

NORTH
QUEENSLAND

TOURISM
& EVENTS
AWARDS.

SECURE ^{THE} FUTURE

TOURISM & EVENTS



TOWNSVILLE
NORTH QUEENSLAND

townsville
enterprise

Partnership Opportunities

2025 North Queensland Tourism & Events Awards
and Secure the Future: Tourism Futures Forum



Partner with us

For **two** Townsville Enterprise keynote events

For the first time, we are combining our North Queensland Tourism & Events Awards with the Tourism Futures Forum, offering unique partnership opportunities across both events. The North Queensland Tourism & Events Awards, alongside the Tourism Futures Forum, offers Townsville Enterprise Members the opportunity to leverage the reputation of two respected tourism events to receive significant brand exposure, both locally, and across the region.

A partnership with Townsville Enterprise for the 2025 North Queensland Tourism & Events Awards and the Tourism Futures Forum, provides your organisation with an opportunity to support one of Townsville North Queensland's key industry sectors; an industry that employs over 9,000 locals and contributes over \$1.2b to our regional economy each year.

Partnership Opportunities

Both Events

- Platinum Partner
- Gold Partner
- Silver Partner
- Bronze Partner

Tourism Futures Forum Only

- Post Forum Networking Partner
- Forum Lunch Partner
- Breakout Session Partner

Tourism Awards Only

- Award Category Partner (People's Choice Awards)

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About the North Queensland Tourism & Events Awards

The North Queensland Tourism & Events Awards recognise and foster excellence in our region's tourism industry. This event provides the industry with a platform to acknowledge the people, places, organisations and events that have gone above and beyond to offer superior tourism experiences to visitors in the Townsville North Queensland region.

In 2024/2025, Townsville North Queensland's tourism sector saw unprecedented growth of 11.7%; the only Queensland destination to indicating an upward trend. In recognition of this, the 2025 North Queensland Tourism & Events Awards provide an opportunity to celebrate an industry and the individuals who continue to successfully deliver on our brand promise to surprise and delight curious explorers.

In 2024, the Awards achieved:

180+ attendees	67 finalists	30,000+ annual public votes
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Strong marketing
across print, radio and social media



Learn more about the
North Queensland Tourism
& Events Awards

SECURE ^{THE} FUTURE

TOURISM & EVENTS

About the Secure the Future: Tourism Futures Forum

Building on another standout year for the region's visitor economy, the 2025 Tourism Futures Forum will bring together tourism, events and hospitality operators to explore emerging industry trends. The Forum will feature a stellar lineup of inspiring keynote speakers and panel discussions covering topics such as accessible tourism, sustainability, digital marketing, aviation connectivity and major event management.

Approx. **100** attendees each year

Topics covered include:



Aviation



Cruise



Tourism



Events

Partnership Opportunities

BOTH EVENTS

TOURISM FUTURES FORUM ONLY

TOURISM AWARDS ONLY

Platinum Partner

\$7,500

1 available
exl. GST

Platinum sponsorship naming rights at the 2025 North Queensland Tourism & Events Awards and Tourism Futures Forum

Opportunity to address audience and announce the winners of the Major Event and Destination Event category at the awards

Opportunity to sit on the judging panel for the two Excellence Categories (judged via interview process)

Access to winners list and contact details for personalised letters/acknowledgements (optional)

Opportunity to offer all guests special offer as part of the sponsorship (optional)

Keynote speaker opportunity at the 2025 Tourism Futures Forum OR opportunity to address audience at Forum

Acknowledgement of the Platinum Partnership to be made by the MC at both events

Corporate logo on all promotional material including event invitation, program, event ticketing website and EDMs

Corporate banners (up to three) in prime location at both events

Corporate logo (linked to your website) to be featured on the Townsville Enterprise corporate website event landing page

Corporate logo to be displayed on holding screens at both events

Acknowledgement of Platinum Partnership in the Townsville Enterprise e-newsletter

Acknowledgement of Platinum Partnership through Townsville Enterprise social media channels

Opportunity to share digital collateral to event attendees (to be supplied by partners, and subject to Townsville Enterprise approval before distribution)

Logo placement on event wrap-up EDM

Logo placement on the People's Choice Awards voting platform

Four complimentary tickets to the 2025 North Queensland Tourism & Events Awards and Tourism Futures Forum

Gold Partner

\$6,000

1 available
exl. GST

Gold Sponsorship naming rights at the 2025 North Queensland Tourism & Events Awards and Tourism Futures Forum

Opportunity to address audience and present certificates to the Best of Queensland Excellence Awards (100% Review Score) winners at the Awards

Opportunity to address delegates during official opening at Tourism Futures Forum

Company logo to be featured on promotion holding screens at both events

Acknowledgement of partnerships during proceedings by MC at both events

Acknowledgement of Gold Partnership through social media and e-newsletters

Corporate logo on all promotional material including event invitation, program, event ticketing website and EDMs

Optional placement of signage/banners (up to two) at both events

Opportunity to share digital collateral to event attendees (to be supplied by partner)

Logo placement on the People's Choice Awards voting platform

Logo placement on event wrap-up EDM

Three tickets to the 2025 North Queensland Tourism & Events Awards and Tourism Futures Forum



Silver Partner

\$5,000
2 available
exl. GST

Silver Sponsorship naming rights at the 2025 North Queensland Tourism & Events Awards and Tourism Futures Forum

Naming rights of an excellence award category and opportunity to present to winner

Company logo to be featured on promotional holding screens at both events

Acknowledgement of partnership during proceedings by MC at both events

Acknowledgement of partnership through social media and e-newsletters

Logo placement on event wrap-up EDM

Optional placement of signage/ banners at both events (up to one)

Three tickets to the 2025 North Queensland Tourism & Events Awards and Tourism Futures Forum

Bronze Partner

\$4,000
1 available
exl. GST

Bronze sponsorship naming rights at the 2025 North Queensland Tourism & Events Awards and Tourism Futures Forum

Naming rights of Outstanding Contribution by a Volunteer, Host or Guide and opportunity to present award to winner

Company logo to be featured on promotional holding screens at both events

Acknowledgement of partnership during proceedings at both events

Acknowledgement of partnership through social media and e-newsletters

Logo placement on the People's Choice Awards voting platform

Logo representation on all event collateral including event invitation, ticketing website and event program

Logo placement on event wrap-up EDM

Two tickets to the 2025 North Queensland Tourism & Events Awards and Tourism Futures Forum

Post Forum Networking Partner

\$1,000
1 available
exl. GST

Acknowledgement of partner status at morning tea

Corporate logo on promotional material including event invitation, program and EDMs in lead up

Corporate logo displayed on event hold screen

Acknowledgement of partnership in the Townsville Enterprise e-newsletter

Acknowledgement of partnership in lead up and on the day through social media channels

Logo placement on event wrap-up EDM

Forum Lunch Partner

\$1,000
1 available
exl. GST

Acknowledgment of partner status at lunch

Corporate logo on promotional material including event invitation, program and EDMs in lead up

Corporate logo displayed on hold screen

Acknowledgement of partnership in Townsville Enterprise e-newsletter

Acknowledgement of partnership in lead up and on the day through social media channels

Logo placement on event wrap-up EDM



Breakout Session Partner

\$250
4 available
excl. GST

Corporate logo on promotional material including event invitation, program and EDMs in lead up

Corporate logo displayed on forum holding screen

Acknowledgement of partnership in Townsville Enterprise e-newsletter

Acknowledgement of partnership in lead up and on the day through social media channels

Award Category Partner (People's Choice Awards)

\$1,500
11 available
excl. GST

Naming rights of sponsored People's Choice Award category

Opportunity to present trophy, certificate and prize to winner of sponsored category

Company logo to be featured on promotional screens at the awards

Company name featured on the People's Choice Awards voting platform

Logo representation on all event collateral including event invitation, ticketing website and event program

One ticket to the 2025 North Queensland Tourism and Events awards only

Awards

People's Choice Awards

- Major Event
- Destination Event
- Business and Conferencing Venue
- New Tourism Business or Experience
- Accommodation
 - Hotels
 - Motels
 - Caravan & Holiday Parks
 - Unique or Hosted Stays
- Dining
 - Restaurants
 - Cafes & Casual Dining
- Bars, Breweries & Distilleries
- Tours, Attractions & Experiences
- Transport & Hire Services

Individual Awards

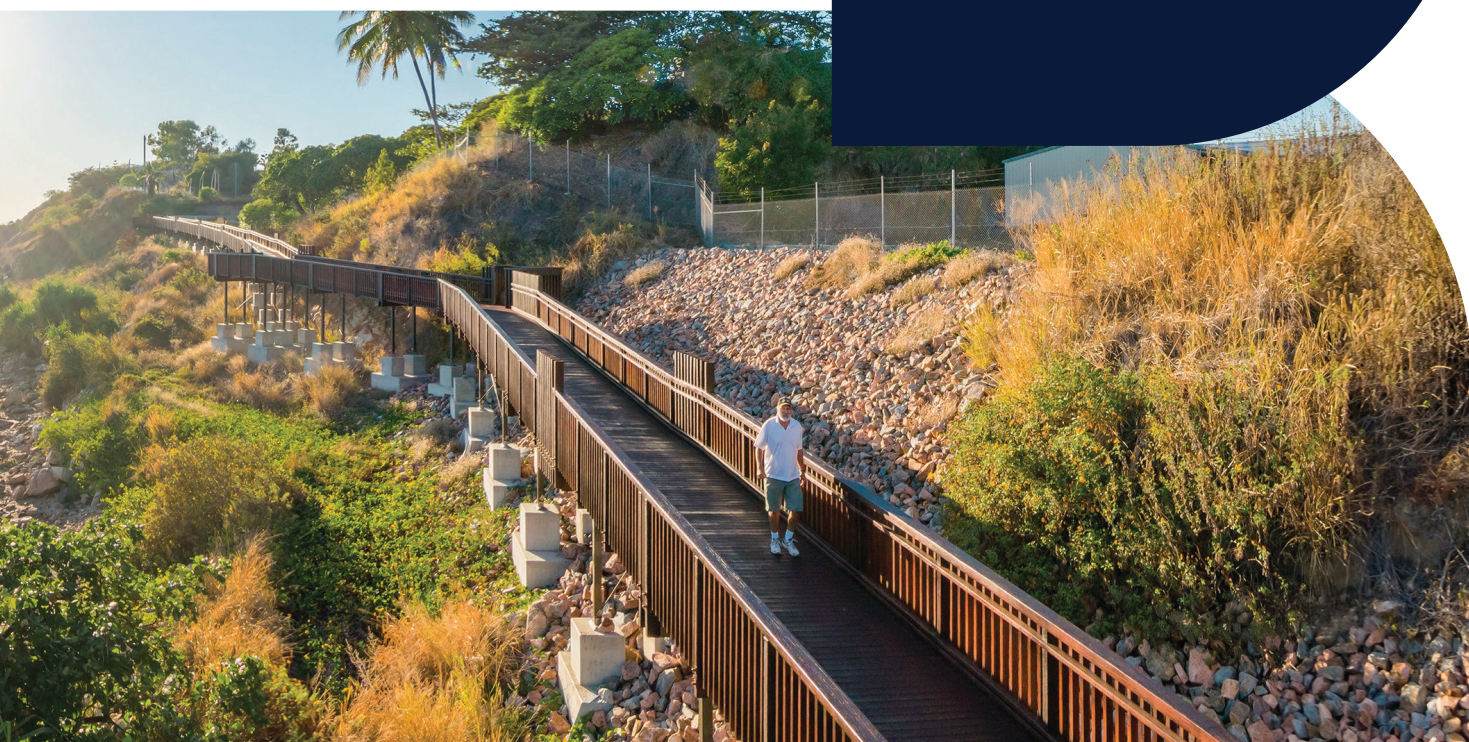
- Outstanding Contribution by a Volunteer, Host or Guide

Excellence Awards

- Excellence in Accessible Tourism
- Excellence in Sustainability



Secure your
Partnership





TOWNSVILLE ENTERPRISE
ABN: 58 053 020 536

151 Sturt Street
PO Box 1043 Townsville
Queensland, 4810 Australia

Phone: +61 7 4726 2728
Email: tel@tel.com.au