



# GASCOYNE FOOD FESTIVAL

WESTERN AUSTRALIA

## 2026 PARTNERSHIP OPPORTUNITIES



Carnarvon - Long Table Lunch

## A PLACE-LED EXPERIENCE

Where red earth meets turquoise sea lies one of Australia's most extraordinary culinary regions. A place shaped by nature, and defined by its people and produce.

For the Gascoyne Food Festival, it all comes together in a celebration of taste, place and people.

Each experience is intentionally designed to reflect the character of its location – from riverbeds and working stations to coastal shores and cultural spaces – creating experiences that are immersive, authentic and deeply rooted in place.

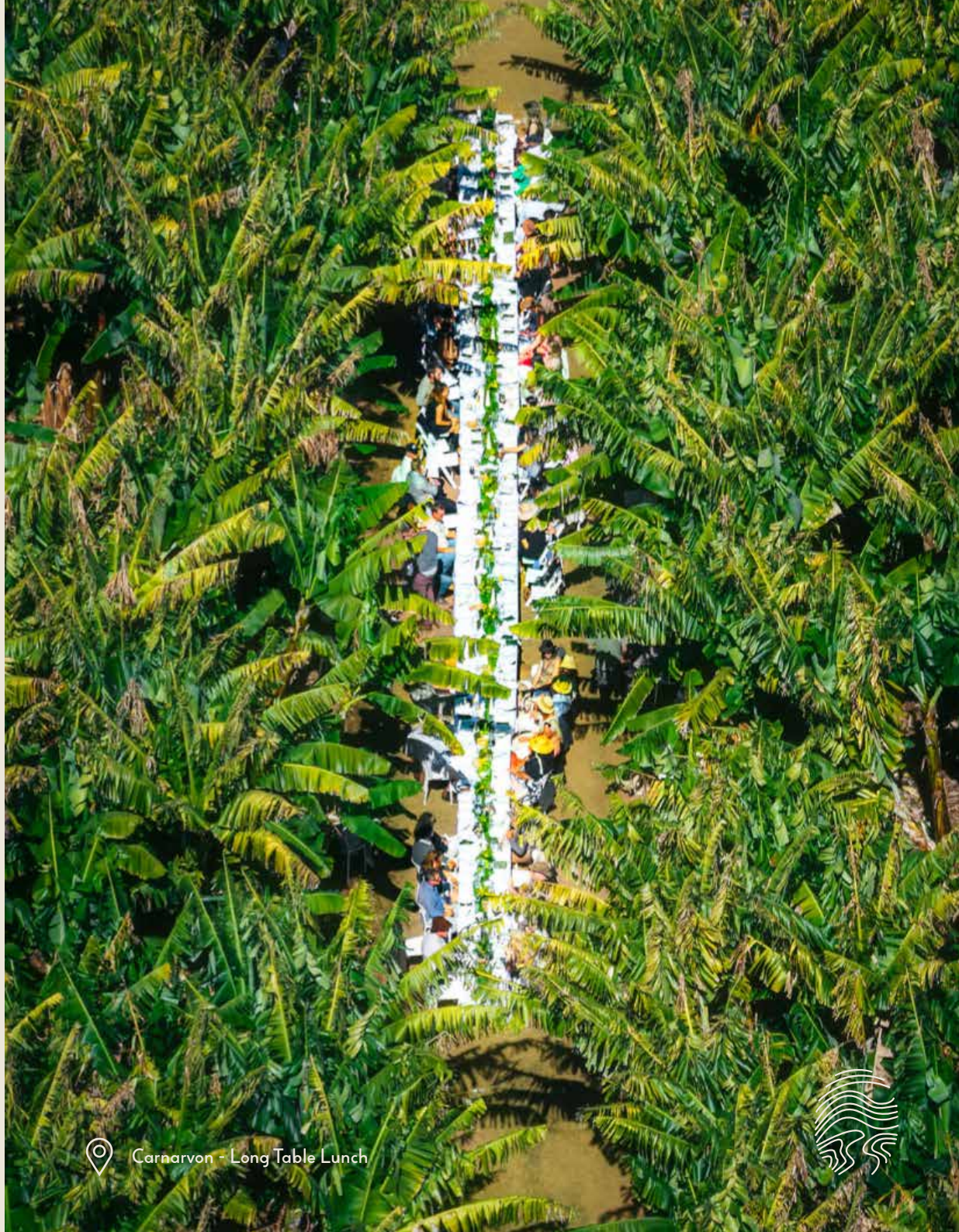
Food becomes the lens through which the region is explored, with chefs, producers and cultural custodians bringing the Gascoyne's story to life

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GASCOYNE FOOD  
FESTIVAL



Carnarvon - Long Table Lunch



THIS IS NOT A TRADITIONAL FOOD FESTIVAL.

IT IS A 16-DAY PLATFORM THAT BRINGS TOGETHER:



Positioned around authentic, bucket-list experiences, the Festival attracts audiences seeking unique, place-based food and travel moments.

Set within the Gascoyne - the food bowl of Western Australia - it showcases the people, produce and landscapes that underpin the State's food system.

Delivering meaningful impact across the region, the Festival is a uniquely West Australian culinary experience, rapidly establishing itself as a state-significant event.

GROWN, GATHERED &  
SHAPED BY COUNTRY.

GASCOYNE FOOD  
FESTIVAL



# A REGION REBUILDING AND GROWING IN OPPORTUNITY

Following recent challenges, including Cyclone Narelle, communities across the region have come together with resilience, determination and a shared commitment to rebuild. From producers and pastoralists to tourism operators and local businesses, the region is moving forward – stronger, more connected, and full of renewed energy.

## A PLATFORM FOR GROWTH, VISIBILITY AND MOMENTUM

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The Gascoyne Food Festival plays a vital role in the region's next phase – driving attention, visitation and investment while showcasing the Gascoyne to a growing national audience.

As a tourism-led platform, the festival continues to build year-on-year, with increasing intrastate and interstate visitation, strong digital growth, expanding media coverage, and alignment with Tourism WA.

This momentum positions the Gascoyne as an emerging destination for experience-led travel and premium food tourism, offering partners the opportunity to align with a region not only rebuilding, but rapidly growing in profile and recognition.

## AN OPPORTUNITY TO BE PART OF THE STORY

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This is a moment of transition – from recovery to resurgence.

Partnering with the Gascoyne Food Festival offers the opportunity to be part of a story that is both meaningful and forward-looking:

- Supporting regional communities
- Championing local producers and industries
- Aligning with a destination on the rise
- Connecting your brand to authentic, place-led experiences



## GROWTH & STATE RECOGNITION

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From regional event to state-recognised platform

The Festival has evolved into a major regional showcase, now recognised across WA's food and tourism landscape.

In alignment with Western Australia's tourism bodies the Festival is working to:

- build awareness and reach
- support regional recovery and visitation
- elevate the Gascoyne as a key food-producing region

Combining community impact with state-level momentum. Attracting a high-value experience-driven audience seeking authentic, place-led travel and culinary experiences.

## AUDIENCE & REACH (2025 RESULTS)

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**16** EVENTS ACROSS THE GASCOYNE

**600+** OUT-OF-REGION VISITORS, DRIVING TOURISM AND BRAND EXPOSURE



**12,300+** WEBSITE VISITORS (+139% YOY GROWTH)



**870,000+** FACEBOOK VIEWS



**175,000+** INSTAGRAM VIEWS



**\$180,000** EARNED MEDIA COVERAGE ACROSS TV, PRINT, RADIO AND ONLINE



**260%** SPONSORSHIP GROWTH RATE (2024 to 2025)

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**YOUR BRAND** IS POSITIONED IN FRONT OF A GROWING, HIGH-VALUE AUDIENCE ACTIVELY SEEKING PREMIUM TRAVEL AND FOOD EXPERIENCES.

*“The Dirk Hartog Island ‘Australia’s Last Sunset’ experience was a true bucket-list adventure – better than any five-star hotel I’ve ever stayed in. The staff were knowledgeable, the setting was extraordinary, and the food was out of this world. It’s an experience I’ll never forget. I’ve already booked for next year and will be bringing friends.”*

*Michelle Pinner,  
Attendee, 2025 Gascoyne Food Festival  
Dirk Hartog Island signature experience.*



# A PREMIUM EXPERIENCE PLATFORM

A curated program of place-led experiences, showcasing one of Australia's most authentic, distinctive and undiscovered culinary regions



Designed as bucket-list experiences that audiences travel for, engage deeply with, and remember

Scan to watch the experience



GASCOYNE FOOD FESTIVAL

## PARTNERS ARE EMBEDDED IN THE STORY, NOT PLACED ALONGSIDE IT.

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This is not a traditional event “logo on a banner” sponsorship model, nor limited to social media posts and speaking opportunities, we work closely with partners to authentically integrate their brand messaging and objectives into the story, the experiences and the moments that matter.

Our partners are embedded across the Festival journey from programming, to storytelling and on-ground activation, showcasing:

- their support of the region
- celebration of its producers
- telling the story of the resilience of its people

Effectively driving strong audience engagement and realising clearly defined partnership objectives, through place-led brand integration.





## WHY PARTNER

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Partner with a platform designed to deliver both meaningful regional impact and measurable brand outcomes.

As a partner, you will:

### **ALIGN WITH A REGION AT A DEFINING MOMENT**

Position your brand at the forefront of a high-profile regional story, demonstrating leadership, authenticity and meaningful community impact.

### **BE PART OF A STATE-RECOGNISED PLATFORM**

Align with a fast-growing event gaining traction with Western Australia's tourism bodies and reaching audiences across the state and beyond.

### **CONNECT WITH HIGH-VALUE AUDIENCES**

Engage with 1,800+ attendees and a growing audience of experience-led travellers, food lovers and premium consumers.

### **INTEGRATE YOUR BRAND MEANINGFULLY**

Be experienced, not just seen—through product placement, storytelling and curated, in-person brand interactions.

### **DELIVER MEASURABLE BRAND OUTCOMES**

Benefit from over 1M+ digital impressions, strong media exposure and content-driven engagement across multiple channels.

### **CONTRIBUTE TO LASTING REGIONAL IMPACT**

Align your brand with long-term regional growth while supporting local producers, businesses and community resilience.



Whalebone Hoedown - Whalebone Brewing Company, Exmouth





*“It’s been fantastic to see so many businesses, producers and venues from across the region come together for the Gascoyne Food Festival, showcasing the dedication of our local industry and communities. We’ve been thrilled by the strong public response, with hundreds of visitors travelling to the region to experience the Festival.”*

*Kelly Leonard,  
Marketing & Tourism Development Manager,  
Australia’s Coral Coast*





## HOW PARTNERS ARE INTEGRATED

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NOT JUST LOGOS; REAL INTEGRATION.

- Product featured within curated experiences
- Alignment with producers, chefs and storytellers
- Content creation and campaign storytelling
- On-ground engagement
- Authentic connection with people, place and culture

## SNAP SHOT OF BENEFITS

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Most festivals offer logos, signage and mentions.

We offer **STORYTELLING, INTEGRATION AND EXPERIENCE-LED ENGAGEMENT.**

Because ultimately, audiences don't remember logos. They remember experiences.

## WHY EXPERIENCE MATTERS

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10% of what they read  
20% of what they hear  
30% of what they see  
50% of what they see and hear  
70% of what they say

**90% OF WHAT THEY DO**

Brands aren't remembered through messages - they're remembered through experiences.





## PARTNERSHIP VALUE & EXPOSURE

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The Gascoyne Food Festival is more than an event – it is a platform that delivers measurable brand exposure, meaningful engagement and long-term alignment with one of Western Australia’s fastest-growing regional destinations.

### YOUR BRAND, SEEN AND EXPERIENCED

As a partner, your brand is integrated across the full festival journey:

#### BEFORE THE FESTIVAL

Inclusion in PR campaigns, media features and launch activity  
Brand presence across digital, website and ticketing platforms  
Integration into campaign storytelling and content

#### DURING THE FESTIVAL

On-ground activation across multiple events and locations  
Product placement within curated dining and experiences  
Direct engagement with high-value audiences  
VIP hosting and client experiences

#### AFTER THE FESTIVAL

Ongoing content and digital exposure  
Association with a growing, state-recognised platform  
Continued storytelling and brand alignment

### REAL ENGAGEMENT, NOT JUST VISIBILITY

This is not passive sponsorship. It is:

- ✔ Guests tasting your product
- ✔ Experiencing your brand in unique environments
- ✔ Sharing their experience across social and media
- ✔ Building a genuine connection between your brand and place



# PARTNERSHIP OPPORTUNITIES

CONNECT		EXPERIENCE		ENGAGE		DISCOVER	
<b>FESTIVAL PARTNER (Presented by)</b> \$100k - \$130k   Owns the full journey	<ul style="list-style-type: none"> <li>• Branding across the <u>full</u> festival journey</li> <li>• Integration across <u>all</u> events and campaign storytelling</li> <li>• Major presence across PR, media, digital and ticketing platforms</li> <li>• Co-created content and storytelling</li> <li>• On-ground activation across multiple locations</li> <li>• VIP access and hosting</li> <li>• Alignment with regional recovery and regional community support</li> </ul>	<b>EXPERIENCE PARTNER (Signature events)</b> \$30k-\$60k	<ul style="list-style-type: none"> <li>• Naming rights to a specific signature experience</li> <li>• Brand integrated into experience design</li> <li>• Product integration within the experience</li> <li>• Dedicated social media and content creation</li> <li>• On-site activation and brand presence</li> <li>• Inclusion in PR and media tied to the event</li> <li>• VIP tickets and client hosting</li> </ul>	<b>TRAIL PARTNER (Gascoyne Food Trail)</b> \$30k - \$50k	<ul style="list-style-type: none"> <li>• Brand presence in all participating trail venues including on table talkers and point of sale.</li> <li>• Inclusion on website, digital map and campaign content</li> <li>• Integration into food trail storytelling</li> <li>• Product placement opportunities within dishes</li> <li>• Sampling and engagement across venues</li> <li>• Acknowledgement in media and communications</li> </ul>	<b>PLACE PARTNER (Carnarvon / Exmouth / Shark Bay)</b> \$5k-\$15k	<ul style="list-style-type: none"> <li>• Association with a specific town/sub-region</li> <li>• Brand acknowledgement across relevant Festival channels</li> <li>• Inclusion in community-focused communications</li> <li>• Presence at selected local events</li> <li>• Alignment with local business support and town recovery</li> </ul>
<b>ADDITIONAL PARTNERSHIP OPPORTUNITIES</b>				We can also tailor opportunities within key verticals, including: <ul style="list-style-type: none"> <li>• Media</li> <li>• Airline &amp; travel</li> <li>• Accommodation</li> <li>• Product integration</li> </ul> Limited partnerships available to ensure quality, alignment and impact			

# THE OPPORTUNITY, BE PART OF:

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A REGION REBUILDING

A PLATFORM FOR REGIONAL PRIDE

A STATE-RECOGNISED PLATFORM WITH GROWING INFLUENCE ACROSS WA'S FOOD AND TOURISM LANDSCAPE.

A PROGRAM OF PREMIUM, IN-DEMAND EXPERIENCES

A PROJECT DELIVERING LASTING COMMUNITY BENEFIT



**GASCOYNE**  
**FOOD FESTIVAL**

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**21 AUGUST – 5 SEPTEMBER 2026**

[GASCOYNEFOODFESTIVAL.COM.AU](http://GASCOYNEFOODFESTIVAL.COM.AU)