Event Marketing Packages 2024

Southern
Queensland Country

Overview

Event tourism provides substantial economic benefits to the Southern Queensland Country region. Events are a key focus area for Southern Queensland Country Tourism (SQCT), as events bring hundreds of thousands of visitors, contribute to the local economy and enhance the profile of our region. SQCT aims to foster relationships with events throughout our region, helping to identify key growth opportunities by sharing our knowledge of the broader tourism industry.

To assist events with promotion, SQCT undertakes digital-focused marketing efforts, with a content marketing strategy that uses media assets including Social Media, eNewsletters and our website: southernqueenslandcountry.com.au.

SQCT is proud to invite co-op event marketing partners to leverage its large digital audience, through organic content and paid promotion via Meta (social media) advertising to assist in driving ticket sales and raising awareness of your event.

Our event marketing packages have been designed to include events of different sizes and categories, building awareness and preference for the destination. SQCT uses data and high-level insights to help us better understand visitors and guide our targeted digital marketing approach.

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Event Membership

All event marketing packages include a compulsory annual event membership with SQCT. Event membership retails at $300 + GST and has been discounted to $100 + GST when purchased with a marketing package. Event membership includes:

- Regular industry newsletters
- Bimonthly event newsletters
- Lobbying and advocacy support (State and Federal Government), including Letters of Support
- Possible inclusion in SQCT Country Conversations media release prior to your event, at our discretion
- Opportunity to participate in event marketing packages
- Opportunity to participate and provide prizes for consumer facing competitions to assist in promoting your event and the Southern Queensland Country region
- Promotion of your event in the 'What's on this week' online
- Opportunity to advertise in the SQCT visitor guide, produced every 12 months.
- Possibility for SQCT staff to attend your event for an on-site familiarisation subject to staff availability (tickets required to be supplied by event).
- Advice on Queensland Destination Events Program (QDEP) applications
- Access to the SQCT image library. Images are supplied to assist in promoting the destination.
- Access to SQCT region specific statistics, visitor data, visitor persona traits and behavioural data, giving you the tools you need to inform your strategic direction and marketing activities for your event.

Joint Advertising Opportunity

What are the marketing goals you would like to achieve?

SQCT's Marketing Team offers a number of support options to leverage your event marketing budget by tapping into our knowledge and wide range of marketing assets. Services we can provide are split across multiple modules, with events able to select the modules most relevant to their marketing goals.

Not sure what would work best for you? Reach out to SQCT's marketing team for their guidance on which module will allow your event to reach its goals.

Joint Advertising Opportunity

Module A
Social Media

- Organic Social Media story on SQC's social pages (Facebook and Instagram) 1x pre-event
  - Story 4 – 6 slides in length
- Paid social media ad across Facebook and Instagram
  - Guaranteed total ad spend from $300 (budget can be increased at event organiser's request)
  - Maximum of 2 rounds of free changes per paid ad
  - Paid ads driving to your ATDW Event listing on SQC's website
  - Audience tailored to your event
- Paid advertising with targeted messaging to our key audience segments will encourage consumers to click through to the Southern Queensland Country website to view the event.

Module A: From $700 + GST

SOCIAL MEDIA 120,000+ followers

Module B
EDM

- Consumer eDM event feature x 1
  - Editorial paragraph with 1 image specific to the event within SQC fortnightly EDM
  - Limited availability. Send date at SQCT's discretion
  - Feature will link to event's ATDW listing on SQC's website
- This module can only be purchased in addition to Module A.

Module B: $300 + GST

EDM 50,000+ subscribers

Module C
SQC Website

- Event featured as hero image on relevant LGA What's On webpage (2 week feature, subject to availability)
- Featured event listing in Country Events Slider on What's On webpage (2 week feature)
- Run of Site Banner – subject to availability, additional $200 + GST (2 week feature)
- This module can only be purchased in addition to Module A.

Module C: $300 - $500 + GST

WEBSITE 50,000 monthly unique visitors

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Joint Advertising Opportunity

Module D
Photography

- Photography
  - 5 hours and up to 20 hero images from the event by a professional event photographer SQCT organises
- Videography
  - One feature video (co-branded) for social media purposes up to 1 minute by a professional event videographer SQCT organises
- Price will be quoted per individual event
- This module can only be purchased in addition to Module A

Module D: Price on enquiry

Module E
Data

- SQCT aims to ensure that events are receiving the best and most relevant data possible, as such we are currently re-evaluating our data provider. Data packages for 2024 will be available once this process is finalised.

Module E: Price TBC

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Terms and Conditions

- To participate in an event marketing package, members must have a current ATDW event listing on the Southern Queensland Country website.
- Event marketing packages are only available on purchase of an event membership with Southern Queensland Country Tourism.
- Southern Queensland Country Tourism takes no responsibility for the content or execution of third-party advertisers in this campaign.
- Advertisers, contractors or consultants must represent a business that is a member of Southern Queensland Country Tourism; or a product of a Southern Queensland Country Tourism member.
- Payment for inclusion in the campaign is within 14 days of invoicing and a 50% deposit must be paid prior to the campaign going live.
- Changes to the marketing schedule due to environmental and market conditions outside of our control may be made at any time at the discretion of Southern Queensland Country Tourism.
- Lack of compliance with any of these requirements may result in the cease of advertisement.
- If Southern Queensland Country Tourism staff members are attending the event, complimentary tickets must be provided.
- If a photography or videography package is purchased, SQCT will retain a copy of the content for marketing purposes.

Advertisement Content Terms & Conditions

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- Southern Queensland Country Tourism has full editorial control over the content of this campaign, including tone of voice, image selection, copy style and length.
- All advertisements will link to the event's ATDW listing on the Southern Queensland Country website.
- A maximum of two rounds of free changes will be permitted for social media paid ads, any additional changes will incur a $50 + gst fee.
- Advertising must not be false, misleading, deceptive, or exaggerated about the event being marketed, or negative about another member's product or service.
- Advertisements must not feature or link to a site which refers to any other business that is, or likely to be, a competitor of Southern Queensland Country Tourism
- Paid social media ads will include the tagging of the event's Facebook page only.
- Requirements of sponsorship obligations must be disclosed before commencement of marketing package.

Ready to proceed?

Select the modules you would like to incorporate into a package below.
Once completed, or if you have any questions email SQCT's Events Marketing Coordinator via **philippa@sqct.com.au**

Module	Event Membership	Module A Social Media	Module B EDM	Module C SQC Website	Module D Photography	Module E Data
Selected Modules	☑	☐	☐	☐	☐	☐
Cost exc GST	$100					
Total Package Cost		Event Name				
Date		Signature				

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