



Marketable Vision Document

Gympie Gold Rush Festival

Incorporated

The Revival - Years 1 & 2

2026 & 2027

*(*2027 Celebrating the 160th year anniversary of the discovery of gold in the Gympie region!!)*

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Marketing Plan - Gold Rush Festival:

Executive Summary

Something of immense pride has been missing from the regional community of Gympie and its historical calendar of events since 2020. It took the Corona Virus and the chaos that emanated from the pandemic to stop a family favourite from reappearing year after year; so as to reaffirm the important part that Gympie played within the fabric of Queensland's heritage.

We enthusiastically look towards the year of 2027; the celebration of 160 years of Gympie history in GOLD and the important part our region has played in building and sustaining one of Australia's most robust economies (Queensland)!

In 1867 it took the vision and tenacity of a pioneering James Nash to figure out that there were vast riches to be had in the hills and streams of our region; just as the Gympie Gold Rush Festival Committee Inc. have set about reviving a festival with the credentials to do what our forebears did so many years ago; and that is again invite Queensland, Australian and international families to rediscover and grow the fortunes of this region in an expanded manner, through opportunities and building blocks of:

- Our Gold
- Our Gold industries
- Our diverse communities
- Our Heritage
- Our Dairy and Beef industries
- Our Agriculture
- Our Tourism potential



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The Revival - Years 1 & 2

The Mission:

2026 - Revive and Relaunch - The Gold Rush Festival

2027 - Celebrate the 160 year discovery of Gold, build on the relaunch success driven by the 2026 event, while continuing to position The Gold Rush Festival as one of the premium regional celebrations of Queensland's community in the south

2028 and beyond - Utilise the Gold Rush Festival to build on the momentum, volume and return so as to continue to share in future successes and visitations through major events such as the Music Muster, Regional Events/Festivals, regional commercial resilience and iconic opportunities such as the 2032 Olympic Games

Target Audiences

Who:

Primary: Families with age demos between 25 and 60 year olds

Secondary: Extended families located inside and outside our region, historically connected - IE: current residents, previous residents, those with vested interests with our region, new residents with potential to jump on the gold cart and get excited and engage with community events/activities driven from the ground up through a catalyst such as the Gold Rush Festival; promoting local and regional connectivity in a new, novel and community focused manner

Tertiary: Build the next generation of community custodians; introducing this demo to the benefits of igniting community and regional connection through triggers such as the Gold Rush Festival proving beneficial to themselves and their families now and into the future (IE: 12 to 24 year olds)

Let's take the Gympie Gold Rush Festival to Geographical Go To Zones including:

Primary: Within a radius of 300 KM's beyond Gympie

Secondary: Within a radius of 100 KM's beyond Gympie

Tertiary: Within a radius of 500 KM's beyond Gympie

Identifying Our Festivals' - Strengths, Weaknesses, Opportunities and Threats:

Strengthens -

- Community capacity
- Regional positioning
- Access to the region - Road, Rail, Bus and Air (* Sunshine Coast and Brisbane Airports)
- Existing regional tourism capacity
- The umbrella/community capacity of this festival to connect micro calendar events and build energy into a program of a 14 and 21 day duration under one umbrella - 'The Gold Rush Festival'

Weaknesses -

- Consistency through Community capacity
- Success driven by individual events coming together under a unique branded banner and programme of events
- The depth and extent through which our ability to mitigate risk
- Our ability to specifically gauge and measure events through the annual Gold Rush Festival is limited based on challenges created around most events scheduled being non-ticketed and free of charge

Opportunities -

- Knock-on tourism potential - Come for the festival, stay and then play at the coast or in the hinterland areas - driving 1, 2, 3 night or week-long stays
- To promote the Gold Rush Festival at other major tourism events such as Gourmet Mary-Valley, The Music Muster etc and drive interest in the festival during the first 2 or 3 weeks of October
- The length and duration of a multi-faceted festival over a 14 to 21 days
- To focus locally, intrastate, intrastate and to some extent nationally/internationally and create priceless interest and awareness regarding the communities that make up the Gympie Region
- To build and connect local, regional, national and international networks

Threats -

- Reliance on operational capacity as a volunteer based committee
- Nuisances with coordinating umbrella/community events and reducing clashes of events unable to flex to be a part of the Gold Rush programme
- Long-term reliance and consistency of sponsorship and grant funding capacity
- Natural weather occurrences

Marketing Objectives:

- 1) Drive awareness of the festival
- 2) Link the next-gen based Gold Rush Festival historical roots of the festival from past years and glories
- 3) Market the new look Gold Rush Festival based on a 2 phase campaign strategy:
 - 3.1 * 4 months of pre-festival activation activities
 - 3.2 * 3 month lead-in period to the main festival programme
- 4) Build the foundational baseline of the new look Gold Rush Festival on a minimal range of centrally planned, coordinated and marketed events:

Festival Committee Events

- 1) Go for Gold Community Activation Event
- 2) Prospectors Gala Ball
- 2) CBD Event event & Parade
- 3) Family Fun Event at Nelson Reserve

Community Committee Calendar of Events (*Examples pending formalisation)

- 1) Race Day
 - 2) Seniors Expo
 - 3) Motorsports Events
 - 4) Sporting Events
 - 5) School Events
- 5) To drive accommodation and short stay opportunities for 1, 2, 3 and up to 5 nights based on Gold Rush Festival activity
 - 6) Build community pride and resilience through community connections and cooperation
 - 7) Draw attention to the Gympie region as a great place to work, rest and play
 - 8) Build brand “Gympie Region” and the vital part that we play/have played within the south east of Queensland landscape in the lead-in to the 2032 Olympic games planning period pre-games
 - 9) Present a range of unique and marketable points of difference based around our regional strengths through:

*Our Gold

*Our diverse communities

*Our Heritage

*Our Dairy and Beef industries

*Our Agriculture

*Our Tourism potential

10) Create a palpable level of energy, purpose and pride around the historically significant role Gympie and near-by regional communities played and continue to play in Queensland stories of success

Measuring Success

We aim to build longevity in Gold Rush Festivals locking in this event's long-term viability through our plan to measure metrics and our growth as a community facilitator through Goals that are practical.

Our Goals through Metrics and associate measurements:

- A) Accommodation and bed nights
- B) Month on month from revenue related events scheduled throughout the festival

Festival Branded Examples - Pub and Club - Music Sessions

- Prospectors Gala Ball

- Registrations via Gold Panning Day/s

- C) Visitations between April to end of festival October/November at the Gold Mining Museum
- D) Measure social media metrics from April to December (2026 to 2027)
- E) Measure activations through newspaper returns through coupon competitions
- F) Measure activations through radio station returns through call-in competitions on-air
- G) Measure social media interest by-way of spikes in views etc generated by locally and regionally created video content in both the activation and pre-festival periods (* measure the numbers and the geo-locations from views received and locations from where they emanated from)
- H) Specifically conducted 'Exit Survey's' drawing numbers from around weekend periods during the pre-activation campaigns
- I) Specifically conducted 'Exit Survey's' drawing numbers from weeks immediately preceding the identified Gold Rush Festival programme and calendar of events

- J) Entries to be submitted if a major prize draw, if conducted at the finale event at Nelson Park
- K) Through geographically specific “Post Code” exit surveys to be conducted at the all major Gold Festival Events Examples - A) Prospectors Gala Ball B) The CBD Street Party & Parade C) The Nelson Park finale
- L) Work with the Gympie Regional Council measuring usage data specifically during the September to October period, based on year on year comparisons through usage and volume differences in metrics such as, but not exclusive to volumes in waste generated, water usage, regional council telephone and email enquiry metrics regarding the festival etc
- M) Geotrack the search engine analytics through the Gympie Gold Rush Festival website
- N) Set-up a basic online shop on our website, showcasing Gold Rush Festival Merch. Sales based on volumes sold and location from where they are purchased from or delivered to
- O) Measure Gold Rush Festival email enquiry driven through the festivals website
- P) Promote and drive a database registration/club via the website; asking those interested in the festival to sign-up to our database to be sent updates on the festival now and in the future

PLEASE NOTE:

Our ability to specifically gauge and measure events through the annual Gold Rush Festival is limited based on challenges created around most events scheduled being non-ticket and free of charge events.

Marketing Strategy

Our marketing strategy will feature a 3 stream approach!

Whilst our focus is based on delivering the best and most effective 2026 event, a post event review will take planning endorsed in year one and recalibrate 'wins & challenges' based on those returns, including what we learned from the revival year, allowing the organising committee an opportunity to seek feedback pre/post the 2026 event, calculate metrics generated in year one and then immediately start planning for the signature anniversary event in 2027. This approach will guide our decision making process, strategies and marketing to build from the launch event; building capacity and volume to quickly embrace the task of running an even bigger; more focused and beneficial event for all stakeholders in the 160th anniversary year of 2027!

Stream #1 - Prep for Launch Period (February to March 2026)

Stream #2 - Launch & Activation Period (April to July 2026)

Stream #3 - Event Build and Delivery Period

*(August to September** Plus post event wrap October to November 2026)*

STREAM #1: Prep for Launch Period

Duration February to March 2026

- Confirm and creative branding, marketing and communication strategies
- Create & Launch - Social Media channels, sharing and building volume in this network
- Create & Launch - the new look Gold Rush Festival
- Grow further the community engagement initiatives created during the 'Revive The Gold Rush Festival phase - conducting more radio interviews, engaging with news departments through radio, newspaper, TV, online sources to create and solidify the new direction for an old friend - The Gympie Gold Rush Festival
- Build social media connections and elevate the interest and interactions through regular posting of stories, images, video content, feedback, updates of Festival Partners coming onboard so as to energise our fan base
- Utilise social media channels to carry regular video blogs - Festival Ambassadors would be chosen and recorded by the organising committee providing VIDEO UPDATES on our socials- featuring community events, for sponsorship connections, for festival planning updates, for shout-out and encouragement purposes. This would allow the Gold Rush Festival to sustain, grow and energise our fan base

DRAFT EVENT PLANNER - STREAM 1

Timeline	Feb. to March 2026	April to July 2026	August to September 2026	October to November 2026
Event Connections/Preperations	- Incorp. - Event Planning - Umbrella Com. Events - Catalyst Events (Com. Org) - Market plan - Grant funding Apps - Ent. plan - Website plan - Social plan - Var. discussions - Form partnerships - Regional connections - Comm. Meetings - Quoting - Baseline publicity - Media connections - Formulate Sponsor packs - Implementation - Sponsor connections/meetings & canvas			

STREAM #2: Launch & Activation Period (Duration April to July 2026)

- Design, create and place roadside billboards
- Regularly update the event website with information specific to the Gold Rush Festival
- Heritage based radio commercials would air, linking the potential of past festivals and insuring community and regional pride aspects of our push to revive past glories succeed
- Streaming advertising - via specifically targeted programming via the LISTNR Radio App.
- News stories and heritage based advertising to be published through local newspapers and magazines to engage and ignite community pride within the regional community weaving past Gold Festival glories and allowing the festival to set and preposition the Gold Festival for a prosperous future
- Work with local signwriting and sponsorship partners to plan, design and create large mobile signage outreach activity and apply signage to associated local/regional bus services, short and long-haul heavy vehicle transport partners assets or prominently located large building - prime signage spots across key regional areas
- Plan, build and deliver a community based weekend event that would ask local and regional social media users within a 100 to 150 kilometre radius of Gympie to:
 - Participant in the Gold Festival's - GO FOR GOLD weekend (**July 26th and 27th 2026 TBC)
 - Social Media users would be encouraged to either wear a gold or yellow piece of clothing, paint something gold/yellow around their home or business, photograph something gold/yellow, draw a gold/yellow pic and take an image or a video of their efforts and post the image or video on their social media streams; sharing that content to our social media assets

- The social media users would be asked to message our social media pages of preference their names, email address and mobile phone number to our coordinator
- Participants in our social media comp would go in the draw to share in something from the 'Gold Mine of Gifts' ** Prizes donated by business and community event partners - tickets to the movies, tickets to our race day, our motorsports days or prizes provided by our sponsorship partners
- Winners from our Go for Gold Competitions would be featured in our socials, on our website and through our media partners in radio and newspaper.. With pre/post interviews and stories written about the fun that about to be / or was had in this preactivation event
- Build social media connections and elevate the interest and interactions through regular posting of stories, images, feedback, updates of Festival Partners coming onboard so as to energise our fan base
- Utilise social media channels to carry regular social media blogs - Local/Regional Ambassadors would be chosen to be the faces of FESTIVAL UPDATES - for community events, for sponsorship connections, for festival planning updates, for shout-out and encouragement purposes. This would allow the committee planning the Festival to sustain, grow and energise our fan base
- Social, Mainstream Media and all signage would be focused at driving interest and building connection within our targeted groups through interaction with our website

DRAFT EVENT PLANNER - STREAM 2

Timeline	Feb. to March 2026	April to July 2026	August to September 2026	October to November 2026
Event Implementation/ Coordination		** PUBLIC EVENT LAUNCH - Gympie RSL?? Wednesday evening June 17th 2026 - Marketing implementation - Ent. implementation - Website Linkages - Social activations - Var. discussions - Form partnerships - Regional connections - Comm. Meetings - Baseline publicity - Media connections - Formulate Sponsor packs - Implementation - Sponsor connections/ meeting & canvas - Radio campaigns - LISTNR streaming campaign - Print campaigns - Billboard activations - Trailer/Bus/Building signage installations - Press/Radio/ Social publicity activations ** GO FOR GOLD WEEKEND - July Sat. 26th & Sun.27th 2026 Community Pre-Festival Activation Weekend... 'What's your kind of Rush or Gold?'		

STREAM #3: Event Build and Deliver Period

(August and October 2026** Event & Post Festival Activities)

- Billboard and Mobile Signage strategy continues
- Social media strategy continues
- Newspaper and Magazine info strategy ramps up
- Radio info and interview strategy ramps up
- Radio event based advertising ramps ups
- LISTNR streaming App advertising ramps up
- Radio outside broadcast - Maccas Australia's All Over visits the Rattler
- Radio outside broadcast - 4GY from the Mary Street - Street Party & Parade
- Radio outside broadcast - Zinc from Nelson Reserve
- TV - Event Campaign & Excitement generation - Channel 7 and Channel 9
- Visits to the region by Sunrise and Today TV shows weather presenters

DRAFT EVENT PLANNER - STREAM 3 (** Pre & Post Event)

Timeline	Feb. to March 2026	April to July 2026	August to September 2026	October to November 2026
Pre- Event Hype EVENT EXCITES			- Website Linkages - Social Drive - Regional connections - Comm. Meetings - Quoting - Publicity - HYPE (Social) - Media connections - Sponsor procurement - Radio campaigns - LISTNR streaming campaign - Print campaigns - Billboard activations - Trailer/Bus/Building signage awareness - Press/Radio/ Social publicity activations - TV Launch ** Ch 7 - Sunrise visit ** Win TV/ Nine - Today visit ** ABC - Macca all over All-aboard the Macca Rattler Express:)	1st Oct. - 18th Oct. 2026 - Prospectors ball - Street Party & Parade (4GY Outside Promo) - Fun Day/Night (Zinc Outside Promo) - PLUS REGIONAL COMMUNITY UMBRELLA EVENTS * Publicity wrap - Radio & Press follow-up *Comm. Meetings *2027 Planning * 2026 Analysis & Review *2026 Aquitals

Marketing Tactics

BRANDING

2 Critical parts of the branding proposed package to consider:

1) What to call the festival?

1.1 Stay with the existing identity

(*with a broader regionally based focus, so as to maximise grant funding returns)

“THE GOLD RUSH FESTIVAL”

OR

1.2 Seize the opportunity to evolve the past and consolidate a modernised future for an old favourite

“RUSH - THE GOLD FESTIVAL”

Alternatively.....

“RUSH - THE FESTIVAL OF GOLD”

Please Note:

The above subtle change brings with it an opportunity to evolve festival branding inline with our need to thrust the successes of the past into future versions of this event; for the next generation of festival goers!!

The subtle change of the branding recommendation as outlined above provides further opportunities to expand the appeal of this festival based on:

- A modern upgraded repurpose of an old friend or favourite
- A sense of excitement and urgency and a connection with the offered baseline events and umbrella events of the newly refreshed, modern day festival
- Allows for a broader, more modern connection with a deeper, more diverse and regionally based appeal to this newly revived festival

2) Market Place Positioning of this Festival

We Recommend an approach that sets out to achieve this in the following way:

- Evolving a local/heritage based champion (The Gold Festival) into a targeted statement that makes sense and regular connections with its audience from a larger regional perspective
- Building a regional platform that provides room for a festival such of this with the room to grow and prosper in terms of seeing a “BIGGER REGIONAL PICTURE”

Branding or Mission Statement Recommended:

“Regionally Rich, Locally Loved”

Recommended Colour Theming

The current Revival Branding..



The brand marker/logo for the festival needs to start its journey with some similarities that have been cast with the icon/brander created as part of the revival!

The challenges that exist with the initial setup is that it is predominantly a word based icon, one that is very hard to make distinct, unique and to firm up copyright for into the future.

The main colour (Gold) is well balanced against the tonal baseline of black; however the Gold colour will be hard to translate and mirror from a consistency perspective as we move forward in the marketing realms of:

- Digital - Web, Social, TV etc

- Print

- Merch - promo gear

- Signage

What does the Gold Rush Festival Logo/Brand Marker need to contain?

- * POD - Point of Difference - A quirky uniqueness

- * Be substantially differently AND NOT - Blatantly obvious

*(***Being obvious.... sets us up to fail! Creating a disconnection with its intended audience, being more background than foreground. The brand marker becomes boring, obvious and it burns out, with the trash rate being high and becoming background very quickly and then falling away and not supporting a targeted environment of intrigue and excitement long-term)*

- * Appeal to the suggested target markets

- * Be regionally appealing and not just locally pinned (*appealing more broadly as an iconic Queensland regional festival etc)

- * Be fun and focused

- * Commercially savvy, strategic and professionally dynamic

Recommendations for the new version of this festival from an ID and positioning perspective:

- Create an icon that is copyrightable, distinct & unique
- A combination of words and iconic elements
- or the words are evolved into iconic elements

Please Consider - the journey and the market cut-through require to elevate our brand to the status of 'Iconic':

The most successful brands in the world IE: the Nike "tick"... McDonalds "golden arches" etc are memorable and stand alone... Words are added to steer the market into strategic areas on purpose for specific needs....So with those thoughts in mind.....

Suggested Icons Relevant to Our Needs:

Icons for the Festival logo could be - a gold miners pick, shovels, pans, gold carts, gold rings, gold bars, gold eggs, gold statue, gold chain, gold map marker, the sun's rays etc

Colour Theming:

With our brand needs, as is with anything of this nature 'consistency' and 'continuity' will be the keys to achieving a unique brand (iconically motivated) moving forward. The other consideration with all of the above is keeping our cost base consistent while retaining control of our branding and marketing needs.

So, we would recommend either a baseline tone such as 'Black' with one other colour OR 2 colour icon and logo marker would be again essential in the needs required here. Traditionally through sport and community representative groups Gympie's past colour themes have been Canary Yellow and Navy Blue!

RECOMMENDED COLOUR THEMING:

Either:

- Black and Canary Yellow

Or

- Navy Blue and Canary Yellow

Canary Yellow (*** A gold substitute) and either the tonal 'Black' OR ' a 'Navy Blue'.....

Are our recommended preferences for the purposes of iconic colour scheming to take this Festival into future!

Fact:

Yellow is one, if not the most pleasing colours to the human eye.... Adding further weight to its credentials to form part of our brand marker for the Gold Festival in our efforts to evolve, modernise and move this festival forward!!

Website

The Gold Festival's website needs to be a home or an information source to locate all of the salient points, events, contact, geographical details, event times, contact points, media releases, purchase merchandise, survey portal and landing points for search engine optimisation and social media marketing... *It must be the "ONE STOP - GO TO SPOT" for this festival!*

Social Media

Create accounts and pages and administer within the Committee

- Facebook
- Instagram
- YouTube

Create content inline and online with our market strategy and share within created channels, groups and fan bases.

Objectives - create our content that connects with fan bases and build fans and convert to followers and sustain our community within the social space!

Investment in Social Media:

We recommend setting a minimal budget aside if and when marketing around promotions, events, general awareness and merch, sales need to be backfilled or purged.

YouTube/Facebook/Instagram - Video Updates

Concept?

Create a series of Gold Rush Festival Ambassadors and record 30, 45 and 60 second video blogs to upload across all platforms. These blogs are designed to update, connect and excite festival social fans and energise our base leading up to, during and in between festivals.

Content Creation Points

- Iconic gold mining and regionally significant locations
- Community Umbrella Events - IE: The Guides 100 year anniversary celebrations
- Sporting groups/events/matches etc
- Business partner locations (*advising of their connection to each Gold Rush Festival)
- Pop up locations - IE: Mary Valley Rattler, Gold Mining Museum Shopping Centres, Beachside locations etc
- Go for Gold Activation Event
- Local/regional schools

Website Proposed Layout

Critical elements required to achieve success!

Home Page	RUSH FESTIVAL	RUSH EVENTS	RUSH SHOPPING (Cart)	RUSH CONTACTS
What's Next?	Business Partners	Programme	Ticketing Sale	Contact details for key committee members
RUSH EVENTS What's Happening before	Community Partners	Rush Events Locator Map	Merch Sales	Contact form
RUSH SOCIAL LINKS - FB - Insta - YouTube	Looking back, moving forward	Umbrella Events What? When? Dates?		
RUSH Media Sign-up for Updates & Stay informed	Regionally Rich Locally Loved	RUSH MEDIA Links & Partners		
Partner Links	Go for Gold at your place Activation Event **The event before the events!!			

Search Engine Optimisation is key to the success of developing better market traction and and connectivity, so key words on this web page will matter

Other Key Features such as contacts, social connections, media release blogs, sign-up points, shopping cart etc are all key elements allowing for outcomes and metrics to be measured providing an opportunity for organisers to quantify effect and returns on marketing investment.

Signage

Top of mind awareness is key to our drive to encapsulate regional visitations pre, during and post festival!

Our committee will find no better opportunity to engage and solidify:

- Our brand
- Our mission
- Our festival
- Our region

Then to utilise the power of signage!

Aspirationally signage forms a key plank to our marketing plan, however defining what that finally looks like within this strategy is largely dependent upon:

- Formalised discussions with billboard companies
- Seeking media partnerships with media outlets such as billboard companies
- Sourcing grant funding
- Sourcing corporate partnerships
- Sourcing corporate sponsorships

Paid Billboards

The billboard campaign would run for 6 lunar periods from April to September 2026
Ideally if budget permits locations of paid billboards would focus on highway traffic emanating from:

- West of Gympie
- East of Gympie
- South of Gympie
- North of Gympie

However, while the above is our aspiration; it is likely that only North and South locations would in reality only be viable. We have a concept that may assist in filling the potential voids left in our billboard strategy. Please see the ancillary plan below that will allow to broaden the festival appeal; our regional businesses will join with us to achieve success and mutually beneficial end result. Please see below!

Sponsorship Aligned - Truck/trailer - Bus or Building Signage

The idea? This approach is based on 2 factors:

- A) Engaging with a sign-writing company that will partner with the Gold Rush Festival Committee to provide in-kind assistance through large format sticker signage, graphic design and installation expertise.
- B) Seeking in-kind local and regional business within these sectors:
 - Trucking options (** large trailers)
 - Bus transport options
 - Building owner options

willing to allow the Gold Festival Committee with access to large format places on the above mobile signage areas to strategically position signage stickers to be installed on the sides of trucks, large trailers, buses or on prime real estate locations on the sides of buildings etc.

These partnerships as outlined above would allow our signage strategy to expand its scope inline with our geographical and demographical targets. This approach will would form part of any sponsorship strategy and associated packages to be put to commercial, corporate and business interests as an alternative pathway in supporting the 2026/2027 Gold Rush Festivals.

Please consider...

Radio

Radio is one, if not the most marketable vehicles in our arsenal that our identified target markets can relate to and form intimate friendships with! This kind of medium allows top of mind awareness, call to action and major announcement activity to be put to consumers and subtly penetrate their personal spaces at all times of the day and night. Radio morphs into and fills your passions, likes, emotions and captivates imaginations through music and conversations.

Aspirationally radio forms a key plank to our marketing plan, however defining what that finally looks like within this strategy is largely dependent upon:

- Formalised discussions with radio stations
- Seeking media partnerships with media outlets such as these radio stations
- Sourcing grant funding
- Sourcing corporate partnerships
- Sourcing corporate sponsorships

Listener bases

4GY (40 year olds plus market)**

- Gympie, Cooloola, Sunshine Coast, Mary Valley & Burnett
- Access to the Super Radio Network servicing a New, Talk & Sports format covering metro, regional and rural markets across Australia

Zinc (18 to 45 year olds market)**

- Gympie, Cooloola, Sunshine Coast & Mary Valley
- Music and community based format

MMM/LISTNR App. (18 to 55 year olds market)**

- Southern Queenslanders soft rock music station
- Radio and Online streaming services

ABC (35 to 70 year olds market)

- Interviews, news and Australia syndicated programs such as Maccas Australia all-over

Radio Marketing Wishlist for the 2026 event:

- ABC - Australia wide Broadcast from the Mary Valley Rattler
- 4GY - Outside Broadcast from the Street Party & Parade
- Zinc - Outside Broadcast from the Family Fun Day/Night
- LISTNR - Advertising on MMM's streaming service

***All radio networks will be approached so as to receive promotional, value add-ons in the lead-up and during the festival - interviews, promo-competitions, phone crosses etc*

Print Publications

Making certain that all bases are covered within this marketing strategy is a major driver for the organising committee. As our target demographic is family oriented, with heritage links to festivals of this nature we are prioritising print publications within our marketing mix.

In today's world all major print publications local and statewide, couple online subscriptions with traditional print mediums effectively and this approach will be to our great advantage. So with an investment in print media for the festival it will allow the organising committee to link and drive our search engine assets via our socials and website to effective levels for the benefit of the Gold Rush Festival.

While a substantial volume of our targeted market know of, or have some level of affinity with the region, the festival, local communities and the fondest of memories through of all of these elements; this marketing strategies aims to capitalise on those ingrained memories and link them back to the Gold Rush Festival through the print publications and their associated online subscriptions utilising the print mastheads as tabled here in our plan.

Aspirationally print publications form a key plank to our marketing plan, however defining what that finally looks like within this strategy is largely dependent upon:

- Formalised discussions with print publication mastheads
- Seeking media partnerships with media outlets such as these mastheads
- Sourcing grant funding
- Sourcing corporate partnerships
- Sourcing corporate sponsorships

Print Publications

Local Coverage

(**Print coverage 'Local' * Online coverage via Mastheads subscription facility)

Gympie Today

Market connections created in these ways:

- Stories/memories/updates from a local/regional perspective
- Print advertising
- Features involving businesses etc
- Children's competitions
- Involvement in the launch activation event - 'Go for Gold'
- Connections with Community Umbrella schedule of events
- Pre & Post Festival Coverage
- Search engine linkages with the Gold Rush Festival website
- Photo imagery
- Video content via online sources

Regional Coverage

(**Print coverage 'Regional' * Online coverage via Mastheads subscription facility)

Gympie Times/Sunshine Coast Daily/Noosa Today/South Burnett Times/Fraser Coast Chronicle/Bundaberg News Mail etc

Market connections created in these ways:

- Stories/memories/updates from a regional perspective
- Print advertising
- Involvement in the launch activation event - 'Go for Gold'
- Pre & Post Festival Coverage
- Search engine linkages with the Gold Rush Festival website
- Photo imagery
- Video content via online sources

Print Publications

Statewide Coverage

(**Print coverage 'Statewide' * Online coverage via Mastheads subscription facility)

Sunday Mail

Market connections created in these ways:

- Stories/memories/updates from a regional perspective
- Print advertising
- Involvement in the launch activation event - 'Go for Gold'
- Pre & Post Festival Coverage
- Search engine linkages with the Gold Rush Festival website
- Photo imagery
- Video content via online sources

Television

Inline with our identified target markets our media partnership would be formed with Channel 7 and WinTV/Nine Networks. Television provides visual reality and forms intra/interstate and national connections and is a valuable input to our marketing mix for the Gold Rush Festival. This medium will put the festival on a national stage and is a smart marketing strategy, inserting our region as a premier, regional festival locale across Australia. Post festival the residual of television coverage pre-event allows our organising committee to imprint our festival persona in, and stay in the minds of prospective viewers/festival goes in the future; assisting our committee to pre-position the Gold Festival and further add to the narrative that southern Queensland is the go to destination from a tourism perspective, pre and post the 2032 Olympic Games.

Aspirationally TV forms a key plank to our marketing plan, however defining what that finally looks like within this strategy is largely dependent upon:

- Formalised discussions with television networks
- Seeking media partnerships with media outlets such as these television networks
- Sourcing grant funding
- Sourcing corporate partnerships
- Sourcing corporate sponsorships

Viewer bases

Channel 7 (18 to 50 year olds/ Families market)** *This commercial campaign would be south-east Queensland focused and be broadcast in September 2026.*

Win TV/Nine Network (25 to 65 year olds / Families market)** *This commercial campaign would be south-east Queensland focused and be broadcast in September 2026.*

TV Marketing Wishlist for the 2026 event:

- Channel 7 - Sunrise Breakfast TV Programme
- Win TV / Nine Network - Today Breakfast TV Programme

***The Committee would write to producers seeking for their 'out and about weather presenters' to join us in the Gympie region to promote the festival. We would also be seeking some coverage on both TV stations regional news coverages in pre & post campaign period.*

Budget

Funding our aspirational budget for marketing, promotions and publicity will be reliant on 4 funding considerations focused procurement of resources required to bring the core elements of event awareness and event actionables to the attention of our target audience segments/markets as previously identified for the new look Gold Festival in these ways:

- 1) Grant Funding - Federal, State and Local Government options
- 2) In kind donations - In lieu of developing long-term event partnerships based on forming long-term corporate, commercial. community or media relationships
- 3) Commercial Partnerships - focused initially on 2 year packages (*2026 and 2027)
- 4) In kind Media Partnerships - in lieu of associate value adds ie - Interview, print stories

The following budget plan covers assumptions from a 3 tiered 'Asspirational' perspective which will be driven in large part by through the success of the following fiscal considerations:

- A) Grant funding success and mandated acquittal expectations
- B) Sponsorship returns and the volume of the same
- C) In kind or 'No Charge' sponsorship partnerships received

Sponsorship Packages:

It is important to note that the fullest extent of ROI and value for sponsors cannot be fully outlined until the committee confirms the extent of the *'in kind versus paid support/partnerships plus associated marketing and advertising investments'*. *The committee is very much aware that further discussions* and quotations need to be sourced and defined by media outlets best serving our strategy, through our outlined and targeted approach defined within this MARKETING PLAN.

Please Note:

Business and Commercial partners love the peripheral additional additives of merchandise, corporate signage, event attendance, multiple event mentions etc; however when approaching businesses and the corporate sector; sponsorship of our event will be drawn from an advertising, marketing or promotional budget from within each potential sponsor's annual business plan.

Elements including; but not exclusive to ROI, exposure, community connection, product brand recognition and increased sales all become major focuses of whether our organising committee will achieve maximum response from major business partners. *This is vital and forms a key element for the longer-term viability, growth and evolution of this special festival!*

Duration of Sponsorships - 2 years:

As it is our plan to reimagine, repurpose and reignite the Gold Rush Festival for long-term success; it is therefore our professional recommendation, that where possible we aim to secure sponsorships, partnerships and in kind relationships for minimum period of 2 years (** 2026 & 2027).

2 Year Terms for Partnerships/Sponsorships/In Kind Relationships

This is the most efficient way to procure our needs in this all important area of this marketing plan, so as to provide & promote:

- A) Long-term connections
- B) Stability in delivery
- C) Mutually beneficial relationships
- D) ROI for all of our stakeholders
- E) Stability in direction and planning
- F) Consistency in branding delivery for the Festival and our Partners
- G) Relationship security and trust
- H) Ergonomics in engagement methodology

Marketing Budget - These Aspiration Budget - 2026 Guide

(With similar Aspirational Investments required for year 2 - 2027)*

STREAM #1:

Prep for Launch Period

Duration February to March 2026

In kind Activity:

- Brand & Logo Development - No Charge
- Website Development - No Charge
- Signage and Billboard Graphic Design - No Charge
- Social Media Launch & Management (*inhouse) - No Charge
- Radio Interviews - No Charge

STREAM #2:

Launch & Activation Period

Duration April to July 2026

In Kind Activity:

- Social Media - Go For Gold - Community in Their Space Activation Campaign (**Similar to the National Garage Trail) _ Inhouse No Charge
- Graphic Design - Posters, Press Ads - No Charge
- Website Management - Updates - No Charge
- Social Media Creative & Management - Inhouse Updates - No Charge
- Sign-writer partnership for graphic design and signage vinyl medium for the Local/Regional Truck/Trailer, Bus and Building Signage Activations - No Charge (In kind Sponsorships)
- Radio & Print Publication support

STREAM #2 - Draft Budgeted Activity

3 tier budgeted options	Aspiration Budget Investment 1	Aspiration Budget Investment 2	Aspiration Budget Investment 3
Signage Paid Billboards *North Bound (Brisbane) *South Bound (South Mbro) ** 4 periods (Lunar months)	\$8,000 rental \$2,000 skins	\$8,000 rental \$ 2,000 skins	\$8,000 rental \$ 2,000 skins
Social Media	\$1,000 paid ads	\$500 paid ads	\$250 paid ads
Radio 4GY Zinc LISTNR ** No Charge for Production in this STREAM	\$1,500 ROS awareness \$1,500 ROS awareness \$ 2,500 ROS awareness	\$1,000 ROS awareness \$1,000 ROS awareness \$ 2,000 ROS awareness	\$1,000 ROS awareness \$1,000 ROS awareness \$ 2,000 ROS awareness
Newspapers (Publications) APN - Bundy/Burnett/MBro/ Gympie/S-Coast Local	\$5,000	\$5,000	\$5,000
Gympie Today	\$3,000	\$3,000	\$2,000
Sunday Mail	\$5,000		
Totals	\$29,500	\$22,500	\$21,250

STREAM #3: Event Build and Deliver Period August and October 2026

In Kind Activity:

- Graphic Design - Posters, Press Ads - No Charge
- Website Management - Updates - No Charge
- Social Media Creative & Management - Inhouse Updates - No Charge

STREAM #3 - Draft Budgeted Activity

3 tier budgeted options	Aspiration Budget Investment 1	Aspiration Budget Investment 2	Aspiration Budget Investment 3
Signage Paid Billboards *North Bound (Brisbane) *South Bound (South Mbro) *West Bound ** 4 periods (Lunar months)	\$4,000 rental	\$4,000 rental	\$4,000 rental
Social Media	\$500		
Radio 4GY Zinc LISTNR MMM Prod. Fees	\$3,500 ROS call to action \$3,500 ROS call to action \$3,000 ROS call to action \$3,000 ROS call to action \$4,000	\$3,500 ROS call to action \$3,500 ROS call to action \$3,000 ROS call to action \$3,000	\$3,000 ROS call to action \$3,000 ROS call to action \$2,000 ROS call to action \$3,000
Newspapers (Publications) APN - Bundy/Burnett/MBro/ Gympie/S-Coast Local Gympie Today Sunday Mail	\$5,000 - ROP \$3,000 - ROP \$5,000 - Pref Place	\$5,000 - ROP \$3,000 - ROP \$3,000 - Pref Place	\$5,000 - ROP \$2,000 - ROP \$2,000 - Pref Place
TV Channel 7 WINTV/Nine Prod. Fees	\$10,000 ROS call to action \$10,000 ROS call to action \$2,000	\$10,000 ROS call to action \$10,000 ROS call to action \$2,000	\$10,000 ROS call to action \$10,000 ROS call to action \$2,000
Totals	\$56,500	\$50,000	\$46,000

Forecast BUDGET Investment Totals - 3 Aspiration Options (*Annual)

3 tear budgeted options	Aspiration Budget Investment 1	Aspiration Budget Investment 2	Aspiration Budget Investment 3
STREAM 2	\$29,500	\$22,500	\$21,250
STREAM 3	\$56,500	\$50,000	\$46,000
Totals	\$86,000	\$72,500	\$67,250

2 Year Budget INVESTMENT SNAPSHOT 2026 & 2027

3 tear budgeted options	Aspiration Budget Investment 1	Aspiration Budget Investment 2	Aspiration Budget Investment 3
2026	\$86,000	\$72,500	\$67,250
2027 (** Inc. notional 4% CPI increase approx.)	\$89,500	\$75,500	\$70,000
Totals	\$175,500	\$148,000	\$138,000

SPONSORSHIP SEEKER ANALYSIS BOARD

Sponsorship Levels	Individual Investments Per Level of Sponsorship	Aspiration Budget Investment 1 \$175,500 (Target)	Aspiration Budget Investment 2 \$148,000 (Target)	Aspiration Budget Investment 3 \$138,000 (Target)
Platinum Nugget Plan ** Naming Rights 4 allocations Only	\$10,000 Per sponsor Per year (\$20,000 Per 2 year term Per sponsor)	\$80,000	\$80,000	\$80,000
Gold Nugget Plan ** Specific Event Sponsor - Go for Gold preactivation event - Prospectors Ball - Street Party & Parade - Family Fun Day/Night **4 allocations Only	\$5,000 Per sponsor Per year (\$10,000 Per 2 year term Per sponsor)	\$40,000	\$40,000	\$40,000
Bronze Nugget Plan Business Partners ** Invitation to events ** Sponsor mention at events ** 7 allocations Only	\$1,500 Per sponsor Per year (\$3,000 Per 2 year term Per sponsor)	\$21,000	\$21,000	\$21,000
Totals (15 Corporate Partners in Total)	2 year offer	\$141,000 (\$34,500)	\$141,000 (\$7,000)	\$141,000 (\$3,000)
Over or Under Budget Targets	Combined over the 2 year term	(\$34,500)	(\$7,000)	(\$3,000)

Before we conclude, let's take a closer look at what our proposed community connected pre-festival activation event could look like!

In the same vein as either...

The National Garage Sale:

<https://www.garagesaletrail.com.au/about/what-is-gst>

OR

The "Light Up The Dawn" driveway commemoration (2021)**

<https://www.abc.net.au/news/2021-04-25/anzac-day-2021-in-pictures/100094114>

Launching the Revived Gold Rush Festival - What to Do in 2026?

Over the 50 plus years that the Gympie Gold Rush Festival ran, until the Corona Virus derailed the celebration from 2020 onwards; our community has created the event for the community to enjoy... Well let's take those valuable lessons from the past and get our regional communities excited and engaged in bringing back this festival!

Our Planned Community Activation/formal Launch Promotion Weekend:

Weekend -

July 26 and 27th 2026 (**TBC)

Let's Bring Our Regional Communities Together and get everyone focused and on the same gold wagon:)

How???

2026's - GO FOR GOLD WEEKEND !!

Community Pre-Festival Activation Weekend...

‘What’s your kind of Rush or Gold?’

Concept:

Regional residents would be encouraged to participate in the formal return of the Gold Rush Festival by doing something unique, funny, loving, cool, serious etc, etc, etc and share on our festival socials what that looks like via a video or an image that sums up how they feel about the Gold Rush Festival's return onto the Queensland's stage.

From these places:

- Home
- Work
- Community Group
- Farm
- Business
- Shopping Centre
- School
- Sporting Club/Games etc

Videos and images would be uploaded onto the Gold Rush Festival Socials (**Facebook and or Instagram), with the participants liking and sharing our pages. We would also ask participants to directly message our socials and contact details and they would be entered into our “Go for Gold” social launch competition to win and share in our “Gold Mine of Gifts”!!

Traditional media activation support:

- Our website
- Radio partners
- Print Partners

Would assist the Committee build hype around the event and assist in the pre and post promotion of the same!

What a way to get the party started!!!

Conclusion:

While our marketing plan is an aspirational pathway to ensure success in 2026, 2027 and beyond for the revival of the Gold Rush Festival (*from a regional perspective); we are confident that our plan will drive the desired connections within our:

- Community - *Regionally & Locally*
- Business
- Media
- Sponsorships

Our incorporated committee is energised to be the catalyst to grow what was once BIG, *making us extremely confident that this festival will be HUGE again:)* !!

Please consider...