano, Shannon Knoll, Sneaky Sound System, Baby Animals
2016 - Daryl Braithwaite, Richie Ramone, Gangajang, Tim Finn
2015 - IOCC, Toni Childs, The Black Sorrows, Angry Anderson, Wendy Matthews
2014 - The Screaming Jets, Mark Seymour, Richard Clapton, 1927, The Radiators
2013 - Hoodoo Gurus, Mental As Anything, Dragon, Diesel, Kasey Chambers



The VIP section allows for networking opportunities across various industry roles



OUR DATABASE

Acts	Musicians	Venues	Events
1000 +	2, 500 +	30 +	60 +
The Numbers	Facebook	Instagram	Youtube
ABFOM	21.7K followers	1908	100 Subscribers
P2A	1.6K followers	370	On Festival account

The data that has been collated is detailed and current. Sponsors will find themselves in a position to forward information to customised audiences. Audiences can be targeted via genre, instrument, location etc that will ensure that their marketing return on investment quotient hits their key performance indicators .

HOW DO THE EVENTS WORK?

Each region is run slightly differently to allow for the various eccentricities of each community. Some have up to four heats and a final, whilst other areas have a one day mini-festival vibe. Each event sets out to attract the growing movement of people in the community that want to support new music and artists.

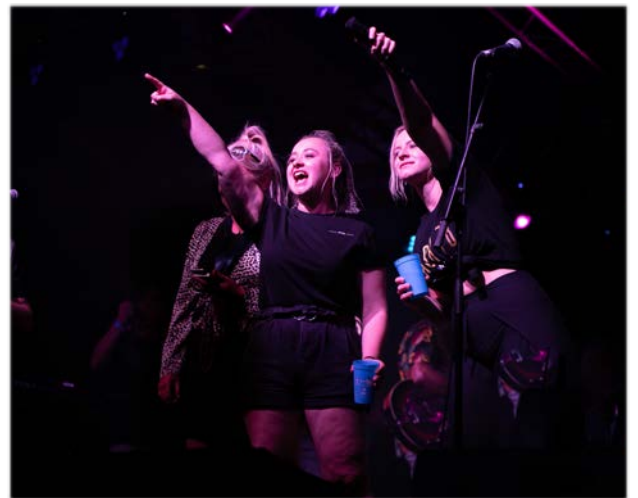
From April each year the push for entries starts in a nationwide social media campaign through Facebook and Instagram. Traditional media is also used but is not the focus of the marketing of the event so as to suit the demographic we are aiming for. Heats start around the country in June and run through till Sept 10 2021, creating a 3 month celebration of live and original music around the country.

We are actively working on building both our Facebook and Instagram profiles. We have well established social media plans and strategies that also allow for flexibility in a dynamic industry.

Artists competing are all supported through this journey with guides and information that encourage them and provide tools to promote themselves, their venues, the event as a whole and any sponsors that they have been lucky enough to attract.

The Thursday night before the Airlie Beach Festival of Music has always been a popular night with everyone excited to get the party started. 2021 will see it start with a bang with the Passport Showcase event. A one night event with celebrity and industry judges and one winner. Acts will also gig during the days over the course of the festival.

The winner of Passport to Airlie is announced on the Main Stage under the festival tent on the Sunday afternoon.



Lash78 - Melbourne 2019 - Main Stage line-up 2021
Image by Cherrie Hughes



WHAT ELSE SHOULD YOU KNOW?

In 2019, the Airlie Beach Festival of Music attracted 8,000 attendees, filling accommodation houses and packing out participating restaurants and bars. Research shows a direct contribution to the economy of over \$2.2 million and an additional over \$1M to Queensland was generated by the event.

Airlie Beach Festival of Music is committed to bringing both heritage and headline artists to perform in the Whitsundays - Heart of the Great Barrier Reef. We are also committed to being part of the movement that fosters the future of original music in Australia by having up and coming artists perform at a festival with world renowned artists. These emerging artists are then promoted to the thousands of Airlie Beach Festival Of Music fans.

Passport to Airlie is fast becoming part of the journey for acts to be recognised as professionals that are celebrated for their original material.

Without new Australian music to cover where will we get the classics that will see our children and their children sing along to music written in Australia, for Australians that makes it onto the global stage?!



Benny Nelson & Band. Brisbane 2019 and now on the 2021 main line-up.
Image Cherrie Hughes.



Lemaire. Gold Coast 2019. Playing popular local music venue KC's Bar & Grill. Image Cherrie Hughes





Stone Faced Heathens. Mackay 2018. Included for other ABFOM events.
Image by Cherrie Hughes



No Stairway/Melbourne 2018 play Magnums Airlie Beach
Image by Cherrie Hughes



WHAT WE CAN OFFER YOUR ORGANISATION

SPONSOR BENEFITS	 PLATINUM SPONSOR \$30k	 GOLD SPONSOR \$15k	 VINYL SPONSOR \$7,500	 GROUPE SPONSOR \$?? Tell us
Naming rights to Passport To Airlie events around the country & at ABFOM	*			
Direct Mail-outs to ABFOM database artists & venues with Sponsor Content	*			
Listed Event Partner A Side v B Side in P2A newsletters and correspondence	A Side	A Side	B Side	B Side
Inclusion on Passport to Airlie Staff & Participant Shirts around the country	*			
Announcement of platinum partnership via dedicated press release & company reference in editorials	*			
Advertorial & interview opportunity on Triple M Network & all associated media	*			
Logo on all P2A banners & signage	*			
Company banner display at regional events**	*	*		
Logo inclusion on social media advertising	*	*		
Logo as Major Sponsor on all ABFoM P2A page and associated digital media	*	*	*	
Promo ABFoM Facebook page (with 20.3K+ followers)	*	*		
Promo on P2A Facebook page	*	*	*	*
Banner display at main ABFOM Main Tent	*	*		
Banner Display at P2A finals**	*	*		
Logo in the ABFOM program. Be in everyone's pockets!	*	*	*	*
Supply of sponsorship appreciation certificate and P2A/ABFOM supporter logo	*	*	*	*
Logo on sponsor page on ABFoM website	*	*	*	*
Complimentary ABFOM tickets as below	*	*	*	*
Tickets Ticket value - VIP \$1,000, GA \$300	6 VIP OR 12 GA	4 VIP OR 8 GA	2 VIP OR 4 GA	Discounted Tickets

* Exact ticket configuration can be confirmed by 1st November via negotiation with sponsor

** Company to supply and deliver banners to venues for event.



PASSPORT TO AIRLIE

Submit your expression of interest	
Organisation	
Contact Name	
Company Postion	
Phone	
Email	
Signature	
Date	
Level of Sponsorship Your Organisation is interested in	
Do you have a particular query that we can assist with? Pop us the details here	

For more info or to organise a tailored sponsorship package please contact:

Margie Murphy – 0418 155 542

PLEASE EMAIL FORM TO: margie@airliebeachfestivalofmusic.com.au

Thanks for supporting live and original music in Australia!

