

NOOSA
alive!

17-26 JULY
2026



10 DAYS & NIGHTS OF WORLD-CLASS ARTS & ENTERTAINMENT...WHEN NOOSA TRULY COMES ALIVE!

PARTNERSHIP PACK 2026

It is with great pleasure we invite you to become part of our NOOSA alive! Partnership Family!



Now in its 24th year, the iconic NOOSA alive! Festival enters an exciting new era as it moves towards its milestone 25th Anniversary in 2027. As the festival's Chief Executive Officer, I am delighted to invite you to be involved with one of Australia's most vibrant and prestigious annual cultural celebrations.

Set against the stunning backdrop of Noosa over ten days every July, this beloved not-for-profit festival brings together world-class arts, dynamic live performances, thought and conversation-provoking literary events and unforgettable community experiences. During this period, Noosa truly 'comes alive!' offering Noosa Shire locals and all Queenslanders as well as winter-weary interstate visitors the perfect escape to our glorious surrounds and a diverse, sophisticated and scintillating program of events.

We believe that strong partnerships are at the heart of delivering an exceptional festival. By collaborating with Partners who share our values and ambition, we are able to elevate the experience for attendees while creating mutually beneficial outcomes. Our sponsorship opportunities are designed to provide meaningful brand integration, targeted exposure, and authentic engagement with audiences who value quality, culture, and experience.

I invite you to join us in shaping the next chapter of NOOSA alive! as we approach our Silver Jubilee Anniversary in 2027, a year that will also see the festival's co-founder, Australia's most revered and renowned playwright, David Williamson, celebrate 85 years - as he continues to create highly-acclaimed new works with one set to have its world premiere this July at NOOSA alive! 2026.

Together, we can create a festival that not only celebrates the arts and our rich and distinctive culture, but also delivers tangible value for our Partners and the wider community. Thank you for considering this opportunity to be part of something truly special. We hope to welcome you into our NOOSA alive! family.

Damien Anthony Avery-Rossi
Chief Executive Officer - NOOSA alive!





NOOSA alive! invites you to become a Festival Partner in 2026 and beyond and make your brand come ALIVE!

NOOSA alive! presents unique, world-class arts and entertainment experiences for diverse audiences and has built a reputation for excellence.

Partnership in 2026 is offered with six recognition and financial tiers as follows:

👉 PRESENTING PARTNER	\$50,000+ (PLUS GST)
👉 PLATINUM PARTNER	\$25,000 (PLUS GST)
👉 GOLD PARTNER	\$15,000 (PLUS GST)
👉 SILVER PARTNER	\$10,000 (PLUS GST)
👉 BRONZE PARTNER	\$5,000 (PLUS GST)
👉 PRODUCT PARTNER	IN-KIND PRODUCT DONATION

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NA! 2026 Presenting Partner

As the main Presenting Partner of NOOSA alive!, you will receive:

- ✎ Exclusive naming rights as Presenting Partner of NOOSA alive! 2026
- ✎ Invitation to address audience at festival opening night and other major events
- ✎ Co-branding on website as major partner on dedicated/exclusive web page
- ✎ Exclusive industry sponsor - ensuring no competition with other industry brand leaders
- ✎ Website listing as Presenting Partner on combined partner page
- ✎ Company logo/branding on media/photo wall
- ✎ Full Page Advertisement in our Festival Program
- ✎ Signage allocation (banners across all festival events)
- ✎ Listing as Presenting Partner on NOOSA alive! website
- ✎ Opportunity to display marketing collateral at event venues
- ✎ Promoted digital marketing post and six organic posts
- ✎ Logo on all marketing material associated with associated events
- ✎ Electronic mailout including exclusive opportunity to promote offer/product
- ✎ Invitation to VIP and networking events plus advance notice of program
- ✎ Complimentary ticket allocation to NOOSA alive! events – twenty (20)

*excluding external events produced by third parties or food events under NOOSA alive! brand

\$50,000+

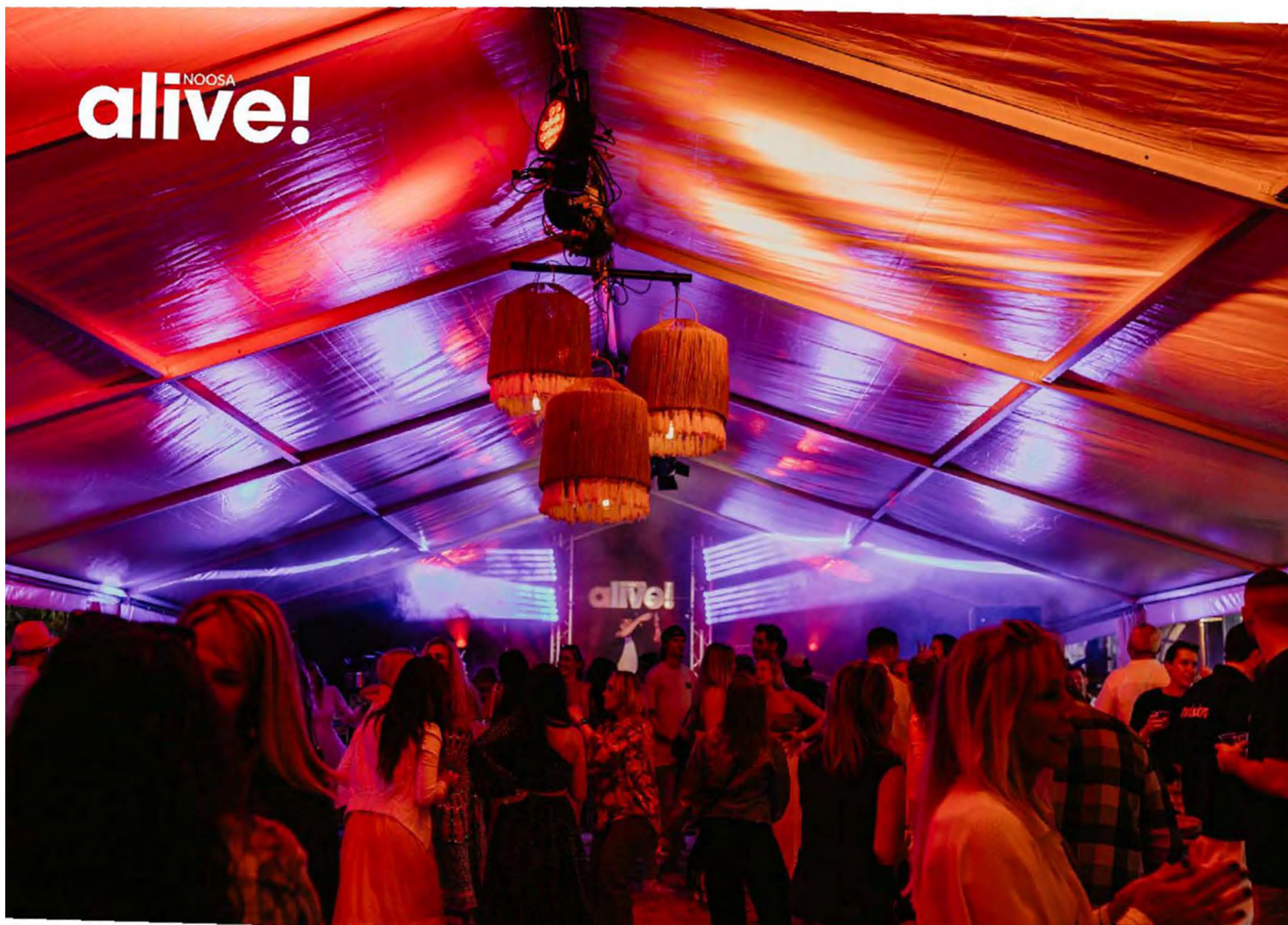
Platinum Partner

Details & Inclusions:

- ✎ Invitation to address audience at festival opening
- ✎ Exclusive presentation naming rights to two (2) festival events
- ✎ Industry sponsor exclusivity
- ✎ Co-branding on website as major partner on dedicated/exclusive web page with link
- ✎ Website listing as Partner (by level) on combined partner page
- ✎ Branding on media/photo wall
- ✎ Signage allocation (3 banners across festival events)
- ✎ Advance notice of our Festival Program
- ✎ Half Page Advertisement in our Festival Program
- ✎ Promoted digital marketing post and four organic posts
- ✎ Logo on all marketing material associated with associated events
- ✎ Database mailout including exclusive opportunity to promote offer/product
- ✎ Invitation to VIP and networking events
- ✎ Complimentary ticket allocation to NOOSA alive! events – ten (10) excluding external events produced by third parties or food events under NOOSA alive! brand
- ✎ Logo placement on Banners in theatre foyer across festival season

\$25,000

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Gold Partner

Details & Inclusions:

- ✎ Exclusive presentation naming rights to one (1) festival event
- ✎ Logo placement on Banners in theatre foyer across festival season
- ✎ Signage allocation (2 banners across festival events)
- ✎ Advance notice of the Festival Program
- ✎ Quarter page Advertisement in Festival Program
- ✎ Co-branding on website as major partner on dedicated/exclusive web page with hotlink to your website
- ✎ Website listing as Partner (by level) on combined partner page
- ✎ Promoted digital marketing post and four organic posts
- ✎ Logo on all marketing material associated with presented event
- ✎ Database mailout
- ✎ Invitation to VIP and networking events
- ✎ Complimentary ticket allocation to NOOSA alive! events – eight (8) excluding external events produced by third parties or food events under NOOSA alive! brand
- ✎ Branding on media/photo wall

\$15,000

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Silver Partner

Details & Inclusions:

- 👉 Logo placement on Banners in theatre foyer across festival season
- 👉 Branding on media/photo wall
- 👉 Signage allocation (2 banners across festival events)
- 👉 Advance notice of the Festival Program
- 👉 Co-branding on website as major partner on dedicated/exclusive web page with link
- 👉 Website listing as Partner (by level) on combined partner page
- 👉 Promoted digital marketing post and four organic posts
- 👉 Database mailout
- 👉 Invitation to VIP and networking events
- 👉 Complimentary ticket allocation to NOOSA alive! events – six (6) excluding external events produced by third parties or food events under NOOSA alive! brand.

\$10,000

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Bronze Partner

Details & Inclusions:

- 👉 Logo placement on Banners in theatre foyer across festival season
- 👉 Branding on media/photo wall
- 👉 Signage allocation (1 banner across festival events)
- 👉 Advance notice of the Festival Program
- 👉 Website listing as Partner (by level) on combined partner page
- 👉 Two organic social media posts
- 👉 Inclusion in database mailout
- 👉 Invitation to VIP and networking events
- 👉 Complimentary ticket allocation to NOOSA alive! events – four (4) excluding external events produced by third parties or food events under NOOSA alive! brand.

\$5,000



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Product Partner

We are always keen to work with local suppliers and local businesses to showcase local produce. If you have a product that you think aligns with our NOOSA alive! brand, then please get in touch via admin@noosaalive.com.au

Possible Inclusions:

- 👉 Signage allocation (banners across festival events)
- 👉 Logo placement on theatre foyer monitors across festival season
- 👉 Logo on media/photo board
- 👉 Advance notice of the Festival Program
- 👉 Website listing as Partner (by level) on combined partner page
- 👉 Social media post during festival promotional season
- 👉 Complimentary ticket allocation to NOOSA alive! events – Two (2) excluding external events produced by third parties or food events under NOOSA alive! brand.

NB: Inclusions are dependent on value of product supplied.

NOOSA alive! Festival - Highlights

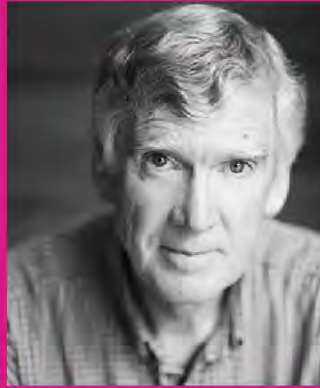


[Click HERE to watch Video](#)

NOOSA alive! Festival - Seaside Vibes



[Click HERE to watch Video](#)



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As Patron of NOOSA alive! Festival, I am proud to say that in 2002, shortly after I moved to Noosa, my wife Kristin and I were two of the founders of this festival.

Working alongside several other locals passionate about the Arts, we created a 10-day event, in the middle of winter, to attract high-quality performers to Noosa.

We decided to create a multi-arts festival to cater for a broad range of tastes.

NOOSA alive! continues to deliver world-class entertainment and creative experiences that are inspiring, elevating, heartening, and educational.

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DAVID WILLIAMSON A.O.

CO-FOUNDER & PATRON
NOOSA alive!

Become a Festival Partner. Come alive!

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