

# 2026 Sponsorship Prospectus

Partner with the Australian Festival of Chamber Music as we enter a new chapter in Cairns, connecting business, culture, and community through the shared power of music.

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# About Us



The Australian Festival of Chamber Music is Australia's premier chamber music Festival, held annually over nine days in the tropical north. AFCM is the only classical music festival of its kind in the world, where international artists, audiences, and the landscape itself come together to create something truly special.

**The 2026 Australian Festival of Chamber Music will take place over two weekends and one full week during Cairns' peak festival and visitor season (July-August), featuring a diverse program of concerts, lectures, and artist interviews, all underpinned by a core program of 22 world-class performances.**



**Jack Liebeck**

Artistic Director, AFCM



**Mary Jo Capps**

Chair, AFCM Board of Directors



**Dr Ricardo Peach**

Executive Director

# Reach & Impact



As Australia's premier chamber music festival, AFCM delivers exceptional artistic experiences alongside measurable regional and economic results. Each year, the Festival draws thousands of visitors, artists, and patrons from across Australia and abroad, driving tourism, supporting local business, and strengthening Queensland's reputation as a destination for world-class cultural events.

## AUDIENCE REACH

**19,865** total attendances across concerts and events.

**10,608** unique attendees - a 1% increase on 2024.

**79%** of audiences attended free community events, showing strong public engagement.

Nearly **2,100** ticketed patrons across mainstage concerts and experiences.

## ECONOMIC CONTRIBUTION

Generated **\$18.83 million** in spending across Queensland.

Delivered **\$17.28 million** in direct visitor expenditure in Townsville.

Contributed an estimated **\$3.02 million** in direct and incremental spending to the local economy.

## TOURISM IMPACT

**950** visitors to Townsville and **736** visitors across Queensland travelled specifically for the Festival.

Supported over **66,000** visitor nights, with an average stay of **10.6** nights.

Continues to meet Tourism and Events Queensland's benchmark for major event performance (target range: **900–1,200** event-related tourists).

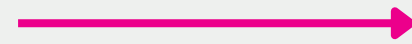
## COMMUNITY PARTICIPATION

**196** active participants including students, emerging artists, and volunteers - building pathways for the next generation.

# Cairns Community Partner Program



## Tier 1 : Community Partner



In-kind support,  
patron offer, or  
product/service  
contribution.

### Benefits:

- Listed on AFCM website (Local Supporters page) and printed program.
- Digital "Supporting Arts in Cairns" badge for business use.
- Opportunity to provide discount offers to AFCM patrons.
- Invitation to business partner updates and Cairns briefings.
- Name/logo on Local Business Thank You banner at festival sites.
- Two Festival ticket vouchers.

## Tier 2: Featured Partner



\$495 + GST or  
elevated in-kind  
contribution.

### Benefits (includes Tier 1):

- Featured tile in printed Festival Program with logo and short message.
- Priority placement in online Local Business Directory.
- Inclusion in social/e-news "Local Business Spotlight" campaign.
- Four Festival ticket vouchers.
- Option to host a small Partner activation.

## Tier 3: Business Supporter



\$2,500 + GST or  
major in-kind  
contribution.

### Benefits (includes Tier 1 & 2):

- Listed on AFCM website (Local Supporters page) and printed program.
- Quarter-, half- or full-page advertisement in printed Festival Program.
- Sponsor listing with link on AFCM website.
- Logo on festival partner signage.
- Option to provide product inclusion or guest experience voucher in Festival Bags.
- VIP Opening Night invitation
- 4 x Festival ticket vouchers
- Category recognition opportunities.

**Join us in bringing the Australian Festival of Chamber Music to life in Cairns.**

**Our Community Partner Program offers simple, accessible ways for local businesses to get involved, from cafés and tour operators to retailers and service providers.**

### By coming on board, your business will:

- Gain visibility across AFCM audiences through print, digital, and onsite recognition.
- Connect with visitors and locals who value culture, quality, and community.
- Be part of Cairns' newest cultural landmark and showcase your support for the arts.

**Whether through in-kind support, special patron offers, or a small contribution, you'll help shape the Festival's success and be recognised as a proud local partner in Cairns' growing creative story.**

### IN-KIND CATEGORIES:

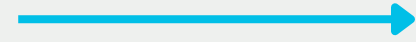
ACCOMMODATION & TOURISM | TRANSPORT & LOGISTICS |  
PRINTING & SIGNAGE | FOOD & HOSPITALITY | EVENT SERVICES |  
PROFESSIONAL SERVICES | RETAIL & LOCAL PRODUCTS |  
EXPERIENCES & ADVENTURES



# AFCM Strategic Partner Program



## Level 1 Supporting Partner (\$5,000 + GST)



**Ideal for: Regional and Queensland-based brands seeking community visibility**

### Benefits:

- Logo placement on AFCM website
- Recognition in printed program and digital campaigns.
- 4 Festival tickets + Opening Night invitations.
- Option to provide product inclusion or guest experience voucher in Festival Bags.
- Mention in post-Festival Partner Thank-You campaign.

## Level 2 Presenting Partner (\$7,500 + GST)

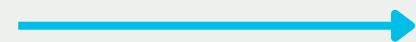


**Ideal for Queensland corporates or national brands with regional presence.**

### Benefits (includes Level 1):

- Half-page feature or advertorial in printed program.
- Inclusion in AFCM e-news, media releases, and social media partner highlights.
- On-site signage recognition at one nominated concert or event.
- 6 Festival tickets + VIP Opening Night invitations.
- Opportunity for staff engagement or volunteer participation.

## Level 3 Program Partner (\$10,000 + GST)



**Ideal for: Brands seeking deeper activation and audience reach.**

### Benefits (includes Level 1 & 2):

- Naming recognition of a Festival event, concert series, or program element ("Program Partner: [Brand]").
- Full-page advertisement in printed program.
- Enhanced online and on-site branding (CPAC + billboard signage).
- 8 VIP Passes + hospitality benefits.
- Option for bespoke activation (e.g., partner lounge, client hospitality, or co-branded experience).

## Partner with Australia's premier chamber music Festival as we begin a new chapter in Cairns.

The AFCM Strategic Partner Program offers tailored opportunities for brands that value creativity, excellence, and genuine community impact. Our partnership packages deliver meaningful engagement, combining high-impact visibility, premium hospitality, and rich storytelling opportunities.

### As a Strategic Partner, your organisation will:

- **Connect with an influential national audience of arts-engaged patrons and professionals.**
- **Align your brand with creativity, innovation, and Queensland's cultural growth.**
- **Engage clients, staff, and stakeholders through exclusive events and festival experiences.**

## Join us in shaping the next era of the Australian Festival of Chamber Music and position your brand at the heart of its success.

# Key dates for Partners



## Next Steps

Contact Alexis Vaughan or Ricardo Peach on 07 4771 4144 to discuss opportunities, book a meeting or find out more...

**AFCM Welcomes Your Support.**

# Festival Resources

[www.afcm.com.au](http://www.afcm.com.au)

## 2025 Festival Info

[click here](#)

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