



RED COUNTRY
MANAGEMENT

COMMUNITY SPONSORSHIP OPPORTUNITY

RED COUNTRY MUSIC FESTIVAL
KARRATHA, WESTERN AUSTRALIA



ABOUT THE PROJECT

Festival founder, Bradley Hall, is a passionate country musician and a Nyiyaparli Njamal man who grew up travelling the backroads of the Pilbara listening to country music. He has always wanted to share his love of country music with the Pilbara community and hopefully inspire other local artists by getting them to perform on the same stage with some of our country's biggest stars!

Back in 2014, Bradley created a small country music festival in Port Hedland which has grown in popularity year after year and earned itself a place on the Pilbara event calendar. Over the past few years, the Red Country Music Festival has entertained some big crowds and hosted national award-winning artists including Kasey Chambers, Adam Brand, The Black Sorrows, Amber Lawrence, Troy Cassar-Daly and Danny Phegan amongst a raft of talented local and Pilbara based artists.

Set in the breath-taking North West, this unique festival celebrates the musical talents of Aboriginal and local artists, while supporting the wider community through arts and culture. The Red Country Music Festival makes an incredible contribution to the local community and would not be possible without the generous support of the Pilbara community, our sponsors and partners. It's all about bringing the community together.



BACK TO COUNTRY

The Red Country Music Festival has grown over the past 5 years to provide an opportunity for local artists to promote their musical talents at an inclusive and welcoming family and community focused event in the Pilbara.

Back when it all first started, the Aboriginal community was dealing with a shocking increase in suicides and people were struggling with mental health challenges. The festival provided a positive and upbeat experience where families could unite and enjoy the family focused entertainment.

The festival now attracts over 1,200 patrons and the audience ranges from families who enjoy an afternoon out, young adults looking for a good night out and country music fans who have an opportunity to see their favourite artists in their own backyard!

Hosted on the June long weekend, the festival coincides with National Reconciliation Week and values being able to bring non-Indigenous people together with the Aboriginal Community in a healthy, positive way with a spotlight on local talent. National Reconciliation Week (NRW) is a time for all Australians to learn about our shared histories, cultures, and achievements, and to explore how each of us can contribute to achieving reconciliation in Australia.



**"THE RED COUNTRY
MUSIC FESTIVAL WILL
EDUCATE THROUGH
MUSIC AND STORY
TELLING FROM OUR
ABORIGINAL ARTISTS"**

COMMUNITY CONTRIBUTION

The Red Country Music Festival has a positive impact socially and culturally, and provides opportunities for people to meet and enjoy the best country music talent together. It helps to create a sense of belonging and social cohesion in the Pilbara. It also allows Aboriginal people to participate in a large, annual event in a range of creative and inclusive ways.

In 2021 the festival was attended by over 1,200 festival goers, volunteers and local vendors! The festival allows the community to come together and celebrate talented artists while being entertained with kids activities, face-painting, crafts and great food with an incredible 'Red Earth' backdrop. It is fast becoming a must-attend event on the national country music calendar of events!

The Red Country Music Festival has long standing commitment and contribution to the promotion of the Pilbara as a great place of beauty with a vast range of arts and cultural experiences making it a liveable region. As the community is diverse, it is important that we create accessible events that are safe, healthy and encourage patrons to connect to arts and culture.

Profit from the project is invested into the Aboriginal music community as well as future Red Country Music Festivals. The festival delivers a wide range of benefits to the community including:

- an opportunity for the Pilbara community to come together and celebrate the diversity of our region whilst encouraging Arts & Culture
- an opportunity for Aboriginal and local musicians to gain experience and perform alongside national musical acts, as well as promote their own music and talents to a large audience
- a high-profile, positive event during National Reconciliation Week
- a revenue boost and opportunity for exposure to a variety of local small businesses
- a tourism boost for local hospitality vendors for travelling festival goers
- a large-scale music based festival for the community to fill the much needed gap in this space.



COMMUNITY SUCCESS

The Red Country Music Festival believes that planning the festival does not end with the event itself. Instead, it is after the event that we can assess its effectiveness and therefor its success rate. To help its success, our metrics have already been determined during our planning phase to facilitate convenient analysis post event (and is reviewed frequently).

Our key performance indicators focus on the following areas:

- Aboriginal community engagement and involvement
- Actual attendance numbers
- Media coverage highlighting positive contribution of the festival
- Monetary return and ability to give something back to community
- Retention of corporate and in-kind sponsors
- Social media engagement

Sponsors receive a variety of benefits, as well as a full festival report after the event.



OUR VALUED SPONSORS

The festival would not be possible without our highly valued sponsors. Red Country Management is very grateful for the support we receive, and we invite you to stand with us and help make the red Country Music Festival a success for many more years to come!

A huge thank you to our 2021 sponsors!!

NYIYAPARLI



Santos



SPONSORSHIP PACKAGES

PLATINUM - \$20,000

Social Media Posts x 12
E-newsletter Feature x 2
MC Festival Mentions x 12
Complimentary Festival Passes x 12
Special Festival Sponsors Kit
Certificate of Appreciation
Full festival post-report

Priority Logo Placement On:

- TV and radio commercials
- Festival website
- Flyers & posters
- Massive festival entrance signage
- Press releases
- Festival reports
- Post festival video clips
- E-news
- Festival email signature

GOLD - \$10,000

Social Media Posts x 8
E-newsletter Feature x 2
MC Festival Mentions x 8
Complimentary Festival Passes x 8
Special Festival Sponsors Kit
Certificate of Appreciation
Full festival post-report

Tier 1 Logo Placement On:

- TV and radio commercials
- Festival website
- Flyers & posters
- Massive festival entrance signage
- Press releases
- Festival reports
- Post festival video clips
- E-news
- Festival email signature

SILVER - \$5,000

Social Media Posts x 4
E-newsletter Feature
MC Festival Mentions x 4
Complimentary Festival Passes x 4
Special Festival Sponsors Kit
Certificate of Appreciation
Full festival post-report

Tier 2 Logo Placement On:

- Festival website
- Flyers & posters
- Massive festival entrance signage
- Press releases
- Festival reports
- Post festival video clips
- E-news
- Festival email signature

BRONZE - \$2,000

Social Media Posts x 2
E-newsletter Feature x 2
MC Festival Mentions x 2
Complimentary Festival Passes x 2
Special Festival Sponsors Kit
Certificate of Appreciation
Full festival post-report

Logo Placement On:

- Festival website
- Flyers & posters
- Massive festival entrance signage
- Press releases
- Festival reports
- Post festival video clips
- E-news
- Festival email signature

KEY CONTACTS

Chantal Hall

Finance Manager, Red Country Music Festival

P: 0447 147 206

E: chantal@redcountry.com.au

Amber Harris

Event Manager, Red Country Music Festival

P: 0428 505 108

E: amber@redcountry.com.au



Bradley Hall

Director, Red Country Management Pty Ltd

P: 0467 441 625

E: bradley@redcountry.com.au



RED COUNTRY
MANAGEMENT

General Enquires

info@redcountry.com.au

www.redcountrymusic.com.au

GET EXCITED KARRATHA!



**FOLLOW US ON OUR SOCIALS
FOR LINE UP AND EVENT
DETAILS.**

**DETAILS TO BE RELEASED
SOON!**

