

GC E GOLD COAST
EISTEDDFOD

MUSIC • DANCE • DRAMA

20
25

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
- 42 year history commencing with 600 competitors in 1982 to over **30,000 in 2024**
- All performances receive feedback by a genre/industry professional
- In 2024 over **150 schools and dance schools** participated in over 600 GCE sections from around Australia
- Rapidly **increasing social media audience** with visitation of more than 200,000 during the 2024 event

GCE GOLD COAST
EISTEDDFOD





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

2025 Premier 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

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 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



2025 Associate 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

An Associate 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

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



2025 Pink 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 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

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



2025 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



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