





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, October 22, 2026 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 Youth Tourism 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

This year, the ATA's will again follow a 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:

- The Adventure Tourism Awards are run by the youth tourism industry for the industry. The ATA's provide an important fundraising initiative for Adventure Queensland to continue to support and advocate for Queensland's youth tourism sector.
- 13 award categories and attended by over 350 industry and operators from across Australia and New Zealand.
- 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 2024 and 2025 events, we're thrilled to return in 2026 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 October.

~ AQ President, Ms Peta Zietsch



SPONSORSHIP PROSPECTUS

YOUTH TOURISM CONFERENCE

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

Held on the 22nd of October 2026, 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.



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.



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.



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 spaces are limited and available on a first-come, best-fit basis. To apply to become a sponsor of the 2026 event, simply visit the website and complete the online sign-up form or email the AQ committee.



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	\$6,000	\$3,000	\$2,000	



SPONSORSHIP OPPORTUNITIES

SPONSORSHIP INCLUSION	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	1	1	
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 throwable microphone	✓				
Complimentary tickets to Youth Tourism Conference.	4	3	2	1	4
Number of sponsor positions available	1	1	2	3	1
Investment	\$7,500	\$5,000	\$2,500	\$1,000	\$10,000

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Contact

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SPONSORSHIP OPPORTUNITIES

SPONSORSHIP INCLUSION	SPONSORSHIP LEVEL
YOUTH TOURISM CONFERENCE & ADVENTURE TOURISM AWARDS	DESTINATION
Logo displayed at the Adventure Tourism Awards & Youth Tourism Conference.	✓
Opportunity to display pull up display banner at the conference (own supply).	✓
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.	✓
Opportunity to present an award at the Adventure Tourism Awards night.	✓
Complimentary tickets to Youth Tourism Conference.	5
Number of sponsor positions available	1
Investment	\$10,000

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ADVENTURE TOURISM

Awards

Australia & New Zealand



ADVENTURETOURISMAWARDS.COM.AU