



20-21st Sept 2025

INC No: IA4854546

ABN: 65 296 606 117

# SPONSORSHIP PROSPECTUS



## ABOUT THE EVENT

The Bowen Fishing Classic is back and bigger than ever for its 30th year! Set on the beautiful shores of Front Beach, this iconic event draws locals, tourists, and fishing enthusiasts from across the region and beyond for a weekend full of fishing competitions, live music, rides, markets, family activities, and epic prizes.

After the impact of COVID, 2025 marks a fresh chapter. With a brand-new committee, formal incorporation, and a modern digital approach through our WBHub platform, this year's event is on track to be one of the biggest yet! We're introducing new features, streamlining registrations, and opening up exciting partnership opportunities to take things to the next level.

Now run by an Incorporated Association, Bowen Fishing Classic Inc. can easily accept tax-deductible donations and sponsorships, providing more professional benefits and transparency for our supporters. It's a new era for a beloved Bowen tradition — and we'd love to have you on board.

## WHY BE A SPONSOR?



*Align your brand with a well-known community event with deep local roots*



*Reach thousands of attendees and an even bigger digital audience*



*Receive detailed engagement reports and ROI metrics post-event*



*Enjoy tailored exposure across print, digital, on-site, and social media*

## OUR AUDIENCE

- » 10,000–15,000 attendees expected across the weekend
- » A broad and engaged audience from locals to visitors beyond the region.
- » Reach via advertising, social media campaigns, flyers, banners, digital ads, and WBHub
- » 30-year legacy of word-of-mouth and community anticipation

## WITH YOUR SUPPORT

- ✓ We can work toward our goal of making the event free to attend and offering low-cost entry fees for competitors
- ✓ Provide fun and inclusive activities for all ages, from serious fishing to kids' entertainment
- ✓ Create exposure opportunities for local vendors, artists, and community groups
- ✓ Elevate Bowen's reputation as a vibrant regional destination
- ✓ Boost local jobs and tourism by bringing more visitors to Bowen.



THIS IS WHAT IT'S ALL ABOUT



WHITSUNDAY  
BUSINESS HUB

Sponsors will be featured on the WBHub platform — a dedicated digital ecosystem for the Whitsundays business community.

## DIGITAL EXPOSURE IN THE WBHUB

- Permanent sponsor profile
- Community Networking and collaboration
- Sponsor spotlight articles
- Event tagging, promotion, post-event wrap-ups
- Visibility across connected community channels

# OUR SPONSORSHIP LEVELS

**PLATINUM**  
**\$10,000+**



- Prime logo placement on materials & marketing
- Featured profile on the BFC website and WBHub
- Dedicated social media campaign
- Large designed banner placement at event
- VIP access & speaking opportunity
- Engagement analytics & post-event impact report

**GOLD**  
**\$5,000+**



- Premium logo placement in marketing efforts
- Inclusion in the Sponsorship Social Campaign
- Stage and social media mentions
- Mid-size designed banner placement at event
- Supporting the event's success
- Post-event sponsorship report

**SILVER**  
**\$2,500+**



- Logo on website, flyers, and sponsor signage
- Possible stall space at the event
- Social media mentions and thank-you post
- Business name included in event schedule or map
- Opportunity to contribute a prize or voucher
- Inclusion in sponsor wrap-up post on WBHub

**BRONZE**  
**\$500+**



- Logo on sponsor board and website
- Public thank-you shoutout during event
- Mention in group sponsor post on social media
- Name listed on digital event page
- Option to provide promotional flyers/materials
- Shout out of appreciation after the event

## CUSTOM PACKAGES

Want to sponsor a specific comp, activity zone, or area? We can tailor a package that puts your brand right where it makes the most sense.

We also welcome in-kind donations — like products, vouchers, services, or equipment — in exchange for visibility and promotion that fits your contribution.

## LET'S PARTNER UP!

We'd love to have your support for this historic year. Whether you're a past sponsor or new to the event, there's never been a better time to get involved.

**Luk Adams** | [info@bfc.fish](mailto:info@bfc.fish) | **0484 066 425**

Let's make the 30th Bowen Fishing Classic one to remember!

Have an idea for the event? Let's chat — we'd love a creative partnership



DOWN ON FRONT BEACH  
BOWEN, QLD, 4805



Phone : 0484 066 425  
Email : [info@bfc.fish](mailto:info@bfc.fish)  
Web: [bfc.fish](http://bfc.fish) (coming soon)