

Prospectus

Sponsorship



WHITSUNDAYS WRITERS FESTIVAL

Friday 12 – Sunday 14 September 2025
AIRLIE BEACH, QUEENSLAND

Phone	+61 448 158 434
Website	whitsundayswriters.com
Email	hello@whitsundayswriters.com
Address	PO Box 345 Airlie Beach QLD 4802



Welcome from the Festival President

After a spectacular inaugural year in 2024, following a seven-year hiatus, the Whitsundays Writers Festival is set to make a triumphant second year in 2025, promising an immersive celebration for readers, writers and lovers of story.

With a stellar line-up of Australia's leading literary figures, 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 features an exciting line up of celebrated writers.

The festival, spans three days from Friday, September 12 to Sunday, September 14, 2025, also featuring the Whitsundays Literary Heart Awards for best unpublished manuscript. The opening night event, Love Letter to Queensland is a celebration of Queensland and Australian writers both established and aspiring.

Our festival brings 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 partner with us as we unite readers and writers to celebrate Queensland and Australian stories.

Karen

KAREN JACOBSEN

Whitsundays Writers Festival
2025 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 had not presented a program for seven years.

The restored 2024 Festival was 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 2025 Festival has taken the best from 2024 and enhanced events to provide an even more wonderful experience for attendees and participants. The marketing campaign will build on the success of the inaugural festival to reach even more populations in the growing sector of cultural tourism.

The **Whitsundays Writers Festival** program will be held 12 to 14 September 2025. The program will feature international best-selling and award-winning Australian authors and local writers in interactive workshops, panel discussions, and author talks on Saturday and Sunday. The program also includes special events - Friday evening opening Love Letter to Queensland, Saturday evening Poetry Karaoke at Whisper Bar, Saturday Big Book Club High Tea at the Rainbow Cafe, and the Local Author Long Lunch on Sunday at the Whitsunday Sailing Club.

Love Letter to Queensland is a unique event, the first of its kind in Queensland, and will be held as the opening night event in 2025 on Friday 12 September. After the opening ceremony with Festival patron Mayor Ry Collins, Love Letter to Queensland 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 the winning entry read by Mayor Collins.

Pre-event Memoir Writing workshops

Dr. Lindsay Simpson is an award-winning author, investigative journalist and founder of the Master of Arts in Writing and Bachelor of Multimedia Journalism at James Cook University, QLD. and author of 11 books. We are thrilled she will deliver her brilliant workshop in memoir writing at the 2025 Whitsunday Writers Festival on Friday morning and afternoon.

2024 SPEAKERS

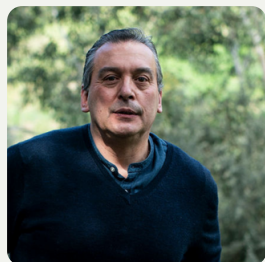


2023 Miles Franklin Literary Award winner, **Shankari Chandran**, who clinched Australia's premier literary prize with 'Chai Time at Cinnamon Gardens'.

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' and joins 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'.





**Mayor Ry
Collins**
Patron

Meet Our Team



Karen Jacobsen
President



Jess Begun
Secretary



Jannah Baker
Development



Tom Hudak
Treasurer



Rachael Smith
Vice-President



Melinda Louise
Marketing Consultant



Love Letter to Queensland

This is a unique event, the only one of its kind in Queensland, to be held as the opening night event in 2025 on Friday 12 September. After the opening ceremony with Festival patron Mayor Ry Collins, Love Letter to Queensland will bring together five notable Queenslanders who will express their love for their state through a love letter read during the event.

Love Letter to Queensland will attract wider regional interest with a competition. Community members are invited to enter by with prizes for the most creative Love Letter to Queensland. Winners in adult and secondary school students categories will be read by Mayor Collins.

Because of its unique nature and promotion of Queensland, we anticipate strong media interest and significant exposure for our sponsors.

Sponsorship Benefits:

- Recognition through our extensive national marketing campaign and communication channels including social media, newsletters, website, media releases, and print articles.
- Approved use of your logo on our website, event signage and award certificates.
- Your logo will appear in a full-page ad in the Mackay Whitsunday Life newspaper Festival Feature with a print distribution of 15,000 and 13,000 Facebook followers.
- Invitation to the opening night party and 1 or 2 tickets to the festival depending on level of sponsorship.

Please refer to the sponsorship opportunity section to learn more.

Whitsundays Literary Heart Awards

In 2025, the Festival will award \$2500 to the winner of:

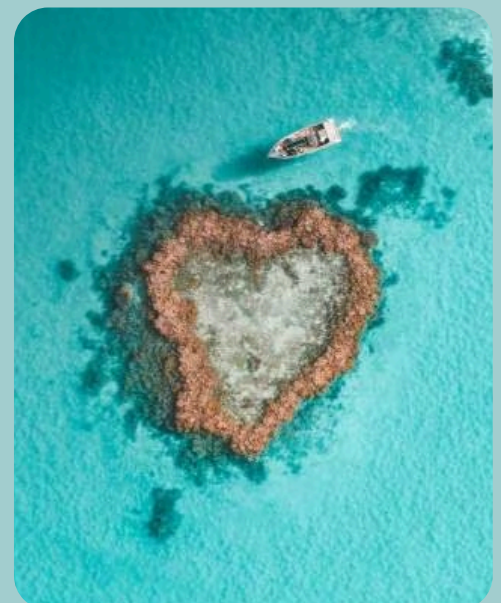
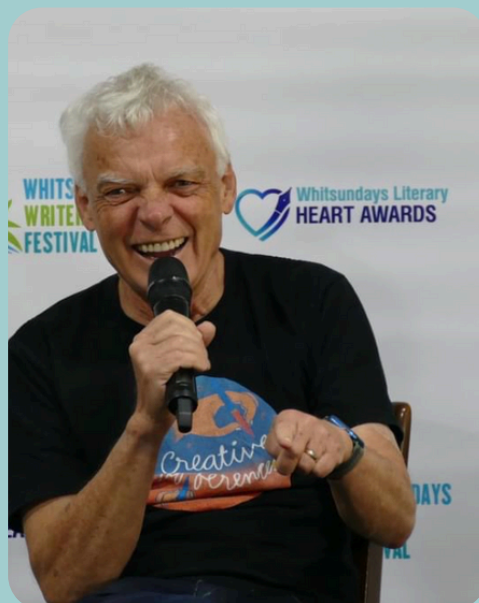
The Gloria Burley Award for Best Unpublished Manuscript honouring the Festival's original founder and Whitsundays author Gloria Burley.

The Heart Awards have been launched and supported by national media promotion to attract creatives through publishers, agents, writers, and readers.

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.
- Your logo will appear in 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.
- One or two tickets to the Whitsundays Writers Festival and Love Letter to Queensland event depending on level of sponsorship.

Please refer to the sponsorship opportunity section to learn more.





Whitsundays Writers Festival

FRIEND OF THE FESTIVAL

\$500

There are many 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 or more.

Anonymous donations are warmly accepted.

Sponsorship Benefits:

- Listed as a Friend of the Festival as individual or Business name in the Mackay Whitsunday Life newspaper Festival Feature with a print distribution of 15,000 and 13,000 Facebook followers and in the Festival program.
- One ticket to the Whitsundays Writers Festival.
- VIP seating and opening reception invitation.





Whitsundays Writers Festival

AUTHOR SPONSOR

\$1250



The line up for the 2025 **WHITSUNDAYS WRITERS FESTIVAL** will include popular, well-loved, and highly recognised and awarded international and national authors.

Speaking on style, craft, and adaptation, these best-selling authors bring lots of fun to the Festival.

In sponsoring travel arrangements and speaker fee for our 2025 authors, you have the opportunity to partner with the Festival for additional exposure and connectivity.

Sponsorship Benefits:

- Recognition through our extensive six month national marketing campaign and communication channels including social media, newsletters, website, media releases, and articles.
- Approved use of your logo on our website, and event signage.
- Acknowledgement by the MC at Festival sessions when your sponsored author is presenting.
- Personal introduction and media opportunities with sponsored author.
- Personalised signed copy of sponsored author book.
- Two tickets to the Whitsundays Writers Festival.

Benefits for Sponsors

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

Approved use of your logo on our website, event signage and award certificates and your logo will appear in a full-page ad in the Mackay Whitsunday Life newspaper Festival Feature with a print distribution of 15,000 and 13,000 Facebook followers.

Invitation to the opening night reception and 1 or 2 tickets to the festival depending on level of sponsorship.

We thank you for your interest and invite you to review the many benefits for you or your business.



Sponsorship Levels



Bronze

Bronze level recognition through our national marketing campaign

Bronze listing in our program

Bronze logo in our program, website and other printed materials

VIP invitation to opening party and two tickets to Festival

\$1250



Silver

Silver level recognition through our national marketing campaign

Silver listing in our program

Silver logo in our program, website and other printed materials

VIP invitation to opening party and two tickets to Festival

\$2500



Gold

Gold level recognition through our national marketing campaign

Gold listing in our program

Gold logo in our program, website and other printed materials

VIP invitation to opening party and two tickets to Festival

\$5000



**Thank you
for Supporting the Arts
in the Whitsundays**

Contact

Phone +61 448 158 434

Website whitsundaywritersfestival.com

Email hello@whitsundayswriters.com

Address PO Box 345 Airlie Beach QLD 4802



Sponsorship Form

COMPANY OR INDIVIDUAL NAME:
ADDRESS:
PRIMARY CONTACT NAME:
PRIMARY CONTACT EMAIL ADDRESS:
PHONE NUMBER:

PLEASE CHOOSE FROM OUR SPONSORSHIP OPTIONS

Check all that apply

MAJOR SPONSORS

Gold Sponsor \$5,000
Silver Sponsor \$ 2,500
Bronze Sponsor \$ 1,250

AUTHOR SPONSORS

Sponsor an Author \$1,250
(8 Available)

FRIEND OF THE FESTIVAL

\$500

TOTAL SPONSORSHIP AMOUNT: \$

PLEASE TRANSFER TO OUR ACCOUNT & EMAIL SIGNED FORM & YOUR LOGO

Account name: Whitsundays Writers Festival Inc.

Bank: Bendigo Community Bank Cannonvale-Proserpine

BSB: 633 000 Account number: 214 171 894

SIGNED:
DATE:
PRINT NAME:

We greatly appreciate your support of the Arts in the Whitsundays

Terms & Conditions

In the unlikely event there is a change of date with the festival, sponsorship will transfer to the following year. Your sponsorship begins when we receive this signed form together with funds.