

2025 EVENT SPONSORSHIP PROSPECTUS



ADVENTURETOURISMAWARDS.COM.AU



SPONSORSHIP PROSPECTUS



THE EVENT

Adventure Queensland (AQ) is delighted to announce that the industry-led Youth Tourism Conference and Adventure Tourism Awards are set to take place on Thursday, November 6th, 2025 on the Gold Coast.

As the premier advocate for Queensland's backpacking and independent travel sector, AQ is poised to once again shine a spotlight on outstanding tourism experiences, individuals, and destinations across Australia and New Zealand through the Adventure Tourism Awards and Youth Tourism Conference.

Join us as we come together to celebrate excellence, foster collaboration, and inspire the next generation of leaders in youth tourism and adventure travel. Your support will play a pivotal role in shaping the future of our industry and honouring those who make significant contributions to the success of our industry everyday.



In collaboration with supporters and sponsors of the youth tourism sector, AQ aims to unite the industry towards a brighter future, emphasising the vital significance of formally acknowledging and honoring operators of all sizes and individuals for their remarkable dedication to showcasing Australia and New Zealand to the global stage.

The Adventure Tourism Awards and Conference offer a unique and invaluable opportunity for industry stakeholders to come together in a collective celebration of the entire youth and adventure sector. It serves as a platform to recognise excellence, foster camaraderie, and propel the industry forward with renewed vigour and purpose ready for 2026.



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ADVENTURE TOURISM AWARDS

The Adventure Tourism Awards will follow the Youth Tourism Conference on the evening of Thursday, 6th November 2025.

This years ATA's will again follow the traditional format of nomination, submission, voting and judging process as in previous years, and as always in AQ style, will provide a light-hearted spin on the traditional awards nights.

The Adventure Tourism Awards:

- Promote a benchmark for industry best practice.
- Provide an annual event that allows for the industry to unite, celebrate, network and learn.
- Recognise and reward excellence throughout the youth tourism industry in Australia and New Zealand.



A MESSAGE FROM AQ PRESIDENT

After the incredible momentum of the 2023 and 2024 events, we're thrilled to return in 2025 with the Youth Tourism Conference & Adventure Tourism Awards back in their full traditional format.

With formal Awards voting now firmly reinstated, this year's Conference program will again feature inspiring speakers, cutting-edge insights, and invaluable networking — all leading into a spectacular sit-down Awards Dinner.

As our industry's key annual gathering, it's where ideas are shared, partnerships are formed, and achievements are recognised. We can't wait to welcome you to the Gold Coast this November.

~ AQ President, Ms Peta Zietsch



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YOUTH TOURISM CONFERENCE

The Youth Tourism Conference is a dedicated conference solely focused on addressing the challenges and opportunities that affect youth tourism in Australia and New Zealand.

Held on the 6th of November 2025, the conference will include a wide range of presentations designed to inspire our future, foster success, and inform and educate the industry on the latest tech solutions and new initiatives for a sustainable future.

The Youth Tourism Conference aims to:

- Provide an annual platform for collaboration on ideas and issues impacting the youth travel sector in Australia and New Zealand.
- Raise the profile and importance of youth travel to all levels of Government.
- Provide a forum for industry members to learn trends and opportunities to help businesses grow.
- Inspire our leaders, marketing managers, tour guides, hosts and sales agents to keep Australia and New Zealand on the top of bucket lists around the globe.



CONFERENCE AND AWARDS VENUE

THE OCEAN VIEW ROOM AND GLASSHOUSE, THE ISLAND



SPONSORSHIP PROSPECTUS

WHY SHOULD YOU BECOME A SPONSOR?

Benefits:

- Strengthen your profile in the youth tourism sector
- Expand your network
- Showcase your practice, products and services face to face
- Meet key decision makers/influencers
- Generate new leads
- Brand exposure
- Access to targeted audience
- Have fun networking with a great bunch of professionals
- Tickets to the events you sponsor are included!

A sponsorship opportunity enables your organisation and brand to demonstrate its commitment to, and connection with the passionate youth tourism industry in Australia and New Zealand.

We have varying levels of tailored sponsorship packages available and an extensive promotional program to deliver maximum exposure for your brand. The sponsorship benefits associated with the Adventure Tourism Awards and Youth Tourism Conference will spread across a wide range of mediums.



2024 Adventure Tourism Award Winner



Tourism Australia 2024 Gold Sponsor and Keynote speakers

The Adventure Tourism Awards will provide a valuable environment for networking with key youth tourism industry leaders and decision makers and will showcase your services, supports and resources.

GLASSHOUSE

SPONSORSHIP PROSPECTUS

WHY SHOULD YOU BECOME A SPONSOR?

Benefits:

- Support Adventure Queensland to continue to create and deliver Australia's only nationally recognised tourism awards program specifically for the youth tourism market.
- Provide support to tourism operators within the youth tourism sector through sponsorship of the annual Youth Tourism Conference.
- Showcase your practice, products and services face-to-face.
- Meet key decision makers/influencers.
- Generate new leads.
- Brand exposure.
- Access to targeted audience.
- Have fun networking with a great bunch of professionals.

SPONSORSHIP

We have a range of sponsorship packages designed to suit all your needs. Each allows you to showcase your products and services to the top marketing decision-makers and influencers in the youth/adventure tourism industry.

Sponsorship spaces are limited and available on a first-come, best-fit basis. To apply to become a sponsor of the 2025 event, simply visit the website and complete the online sign-up form or email the AQ committee.



Welcome

SIGN UP ONLINE:

www.adventuretourismawards.com.au

Contact

For any other sponsorship related enquiries, please contact the Adventure Tourism Awards team:

Email:

events@adventurequeensland.com.au





SPONSORSHIP OPPORTUNITIES

| SPONSORSHIP INCLUSION | SPONSORSHIP LEVEL | | | | |
|--|-------------------|-----------------|----------------|----------------|----------------|
| ADVENTURE TOURISM AWARDS | PLATINUM | GOLD | SILVER | BRONZE | PRE DRINKS |
| Logo displayed on the Adventure Tourism Awards website and direct link to your site. | ✓ | ✓ | ✓ | ✓ | |
| Company name and logo featured on awards programme. | ✓ | ✓ | ✓ | ✓ | ✓ |
| Sponsor recognised and featured on social media with dedicated post announcing support. | ✓ | ✓ | ✓ | ✓ | |
| Company logo featured on promotional screens at the Awards. | ✓ | ✓ | ✓ | ✓ | |
| Company named and thanked during Awards. | ✓ | ✓ | ✓ | ✓ | ✓ |
| Invitation for two people to attend pre-awards VIP drinks. | ✓ | ✓ | ✓ | ✓ | ✓ |
| Showreel shown during Awards (provided by sponsor). | 45 Secs | 30 Secs | 15 Secs | | |
| Logo featured on website homepage as major sponsor. | ✓ | ✓ | ✓ | | |
| Electronic newsletter sent to all Award attendees post event feat major sponsors. | ✓ | ✓ | ✓ | | |
| Additional social media cross-posting, promoting your business or service. | ✓ | ✓ | ✓ | | |
| Dedicated media release to database announcing company as major sponsor. | ✓ | ✓ | | | |
| Co-branding on official event photo backdrop media wall Sponsor naming rights for the Adventure Tourism Awards. | ✓ | | | | |
| Opportunity for "on the floor cross" to company spokesperson at event. | ✓ | | | | |
| Opportunity for corporate branding at VIP pre awards drinks. (own supply) | ✓ | | | | |
| Opportunity to speak for 5 minutes at the VIP pre awards drinks. | ✓ | | | | |
| Complimentary tickets to Adventure Tourism Awards. | 10 | 7 | 4 | 2 | 1 |
| Number of sponsor positions available: | 1 | 1 | 2 | 4 | 1 |
| Investment | \$15,000 | \$10,000 | \$5,000 | \$2,500 | \$1,500 |



SPONSORSHIP OPPORTUNITIES

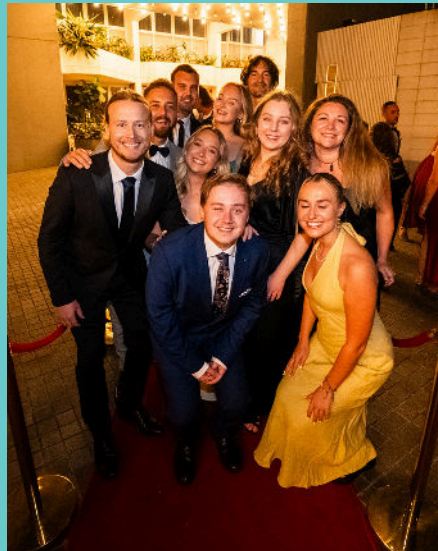
| SPONSORSHIP INCLUSION YOUTH TOURISM CONFERENCE | SPONSORSHIP LEVEL | | | | |
|---|-------------------|----------------|----------------|----------------|--|
| | PLATINUM | GOLD | SILVER | BRONZE | |
| Logo displayed on the Adventure Tourism Awards website and direct link to your site. | ✓ | ✓ | ✓ | ✓ | |
| Invitation for two people to attend pre-awards VIP drinks. | ✓ | ✓ | ✓ | ✓ | |
| Conference pack insert (own supply) | ✓ | ✓ | ✓ | ✓ | |
| Opportunity to display pull up display banner at the conference (own supply) | 3 | 2 | 3 | | |
| Sponsor recognised and featured on social media with dedicated post announcing support | ✓ | ✓ | ✓ | | |
| Electronic newsletter sent to all award attendees post event feat. major sponsors | ✓ | ✓ | ✓ | | |
| Opportunity to present to conference delegates | ✓ | ✓ | | | |
| Acknowledgement at the conference as platinum conference partner incl. logo on co-branded lecturn display | ✓ | | | | |
| Complimentary tickets to Youth Tourism Conference. | 4 | 3 | 2 | 1 | |
| Number of sponsor positions available | 1 | 1 | 2 | 3 | |
| Investment | \$5,000 | \$3,000 | \$2,000 | \$1,000 | |

SIGN UP ONLINE:

www.adventuretourismawards.com.au

Contact

For any other sponsorship related enquiries, please contact the Adventure Tourism Awards team: events@adventurequeensland.com.au



ATTENDED BY OVER 350 INDUSTRY LEGENDS IN 2024



ADVENTURE TOURISM

Awards

Australia & New Zealand



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