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

COASTLI

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.



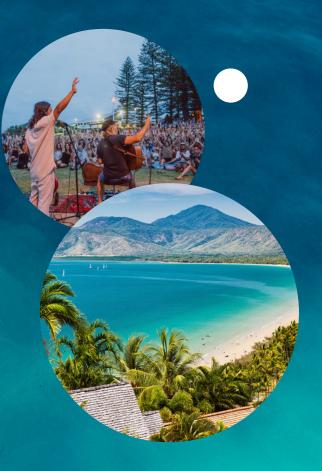
CULTURE | COMMUNITY | CONSERVATION

WHEN

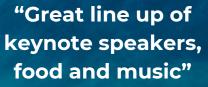
FRIDAY 28 - SUNDAY 30 MARCH 2025

WHERE

FOGARTY PARK, CAIRNS CITY / GIMUY







- 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 opportunities for community connection and inclusion

Create paid opportunities for regionally based artists and creatives

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!

1077 2GO

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"

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

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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 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 nvesting in culture and your local ommunity through exciting collaborations that delight your audiences"

CONTACT

PARTNERSHIP ENQUIRIES

Monique Hartman partnerships@coastlifefest.com.au 0410 759 465

WWW.COASTLIFEFEST.COM.AU





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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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