



Prospectus 2022

Events bring people who purchase accommodation, food and tours. Arts bring people who are interested in ideas, fun, expansion and new horizons. Horizons that grow and customers that return year in and year out. Give a person a satisfactory meal and they will be happy, give a person an idea and they will thirst for more and return to the table.

“If you don’t know where you are, you don’t know who you are.”

Whitsundays Arts Festival Story

Theme 2022 “Memories”

The Whitsundays Arts Festival celebration of art promotes the wonders of the Whitsunday Region. It welcomes festival-goers to experience fun and interactive, vibrant and energetic arts events.

The Airlie Beach foreshore will come to life with sights, sounds, and tastes in the form of fine arts, live music, buskers, performing artists, workshops, art and food markets.

The Festival will be a grand celebration of our creative community and inspiring environment. The theme of this year's festival is 'Memories'.

Returning to the festival is the Whitsundays Arts Prize, a large visual arts exhibition attracting top artists in the region. Workshops and entertainment will focus on a variety of performing arts. This year's Festival introduces 'Sculptures by the Sea'. The resident guest artist will again create a wonderful addition to the iconic fig tree on the festival foreshore site. New to this year is a 3 day Songwriters Residency featuring top Australian songwriters, workshops for emerging songwriters and two public performances, all taking place at the magnificent Yangaro Retreat.

The arts and crafts filled Handmade markets will be offered all day Sunday and the art exhibition will remain open to the public throughout the Festival. The magic of this Festival will be further highlighted by being in one of the world's most beautiful locations.

ival Resident Artist



Whitsundays Arts Festival Committee was established in January 2019 by Arts and Cultural Coordinator Cathy Knećivic and filmmaker/ ceramicist Jess Begun.

Cathy worked in the Arts Industry for the last thirty years, as Art Exhibition Curator and Project Coordinator, Art Collection and Touring Exhibitions Manager for Mackay Regional Council.

Jess Begun is the current President of the Whitsundays Arts Festival Inc.



Our Committee

The Arts Festival committee is made up of enthusiastic and hard-working volunteers. They are Whitsunday residents involved in the arts, business, and tourism industries. They are:

Jessica Begun – President
Independent documentary filmmaker, visual artist, events director

Glenda Brown – Secretary and Art Exhibition Coordinator
Business consultant, artist

Pamella Regan-Fox – Treasurer
Managing Director, GoGoanna

Liz Knight – Markets Co-ordinator
Business Owner (Positive Creations Studio), Leadlight Artist

Anna Sparkes – Marketing Director

Katy Woollatt – Graphic Designer

Sandy Guy – Workshops Coordinator

Melanie McDonnell – Multicultural Coordinator

Lorraine Christiansen

To contact the committee please email:
info@whitsundaysartsfestival.org



Our Values

Our committee strives in all decision making, to value inclusiveness –creativity-respect for our region and encourage the celebration of all cultures.

Our Vision

To create an arts festival that engages, educates, challenges and celebrates all forms of art throughout the Whitsunday Community. Locals and visitors will get to see a different side of the Whitsunday Region with a multi-faceted arts festival of art events and community celebration.

Our Broad Goals

In 2022, the committee will develop and coordinate a multiday arts festival in the Whitsundays celebrating an array of art throughout the region.

- Inclusivity, a commitment which ensures that most festival events are free to the public and accessible to all groups, that all groups can creatively participate including schools, local art groups and artists. musicians and residents of all ages and abilities.
- Connecting art, culture and community through education and celebration.
- Advocating for the public and private support of the arts and cultural activities.
- Encouraging collaborative efforts among local art organizations.
- Highlighting the beauty of our environment and the responsibility we all have to care for it.



Whitsundays Arts Festival Sponsorship Opportunities

There are many opportunities to get involved in support of the 2022 Whitsundays Arts Festival. A limited number of event sponsorship packages are available in various tiers from Bronze to Platinum.

Alongside the sponsorship packages, many other individuals and businesses generously donate towards the festival. Please get in touch with us if you would like to donate.
Email: info@whitsundaysartsfestival.org

Audience And Exposure

Sponsoring the 2022 Whitsundays Arts Festival will provide great exposure for your brand to the Greater Whitsundays Region and all guests who will be involved in the 2022 Arts Festival. This Festival will be executed professionally to attract target audiences including arts organisations, local and international tourists. Sponsoring the 2022 Whitsundays Arts Festival will provide great exposure for your brand to the community, receiving a large amount of media coverage across TV, Radio, Internet and Print.



I can & will Make a Difference

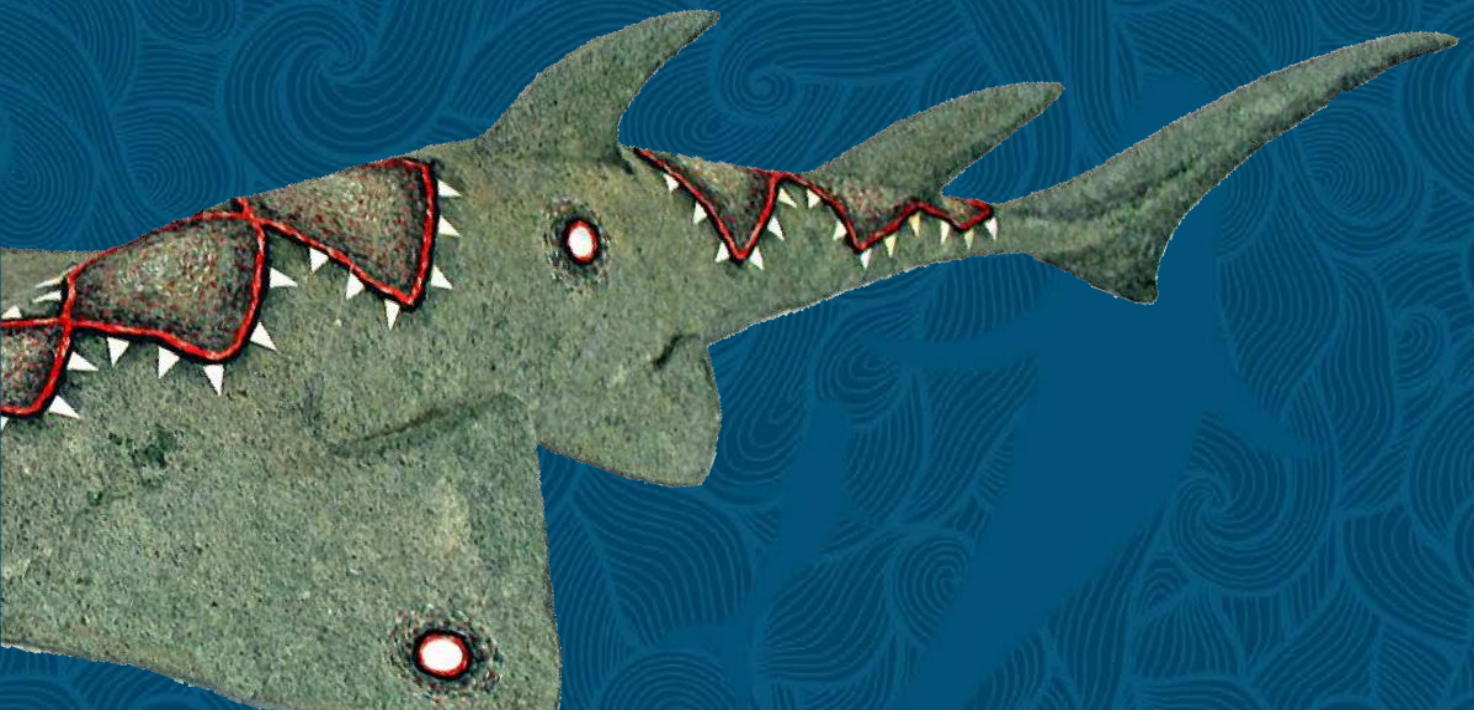
Individual Memberships
\$20

Your membership helps the festival in many ways. By joining you help show Council and Government funding bodies both State and Federal, that the community wants and feels that it is important to have an arts festival in our region.

By making the arts available to the local community through a festival we will show that the community, once it has access to the arts, will want more emphasis put on the arts in all forms from music, theatre and fine art. We need a dedicated space for fine art in the Whitsundays.

As part of your membership you will have the option to receive regular newsletters with details of arts news and events from the Whitsundays, as well as insights into the upcoming Festival. Please go to the web site for more info and join.

www.whitsundaysartsfestival.org





Bronze Sunbird Sponsor Festival Partner - \$500

Festival Inclusions

- Logo on
Festival Program
Festival poster
e-newsletter
Whitsundays Arts Festival website
Digital display at the Festival
- Invitation to opening event
- Inclusion on sponsor signage at the Festival in Bronze category
- Subscription to e-newsletter
- Sponsorship Certificate.





Silver Kingfisher Sponsor \$1,500

Festival Inclusions

- Logo on:

 - Festival Program

 - Festival Poster

 - e-newsletter

 - Digital display at Festival

 - Whitsundays Arts Festival website

- Invitation to opening event.

- Subscription to Whitsundays Arts E-Newsletter

- Inclusion of logo on sponsor signage at the Festival in Silver category

- Acknowledgement by MC at the Festival.

- Acknowledgement social media post.

- Promotional material distributed at the Festival site (provided by the Sponsor).

- Sponsorship Certificate.



Gold Lorikeet Sponsor \$5,000

Festival Inclusions

Logo on:

Festival Program

Festival Poster

e-newsletter

Whitsundays Arts Festival website

Digital display at the Festival

- Invitation to opening event
- Subscription to Whitsundays Arts Festival e-New.
- Inclusion on Sponsor signage at the Festival in Gold Category.
- Social media mentions.
- Logo on Whitsundays Arts Festival Website.
- Placement of organisation signage at event (signage to be provided by sponsor and final placement to be approved by The Whitsundays Arts Festival Committee)
- Promotional material distributed at the festival site (provided by Sponsor)
- Acknowledgement social media post
- Acknowledgement by MC at the Festival
- 2 tickets to the songwriter concert at Yangaro Retreat
- Sponsorship Certificate.



Platinum Sea Eagle Sponsor \$10,000

Festival Inclusions

- Priority logo placement on:
 - Festival Program
 - Festival Poster
 - e-newsletter
 - Whitsundays Arts Festival website
 - Digital display at the Festival
- Invitation to the Opening Event
- Subscription to e-newsletter
- Inclusion on sponsor signage at the Festival in Platinum category
- Naming rights of an event or site at the Festival
- Acknowledgement by MC at the Festival .
- Placement of organisation signage at Festival event (provided by sponsor and subject to committee approval)
- Promotional material distributed at the Festival site (provided by Sponsor).
- Dedicated acknowledgement social media post
- 2 x tickets to the songwriter concert at Yangaro Retreat and meet the artists.
- Opportunity to submit news for social media post in line with festival values.
- Access to high resolution archival Festival images.
- Sponsorship Certificate



Art Exhibition Sponsorship \$1000 - \$5000

Regions Art Prize:	\$5,000
2D (Painting) Award:	\$1,000
2D Works on Paper Award:	\$1,000
3D (Sculpture) Award:	\$1,000
Local Artist Award:	\$1,000
Young Artist (16-25):	\$1,000
People's Choice Award:	\$1,000

Festival Inclusions

- Logo inclusions on Festival program, Festival poster, e-newsletter and website
- Invitation (2 tickets) to Opening night of the Exhibition
- Invitation to present award at Exhibition Opening
- Subscription to Whitsundays Arts Festival e-News
- Inclusion of logo on sponsor signage at the Exhibition
- Listing as Award sponsor on website
- Acknowledgment by MC at the Awards presentation
- Sponsorship Certificate.

“The quality of place, the reaction to immediate contact with earth and growing things that have a frugal relationship with mountains and sky, is essential to the integrity of our existence on this planet,” - Ansel Adams

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WWW.WHITSUNDAYSARTSFESTIVAL.ORG

