

The year '2024' rendered in a large, 3D, red font with white outlines, set against a dark background.

**2024**

**Sponsorship  
Packages**

# Gold Coast Eisteddfod Established in 1982

The Gold Coast Eisteddfod has hosted Queensland's largest performing arts competition for over 40 years. Each year, this dynamic event provides young performers with an opportunity to develop confidence and showcase talent in a professional and supportive environment.

The Gold Coast Eisteddfod has seen more than one million feet grace its stages in all genres of Music, Dance & Drama during July to September each year.

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.

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
- 41 year history commencing with 600 competitors in 1982 to over **30,000 in 2023**
- All performances are critiqued by a genre/industry professional
- In 2023 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 2023 event





# COAST



## 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.

**2024 Premier Sponsorship**

**2024 Associate Sponsorship**

**2024 Pink Sponsorship**

**2024 White Sponsorship**

**Supporter Sponsorship & Advertising**

# 2024 Premier Sponsorship Package

## Exclusive category partnership

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### 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

Premier Sponsor will receive the following recognition electronically;

- Exclusive logo recognition as Premier Sponsor featured on the sponsors page and the footer of [www.goldcoasteisteddfod.com.au](http://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

Premier 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

**Premier Sponsorship value = \$10,000**





# 2024 Associate Sponsorship Package

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## 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

An Associate Sponsor will receive the following recognition electronically;

- Company logo featured on the sponsors page and rolling footer [www.goldcoasteisteddfod.com.au](http://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

An Associate 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

**Associate Sponsorship value = \$5,000**



# 2024 Pink Sponsorship Package

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## 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 Pink Sponsor will receive the following recognition electronically;

- Company logo featured on the sponsors page and rolling footer [www.goldcoasteisteddfod.com.au](http://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 Pink 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

**Pink Sponsorship value = \$2,500**





# 2024 White Sponsorship Package

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## 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](http://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**



# Supporter Sponsorship & Advertising

## Advertisements

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

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

Full Page \_\_\_\_\_ \$300

Half Page \_\_\_\_\_ \$200

### Website - available throughout the year as a banner ad

Web Banner \_\_\_\_\_ \$300

### Combined Program & Website Packages

Full Page & Web \_\_\_\_\_ \$500

Half Page & Web \_\_\_\_\_ \$400

## 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 \_\_\_\_\_ \$100

2 Sections \_\_\_\_\_ \$180

Championship or Special Award \_\_\_\_\_ \$150







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

Please contact us for enquiries & pricing

[mail@goldcoasteisteddfod.com.au](mailto:mail@goldcoasteisteddfod.com.au)