



# COAST LIFE

Appreciating life on, in,  
and near the water

Cairns City / Gimuy | March 2025

# WHAT IS COASTLIFE?

**live music | live art | comedy | poetry  
demonstrations | workshops | installations | markets  
food & beverage | film | yarns | kids' activities**

Coast Life is a cultural event that celebrates coastal living, designed to educate audiences on how to be better environmental citizens through interacting with artistic activities.

It is an all-ages, inclusive community event curated at a high level for maximum audience interest and touristic impact. Using Cairns/Gimuy itself as a backdrop, it showcases the beautiful natural environment of the local region to encourage increased connections to country and more aware/engaged visitors/residents.



# COASTLIFE 2019



CULTURE | COMMUNITY | CONSERVATION

# WHEN

**FRIDAY 28 — SUNDAY 30 MARCH 2025**

# WHERE

**FOGARTY PARK, CAIRNS CITY / GIMUY**



**“Great line up of  
keynote speakers,  
food and music”**

- Cr Bruce McLachlan



# AUDIENCE

**3,000 - 5,000  
PATRONS PER DAY /  
15,000 AGGREGATE  
ATTENDANCE +  
TALENT, CREW &  
BUSINESS.**

**A true representation  
of the diversity of  
North Queensland:  
Ages 0 - 85+**



# REACH

**Integrated marketing  
campaign covering;  
DIGITAL  
PRINT  
RADIO  
TV  
OUTDOOR  
APP**

# CHANNELS

**CUISINE  
TOURISM  
SPORTS  
ADVENTURE  
MUSIC  
ART  
CULTURE  
FAMILIES & KIDS  
LIQUOR & HOSPITALITY  
CONSERVATION  
FISHING  
FIRST NATIONS  
BOATING  
SCIENCE**

# VISION

Use art and culture as platforms for important community conversations and affect positive change in regional Australia.

Celebrate the natural beauty of the North Queensland

Create paid opportunities for regionally based artists and creatives

Create opportunities for community connection and inclusion

# GOALS

**Grow into a major, flagship arts & culture festival for Far North Queensland.**

**Build a sustainable arts organisation that trains, mentors & employs aspiring creative industry professionals.**

**Create paid opportunities for regionally based artists, creators, and more.**

**Impact social & political attitudes, leading to better environmental outcomes.**





# WHO

## Monique Hartman

Founder | Festival Director

A passionate arts and culture advocate, Monique has over twenty-five years' experience in the events, tour and arts industry at a senior leadership level.

You will be working on pioneering campaigns in partnership with a professional that thrives on serving her community and business partners alike, whilst championing for artists and the arts industry.



**“There is no doubt the success of these events is reliant on Monique’s vision to produce something of value and benefit to those who patronise the events”**

Daniel McGill, Director and Founder, Byron Bazaar Publishing



# PARTNER WITH US!

We are seeking  
brilliant brands  
and community  
heroes.

Enjoy a six-eight month bespoke Integrated Marketing Campaign to connect you and your brand with your community in innovative, meaningful ways so you can grow positive brand awareness, expand your business objectives and have your brand stand out from the rest.

We tailor each partnership package to meet your marketing objectives, maximise value, and ensure you and your team have a ripper of a time with us!



**“when businesses  
tap into & invest in the  
depth of community  
and culture, amazing  
possibilities arise for  
their bottom line”**

# PARTNERSHIP PACKAGES

BENEFITS	COMMUNITY HERO	BRILLIANT BRAND	MAJOR	GOLD	PLATINUM
Logo integration	✓	✓	✓	✓	✓
Social Media posts	x	1	2	3	4
Preferred Supplier Status	x	✓	✓	✓	✓
Event Tickets	2	4	8	12	20
VIP festival package (in addition to comp tickets)	x	2	4	6	10
VIP Event invitation	✓	✓	✓	✓	✓
E-newsletter mention	✓	✓	✓	✓	✓
Program Ad	List	1/4	1/2	Full page	Double
Marketing Coverage (non-digital)	x	✓	✓	✓	✓
Coast Life Merch packs	x	2	4	6	10
Exclusive discount code for your staff	x	✓	✓	✓	✓
On-site activation	x	x	✓	✓	✓
Panel, keynote or demo naming rights	x	x	✓	✓	✓
Dedicated E-news feature	x	x	x	✓	✓
Video Package	x	x	x	✓	✓
Stage Naming Rights (2 available only)	x	x	x	✓	✓
On-site interview & highlight reel feature	x	x	x	x	✓
Backstage Meet & Greet with Artists	x	x	x	x	✓
Invitation to VIP after party	x	x	x	x	✓
Invitation to speak at Opening Night	x	x	x	x	✓
Press Release & Editorial Coverage	x	x	x	x	✓
Bespoke Brand Campaign	x	x	x	x	✓
Festival Naming Rights (POA)	x	x	x	x	x
	\$2,000	\$5,000	\$10,000	\$20,000	\$50,000

# OTHER PARTNERSHIP OPPORTUNITIES

Get your business in front of thousands of engaged community members and visitors by advertising in the COASTLIFE program.

Program Advertising (from \$250)

Get in touch for **rates and specs info**



# OTHER PARTNERSHIP OPPORTUNITIES



## Official Venue Partner (from \$1,500 + talent fees)

Coast Life is a celebration of the wider Cairns region and our artists. We'd love your venue to showcase some of the incredible emerging and mid-tier artists on our wish list!

For a small marketing investment, we will program the live entertainment for your venue over the weekend and include your venue in all festival marketing material, including the weekend line-up.

[Enquire here](#)



# OTHER PARTNERSHIP OPPORTUNITIES

## Presenting Partner (one available)

Want a bit more?

Claim FESTIVAL NAMING RIGHTS for an additional investment. Only one special brand can take advantage of this exclusive opportunity.

**Make contact for a confidential discussion.**

[Let's chat](#)



**“Enjoy the tangible  
business benefits of  
investing in culture  
and your local  
community through  
exciting collaborations  
that delight your  
audiences”**



# CONTACT

## PARTNERSHIP ENQUIRIES

Monique Hartman

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[WWW.COASTLIFEST.COM.AU](http://WWW.COASTLIFEST.COM.AU)

CONNECT





# ACKNOWLEDGMENT

COAST LIFE organisers acknowledge the traditional owners of the Gimuy WalubaraYidinji lands on which we live, work, play. We pay respect to elders past and present and extend this respect to all Aboriginal and Torres Strait Islander people.

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CULTURE | COMMUNITY | CONSERVATION