

# Dalby's DELICIOUS & DELIGHTFUL Festival

THE FESTIVAL IS BACK –  
BETTER, BRIGHTER, AND BIGGER!

## 2025 SPONSORSHIP PROSPECTUS

In the heart of the Western Downs, an unforgettable week unfolds—a celebration where **cultures** come together, **stories** are shared, and **community** spirit shines bright!

Picture lanterns and lights dancing in the evening sky, laughter filling the air, and the irresistible aroma of local delights. Wander through streets alive with vibrant art and rich traditions, each step drawing you into a community that celebrates in style.

From dazzling entertainment to flavours that will keep you coming back for more, this is more than a festival—it's your chance to immerse yourself in the soul of Dalby and the Western Downs. We invite you to part of it, in 2025!

SEE • TASTE • PLAY • ENJOY



# ABOUT US

Dalby Welcoming Community Inc. is dedicated to making Dalby a great place to visit, live, work, and play, primarily through organising Dalby's Delicious and De**LIGHT**ful Festival.

Founded in 2008 and incorporated in 2016, the group involves local schools, community organisations, and cultural groups in the festival.

The group also runs the Skilling Queenslanders for Work Program, helping overseas-born participants gain work experience and study, with a 100% employment success rate.

In addition, Dalby Welcoming Community has organised art exhibitions, partnered with local organisations, and contributed to the development of the Myall Creek Masterplan.

## WHAT'S NEW IN 2025



In 2025, Dalby's Delicious and De**LIGHT**ful Festival will embark on an **exciting new chapter**, bringing an even richer celebration of the cultures that make up our region.

What started as a weekend event has grown into a lively **week-long** experience, expanding its horizons to showcase the best of the last 15 years, with new **adventures, flavours**, and **entertainment** around every corner.

With a theme of **Lanterns, Laughter**, and **Local Flavours**, Dalby's largest festival invites visitors to immerse themselves in our vibrant culture. Live like a local, eat like a local, and discover what makes this region so special.

As the proud **Energy Capital of Queensland**, home to coal, gas, solar, wind, and hydrogen industries, this year's festival will introduce a new feature:



### The Light Installation Exhibition!



Running for three nights, the exhibition will give renewable energy companies and suppliers the chance to **showcase their commitment** to our region by creating spectacular individual light exhibits for the 3 day long lighting exhibition.

It's a celebration of our past, present, and future—shining a light on the innovation driving Dalby forward.

## 2023 STATS



nearly **7'000**  
attendees



over **25** different  
cultures celebrated



over **700**  
lanterns created



over **400** people  
participated in the  
evening Colour Run

# GET READY FOR AN ACTION-PACKED WEEK!

From 16–24 August, the Dalby Delicious & De**LIGHT**ful Festival promises an unforgettable week of activities!

We're busy locking in exciting events, so stay tuned for updates. Show your community spirit, shine the spotlight on your business, and join the fun—don't miss your chance to be part of the magic!

## WHAT'S ON IN 2025

### SEE

Power Stations Tour

Cotton Gin Tour

Brewery Tour

Live Music

Dalby Go Kart Club

Light Installation  
Exhibition

Citizenship Ceremony

Market Stalls

### TASTE

Country Pub Lunch

Dinner with a local

Feedlot Tours & BBQ

Saleyard Tours &

Morning Tea

Celebrity Chef's

Cooking competitions

Festival Brunch

Star Gazing with Port  
& Profiteroles

Food Stalls

### PLAY

Golf Day

Lantern Parade

Colour Run

Volleyball & Games

Children's Area

Country Garden

Sip & Paint

Dance Competitions

Flag Parade

## SHINE THE SPOTLIGHT ON YOUR BUSINESS!





















Dalby's Delicious and De**LIGHT**ful Festival is the perfect opportunity to position your business as a key player in the vibrant cultural landscape of the Western Downs, while reaching a wide and diverse audience.

With a range of sponsorship levels available, you'll gain prominent exposure across the festival's social media, website, an extensive media campaign, promotional materials, and throughout the various events of the week-long program.

From becoming a Festival Partner to sponsoring specific elements or offering in-kind support, our sponsorship packages provide unique opportunities to highlight your business.

**Join us and showcase your brand as a proud supporter of this growing community celebration!**

# SPONSORSHIP LEVELS

Sponsorship Level	Platinum Partner	Festival Partner	Program Partner	Supporter	Supporter In-Kind
INVESTMENT	\$20,000	\$10,000	\$5,000	\$2,500	\$2,500
	Lead sponsors for the festival, plus naming rights to a key element of the festival (see pg 5)	Naming rights available for key elements of the Festival (see pg 5)	Naming rights available for elements of the festival program (see pg 6)		
Inclusion in Light Installation Exhibition for 3 days					
VIP Welcome Event	20 Tickets	10 Tickets	5 Tickets	2 Tickets	2 Tickets
Media Launch Attendance					
Speaking Opportunity					
Acknowledgement during Opening Address					
Acknowledgement during MC announcements					
Community Engagement Marquee Site					
Pre-Event & Event Social Media Recognition	Min. 20 posts + live stories during festival	Min. 10 posts + live stories during festival	Min. 5 posts + live stories during festival	Min. 2 posts + live stories during festival	Min. 2 posts + live stories during festival
Email Recognition (250 words to our database)					
Radio Advertising Recognition					
Banner Displayed					
Advertisement on Program & on Website					
Logo in program & on marketing collateral					
Post Event Social Media Recognition	Minimum 10 Posts	Minimum 5 Posts	Minimum 2 Posts	Minimum 1 Post	Minimum 1 Post

## PLATINUM FESTIVAL - Partner \$20,000+

- A lead sponsor for the Festival + naming rights for key element of the festival (*incl. Lantern Parade, Light Installation Exhibition, Festival Sound & Lighting, Major Entertainment*)
- Dedicated individual light exhibit on display during the 3 day light installation exhibition (to be created by sponsor)
- Acknowledgement as Lead Sponsor during Opening Address
- Acknowledgment across festival promotions, including radio, print, social media, website, and event MC announcements.
- Corporate banner / signage (provided by the sponsor) placed in prominent positions during the festival
- Logo in marketing collateral and festival program
- Advertisement in program and on website
- Opportunity to have a community engagement site at the festival (infrastructure and fit out to be supplied by the sponsor)
- Speaking opportunity during the festival



## FESTIVAL - Partner \$10,000+

- Naming rights available for key elements of the Festival (*incl. Main Stage, Children's Carnivale, Entertainment, Celebrity Chef, VIP Event, Golf Day, Food Lane or Flag Parade*)
- Dedicated individual light exhibit on display during the 3 day light installation exhibition (to be created by sponsor)
- Acknowledgement as Festival Partner during Opening Address
- Acknowledgment across festival promotions, including radio, print, social media, website, and event MC announcements.
- Corporate banner / signage (provided by the sponsor) placed in prominent positions during the festival
- Logo in marketing collateral and festival program
- Advertisement in program and on website
- Opportunity to have a community engagement site at the festival (infrastructure and fit out to be supplied by the sponsor)
- Speaking opportunity during the festival



## PROGRAM - Partner | \$5,000+

- Sponsorship available for elements of the festival program (*Second Stage, Children's Rides, Roving Entertainers, Country Pub Lunch, Paint and Sip, Dinners with a Local or a tour (Braemar, Feedlot, Saleyard, Cotton Gin or Brewery)*)
- Dedicated individual light exhibit on display during the 3 day light installation exhibition (to be created by sponsor)
- Acknowledgement during MC announcements
- Logo in marketing collateral and festival program
- Social media acknowledgement (pre and post event)
- Corporate banner / signage (provided by the sponsor) placed in prominent positions during the festival
- Opportunity to have a community engagement site at the festival (infrastructure and fit out to be supplied by the sponsor)

## PROGRAM - Supporter | \$2,500+

- Dedicated individual light exhibit on display during the 3 day light installation exhibition (to be created by sponsor)
- Corporate banner / signage (provided by the sponsor) placed in prominent positions during the festival
- Logo in marketing collateral and festival program
- Social media acknowledgement (pre and post event)
- Corporate banner / signage (provided by the sponsor) placed in prominent positions during the festival

**CONFIRMED**  
x3



## CONTACT US TO GET INVOLVED!

Proud to call the the Dalby Region home?  
Let's make the 2025 Delicious & De**LIGHT**ful Festival unforgettable! ✨

Join as a sponsor or get involved to showcase your business and celebrate our amazing community.  
Let's make magic together—contact us today!



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SCAN ME



SEE



TASTE



PLAY

Can you provide in-kind support?

We are looking for in-kind support for -

- Accommodation for performers
- Electronic sign board
- Fuel for generators
- Generators
- Lights
- Marquees
- Decorations for event
- Security fencing
- Security personnel
- Sound systems
- Skip bins
- Traffic control
- Tables & chairs
- Umbrellas & tents
- Water for performers & volunteers + much more

