



PROSPECTUS

SPONSORSHIP

**Love Letter to Queensland
Whitsundays Literary Heart Awards
Whitsundays Writers Festival**

THURSDAY 5 TO SUNDAY 8 SEPTEMBER 2024
AIRLIE BEACH, QUEENSLAND



Welcome from the Festival President

After a seven-year hiatus, the Whitsundays Writers Festival is set to make a triumphant return, promising an immersive celebration for writers, readers, and thinkers alike.

With a stellar line-up of Australia's leading literary figures already confirmed, this September event is destined to become a cornerstone in the Queensland and regional cultural and literary arts calendar.

It's not often regions have the opportunity to meet renowned national and international writers, and the Whitsundays Writers Festival has a strong line up of celebrated Australian writers.

The festival, spanning three days from Friday, September 6, to Sunday, September 8, 2024, will also feature the prestigious Whitsundays Literary Heart Awards.

This festival will bring together creative minds in the picturesque setting of the Whitsundays with all its attractions. What better place to immerse yourself in the talent of Australian literature?

We warmly invite you to consider partnering with us to help unite writers and readers to celebrate Queensland and Australian stories and authors.

A handwritten signature in black ink that reads "Karen". The signature is fluid and cursive, written in a personal style.

KAREN JACOBSEN

Whitsundays Writers Festival
2024 President

About the Festival

The Whitsunday Writers Festival was a valued annual event in our region from 2010 to 2017. After the tragic loss of its founder Gloria Burley in 2018, the hardships of TC Debbie, and the impacts of the Covid-19 pandemic lockdown to the region, the Festival has not presented a program for seven years.

The restored 2024 Festival will be a national cultural event held in Airlie Beach Queensland, supported by a dedicated national media and marketing campaign to attract around 150+ attendees and sell out events.

The Festival includes:

Love Letter to Queensland is a unique event, the first of its kind in Queensland, and will be staged Thursday 5 September 2024 prior to Festival. It will bring together five notable Queenslanders who will express their love for their state through a love letter read during the event. A community writing competition will also be held, and a curated edited collection to be published.

The inaugural **Whitsundays Literary Heart Awards** captures the passion, depth, and impact of literary works while also paying homage to the captivating Heart Reef—a natural wonder found in the Whitsundays region. In 2024, the Festival will award up to \$10,000 in prizes across four award categories. A publication of select entries is planned for publication.

The main **Whitsundays Writers Festival** program will be held 6 to 8 September 2024. The program will feature international best-selling and award-winning Australian authors and local writers in interactive workshops, panel discussions, and author talks. The program also includes special events - Friday evening Poetry Karaoke, Saturday Big Book Club High Tea, Saturday Sundowner, and the Local Author Long Lunch.



See who is coming!

2023 Miles Franklin Literary Award winner, **Shankari Chandran**, who clinched Australia's premier literary prize with 'Chai Time at Cinnamon Gardens'.

For lovers of crime thrillers, we are excited to announce Australian and international multi-award-winning author **Garry Disher**.

Christos Tsiolkas playwright, essayist, screen writer and author of nine novels -- including 'The Slap', 'Barracuda', 'Damascus' and recently 'The In-Between'.

New York Times bestselling author **Sally Hepworth** has sold over a million books globally including 'Darling Girls' will join popular author **Kirsty Manning** of 'The Jade Lily' at the Festival's Big Book Club High Tea event.

Professor Anne Buist eminent psychiatrist and prolific author, and **Graeme Simsion** celebrated for his bestselling novel 'The Rosie Project', will discuss their latest collaborative work, 'The Glass House'.

Former Queensland police officer turned full-time author **Jack Roney** infuses unparalleled authenticity and gripping realism in his crime thriller series.

Karina Kilmore, Chair of the Australian Crime Writers Association and author of the critically acclaimed debut crime fiction novel 'Where the Truth Lies'.

Award winning Queensland writer, poet and academic, **Dr Melissa Ashley**, known for 'The Birdman's Wife', 'The Bee and the Orange Tree' and 'The Naturalist of Amsterdam'

Distinguished historian and author **Professor Joy Damousi AM** will join a conversation on artificial intelligence (AI) and creative writing, and if the writer and storytelling will ever be replaced by AI.

Queensland author **Nick Earls** has penned 28 books for adults, teenagers, and children including bestselling novels such as 'Zigzag Street', 'Bachelor Kisses' and 'Perfect Skin'.

More announcements to come!





About the Whitsundays

In partnering with the Festival, our sponsors will receive increased exposure to both the local region and visitors from around Australia.

LOCATION: The Whitsundays in north-east Queensland approximately 1,120km north of Brisbane, 630km south of Cairns, 247km south of Townsville, and 150 km north of Mackay.

POPULATION: As of June 2023, the estimated population of the Whitsunday Regional Council area was 39,712.

VISITORS: In 2023, the Whitsundays welcomed 724,000 domestic visitors and 156,000 international tourists.

DIRECT FLIGHTS: Whitsunday Coast Airport (Proserpine) airport has direct flights from Cairns, Sunshine Coast, Brisbane, Coast, Gold Coast, Newcastle, Sydney, Melbourne, and Adelaide. Flights also arrive at Hamilton Island Airport.

WEATHER: It is generally agreed that September is the best time of the year to visit the Whitsundays -- astounding sunny weather, low humidity, and near non-existent rainfall, with an average high of 25°C and average low of 19°C.

CULTURAL EVENTS: The Whitsundays Writers Festival is a welcome addition to the region's cultural festivals including:

- Airlie Beach Music Festival (8,000 participants in 2023)
- Great Barrier Reef Festival (12,500 participants in 2023)
- Whitsundays Arts Festival (9,200 participants in 2022)
- Whitsundays Songwriter Festival (30,000 reached with 88 participants in 2023)



Love Letter to Queensland MAJOR SPONSOR

One major sponsor package of
\$10,000 (plus GST)

LOVE LETTER TO QUEENSLAND

is a unique event, the only one of its kind in Queensland. The event will be held for the first time in 2024.

The event will be staged on Thursday 5 September 2024 prior to the commencement of the Whitsundays Writers Festival.

It will bring together five notable Queenslanders who will express their love for their state through a love letter read during the event.

It is a supper club style, and the speakers can use any form of writing to express their love.

Love Letter to Queensland will attract further regional interest with a competition for the community to express their love in their own letter with prizes for the most creative. Winner categories will be adult, secondary school, and primary school students. If the entries are of a suitable standard, a book will be curated and published for distribution.

This event is positioned to bring significant attention to the region and presents an opportunity for an organisation to leverage the concept and message that Queensland holds a significant place in many high-profile lives.

Because of its unique nature and promotion of Queensland, we anticipate strong media interest which will allow significant exposure for the major sponsor.

Sponsorship benefits:

Exclusive major sponsor recognition through our extensive national marketing campaign and communication channels including social media, eNewsletters, website, media releases, articles, and Love Letter to Queensland publication.

Approved use of your logo on our website, event signage, award certificates, and Love Letter to Queensland publication.

A full-page advertisement in the Mackay and Whitsunday Life newspaper Festival Feature with a print distribution of 15,000 and 13,000 Facebook followers.

Invitation to present a short opening speech at the Love Letter to Queensland event.

Personal introduction and media opportunities with Love Letter to Queensland speakers, VIPs, and competition award winners.

Provision of two pull up banners.

Provision of marketing collateral and merchandise at the Love Letter to Queensland event.

Ten tickets to the Love Letter to Queensland event.

Five tickets to Whitsundays Writers Festival.





Whitsundays Literary Heart Awards MAJOR SPONSOR

One major sponsor package of
\$10,000 (plus GST)

There are many literary awards in Australia, but few offer the generous prizes the **WHITSUNDAYS LITERARY HEART AWARDS** intend to provide for creative Australians.

In 2024, the Festival will award \$10,000 in prizes for the following:

The **Gloria Burley Award for Best Unpublished Manuscript** honours the Festival's original founder and Whitsundays author Gloria Burley. First Prize \$2,500 and Runner-Up \$1,000.

Best Published Book Cover Design celebrates excellence in book cover design for paperbacks, digital, and audio books. First Prize \$1,500 and Runner-Up \$500.

Best Short Story Award for original short stories of creative fiction. There are two divisions for this award, adult and under 18. First Prize for both divisions \$1,000 and Runners-Up \$500.

Poetry Prize selected based on its originality, creativity, and expressiveness. First Prize \$1,000 and Runner-Up \$500
The Heart Awards have been launched and supported by national media promotion to attract creatives through publishers, agents, writers, and readers.

Our intention is to curate a Heart Awards publication of select submissions allowing our major award sponsor to have ongoing recognition.

Sponsorship benefits:

Exclusive major sponsor recognition through our extensive national marketing campaign and communication channels including social media, eNewsletters, website, media releases, articles, and Heart Awards publication.

Approved use of your logo on our website, event signage, award certificates, and Heart Awards publication.

A full-page advertisement in the Mackay and Whitsunday Life newspaper Festival Feature with a print distribution of 15,000 and 13,000 Facebook followers.

Invitation to present a short opening speech at the Heart Awards presentation event.

Personal introduction and media opportunities with Festival speakers, VIPs, and Heart Award winners.

Provision of two pull up banners.

Provision of marketing collateral and merchandise at Festival events.

Five tickets to the Whitsundays Writers Festival and Love Letter to Queensland event.





Whitsundays Writers Festival MAJOR SPONSOR

One major sponsor package of
\$10,000 (plus GST)

After a seven-year hiatus, the **WHITSUNDAYS WRITERS FESTIVAL** in 2024 is a highly anticipated event.

The Whitsundays Writers Festival, with its high profile author speakers and momentous Heart Awards, will bring significant national attention to the region.

The Festival has been able to attract highly regarded Australian writers to talk about craft and promote the importance of literature to the culture of all communities.

The author list includes the 2023 Miles Franklin winner, highly regarded crime writers, prize winners, and authors who have had their work adapted to screen.

The author line-up rates as an elite collection of authors outside the major capital city literary festivals.

This will be a pre-eminent Australian regional writers event for 2024.

It is an opportunity for an organisation to increase exposure within the local community and visitors to the region, as well as extending their profile to state and national media outlets and the arts community.

Sponsorship benefits:

Exclusive major sponsor recognition through our extensive national marketing campaign and communication channels including social media, eNewsletters, website, media releases, and articles.

Approved use of your logo on our website, and event signage.

Host a reception with guest authors, Festival Committee, VIPs, and the media.

A full-page advertisement in the Mackay and Whitsunday Life newspaper Festival Feature with a print distribution of 15,000 and 13,000 Facebook followers.

Invitation to present a short presentation during the Festival program.

Acknowledgement by the MC throughout the Festival.

Personal introduction and media opportunities with Festival speakers and VIPs.

Provision of two pull up banners, marketing collateral, and merchandise at Festival events.

Five tickets to the Whitsundays Writers Festival and Love Letter to Queensland event.





Whitsundays Writers Festival SPECIAL EVENT SPONSOR

Five opportunities of
\$2,000 (plus GST) each

In partnership with the **WHITSUNDAYS WRITERS FESTIVAL** Major Sponsor, there are five additional opportunities to sponsor a special individual Festival event:

Annual Festival Address, where a guest author will provide a special presentation.

Poetry Karaoke event, closing day one on Friday 6 September.

Big Book Club High Tea featuring Sally Hepworth and Kirsty Manning on Saturday 7 September.

Saturday Sundowner event, closing day two.

The **Local Author Long Lunch** on Sunday 8 September.

Sponsorship benefits:

Recognition through our extensive national marketing campaign and communication channels including social media, eNewsletters, website, media releases, and articles.

Approved use of your logo on our website, and event signage.

Sixth-page advertisement in the Mackay and Whitsunday Life newspaper Festival Feature with a print distribution of 15,000 and 13,000 Facebook followers.

Invitation to present a short presentation at the sponsored special event.

Acknowledgement by the MC at the sponsored special event.

Personal introduction and media opportunities with Festival speakers at the sponsored special event.

Provision of one pull up banner, marketing collateral, and merchandise at Festival events.

Two tickets to the Whitsundays Writers Festival and Love Letter to Queensland event.





Whitsundays Writers Festival AUTHOR SPONSOR

Multiple packages of \$5,000 (plus GST)

Plus, a premium of an extra \$1,000
(plus GST) for your preferred author.

The line up for the 2024 **WHITSUNDAYS WRITERS FESTIVAL** includes popular, well-loved, and highly recognised and awarded international and national authors.

They will speak on style, craft, adaptation, and will bring lots of fun to the Festival.

In sponsoring travel arrangements for our speakers, you have the opportunity of being associated with an author and to partner with the Festival for additional exposure and connectivity.

Sponsorship benefits:

Recognition through our extensive national marketing campaign and communication channels including social media, eNewsletters, website, media releases, and articles.

Approved use of your logo on our website, and event signage.

Quarter-page advertisement in the Mackay and Whitsunday Life newspaper Festival Feature with a print distribution of 15,000 and 13,000 Facebook followers.

Acknowledgement by the MC at Festival sessions when the sponsored author is presenting.

Personal introduction and media opportunities with sponsored author.

Provision of one pull up banner, marketing collateral, and merchandise at Festival events.

Personalised signed copy of sponsored author book.

Two tickets to the Whitsundays Writers Festival and Love Letter to Queensland event.





Whitsundays Writers Festival FRIEND OF THE FESTIVAL

Multiple packages of
\$500 (plus GST) or more

There are endless opportunities for individuals and regional businesses to support the **WHITSUNDAYS WRITERS FESTIVAL** by providing a cash contribution or in-kind products, services, or vouchers to the value of \$500 plus GST or more.

Anonymous donations are warmly accepted.

Sponsorship benefits:

Recognition through our extensive national marketing campaign and communication channels including social media, eNewsletters, website, media releases, and articles.

Approved use of your logo on our website, printed program, and event signage.

Listed as a Friend of the Festival in the Mackay and Whitsunday Life newspaper Festival Feature with a print distribution of 15,000 and 13,000 Facebook followers.

Provision of marketing collateral, special offer, and/or merchandise at all Festival events.

One ticket to the Whitsundays Writers Festival.



CONTACT US

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www.whitsundayswriters.com

2024 PATRON

Jess Begun

PRESIDENT, WHITSUNDAYS ARTS FESTIVAL

WHITSUNDAYS WRITERS FESTIVAL INC.

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