

20
23

GC GOLD COAST
E EISTEDDFOD
MUSIC • DANCE • DRAMA

Sponsorship
Packages

Gold Coast Eisteddfod Established in 1982

The Gold Coast Tropicarnival Festival commenced in 1982. One of the many events that took place was the music, dance and drama competition, now known as the Gold Coast Eisteddfod (GCE) and the only Tropicarnival event remaining.

The Gold Coast Eisteddfod has seen more than one million feet grace its stages providing opportunities and encouragement for young performers whilst promoting the performing arts in all genres of music, dance and drama. It is the largest competition of its kind in Australia, staged from July to September annually.

Providing a platform for the plethora of youth talent to compete, enjoy audience interaction and grow from professional feedback, this iconic event has been a feature in the City's event calendar nurturing and encouraging hundreds of thousands of young performers.

Whilst the global pandemic forced the cancellation of the 2020 Gold Coast Eisteddfod, the majority of 2021 GCE events were staged, adapting to ever-changing restrictions and conditions. We celebrated the 40th Year of GCE in 2022 many thousands of young competitors embraced the thrill and excitement of live performance and competition once again.

GCE represents a unique opportunity for your business to connect and engage with a vast array of stakeholders.

GCE facts

- The largest youth arts and cultural competition in Australia
- 40-year history commencing with 600 competitors in 1982 to over 50,000 in 2022
- All performances are critiqued by a genre/industry professional
- In 2022 over 150 schools and dance schools participated in over 550 GCE sections from around Australia
- Rapidly increasing social media audience with visitation of more than 200,000 during the 2022 event

Sponsorship Opportunities available

A GCE sponsorship will provide businesses with opportunity to reach our vast community and the many stakeholders involved in staging this iconic South East Queensland one of a kind event.

2023 Associate Sponsorship

2023 Pink Sponsorship

2023 Grey Sponsorship

2023 White Sponsorship

Supporter Sponsorship & Advertising

2023 Associate Sponsorship Package

Exclusive category partnership

Signage & Branding Recognition

- Company logo on main banner across the stage at HOTA theatre
- Presentation of company media on projections at all venues where possible
- Company logo to appear on trophies
- Company logo to appear on participation certificates 15,000
- Opportunity to provide pull up banner signage for display at venues
- Acknowledgement of support from compere at each GCE session
- Company name on numerous Special Awards and sections
- Exclusive acknowledgement as a sponsor of two sections in each genre
- Opportunity to present winners of sponsored awards and sections
- Acknowledgement including company logo and blurb in electronic programs

Digital & Media

Associate Sponsor will receive the following recognition electronically;

- Exclusive logo recognition as Associate Sponsor featured on the sponsors page and the footer of www.goldcoasteisteddfod.com.au with hyperlink to company website
- Website banner advertisement to share business message with our GCE Community & stakeholders
- Promotional content via social media channels Facebook and Instagram throughout the sponsorship period. Reciprocal sharing of company social media post and stories throughout sponsorship period
- 2 x full page advertisements in all electronic publications
- 2 x features of company in GCE EDM - to mailing list of 6,000 plus

Ticketing

Associate Sponsor will receive the following opportunities to enjoy GCE;

- Fifteen complimentary GCE 'All Access' passes (valued at \$200 each) to all competition sessions over the event

Associate Sponsorship value = \$10,000 (plus GST)



2023 Pink Sponsorship Package

Signage & Branding Recognition

- Presentation of company logo on projections at all venues where possible
- Opportunity to provide signage for display at Robina Community Centre, Broadbeach Cultural Precinct, A.B Paterson College and GLOW during the event period
- Acknowledgement of support from compere at each relevant GCE session
- Exclusive acknowledgement as a sponsor of two sections in each genre
- Business name associated with a Special Award or Championship. Opportunity to present the winners
- Acknowledgement including company logo in electronic programs

Digital & Media

A Pink Sponsor will receive the following recognition electronically;

- Company logo featured on the sponsors page and rolling footer www.goldcoasteisteddfod.com.au with hyperlink to website
- Website banner advertisement to share business message with GCE Community & stakeholders
- Promotional content via our social media channels Facebook and Instagram throughout the sponsorship period.
- Full page advertisement in all electronic publications.
- 1 x feature of company in GCE EDM - to mailing list of 6,000 plus

Ticketing

A Pink Sponsor will receive the following opportunities to enjoy GCE;

- Ten complimentary GCE 'All Access' passes (valued at \$200 each) to all competition sessions over the event

Pink Sponsorship value = \$5,000 (plus GST)



2023 Grey Sponsorship Package

Signage & Branding Recognition

- Opportunity to provide signage for display at Robina Community Centre & Broadbeach Cultural Precinct during the event period
- Acknowledgement of support from compere at each relevant GCE session
- Exclusive acknowledgement as a sponsor of one section in each genre
- Acknowledgement including company logo in electronic programs

Digital & Media

A Grey Sponsor will receive the following recognition electronically;

- Company logo featured on the sponsors page and rolling footer www.goldcoasteisteddfod.com.au with hyperlink to website
- Website banner advertisement to share business message with GCE Community & stakeholders
- Promotional content via our social media channels Facebook and Instagram throughout the sponsorship period
- Full page advertisement in all electronic publications

Ticketing

A Grey Sponsor will receive the following opportunities to enjoy GCE;

- Six complimentary GCE 'All Access' passes (valued at \$200 each) to all competition sessions over the event

Grey Sponsorship value = \$2,500_(plus GST)



2023 White Sponsorship Package

Signage & Branding Recognition

- Acknowledgement of support from compere at each relevant GCE session
- Exclusive acknowledgement as a sponsor of one section in each genre
- Acknowledgement including company logo in electronic programs

Digital & Media

A White Sponsor will receive the following recognition electronically;

- Company logo featured on the sponsors page and rolling footer www.goldcoasteisteddfod.com.au with hyperlink to website
- Website banner advertisement to share business message with GCE Community & stakeholders
- Promotional content via our social media channels Facebook and Instagram throughout the sponsorship period
- Full page advertisement in all electronic publications

Ticketing

A White Sponsor will receive the following opportunities to enjoy GCE;

- Two complimentary GCE 'All Access' passes (valued at \$200 each) to all competition sessions over the event

White Sponsorship value = \$1,000 (plus GST)



Supporter Sponsorship & Advertising

Advertisements

Programs - Dance, Music, Drama & Young People with Disability (also appearing on our Social Media)

Full Page _____ \$280

Half Page _____ \$180

Website - available throughout the year as a banner ad

Web Banner _____ \$280

Combined Program & Website Packages

Full Page & Web _____ \$480

Half Page & Web _____ \$280

Sponsorship

Company name or logo beside section/s in this year's syllabus, acknowledgement & hyperlink on our website, and an acknowledgment of your contribution by the compere at the event.

1 Section _____ \$80

2 Sections _____ \$150

Championship or Special Award _____ \$150

Programs are distributed electronically to all entrants and are available via QR code on arrival at each venue.

Combined Advertising & Sponsorship package tailored to you, available upon request.

Please contact us for enquiries & pricing

mail@goldcoasteisteddfod.com.au

