

OVERVIEW OF PASSPORT TO AIRLIE

Passport to Airlie is Australia's largest live, original music initiative. Events are held in regional areas around Australia, allowing for a broad range of genres, participants and audiences. It allows for local venues and organisations to show their support of live and original grassroots music in their community and industry. We know that every headline artist you have ever seen was once a band trying to convince a venue that should be able to play originals. You can be part of that journey.

We want to be able to help you add value to these artists experience in a music industry that is challenging and has many costs that are not monetary. If we can ease financial stress for or add to their experience, skillset and resources we will be fulfilling what we have set out to achieve.

We are excited in 2023 to have Sarah McLeod back as our Ambassador & Bricklane Brewing Co onboard as our primary sponsor!

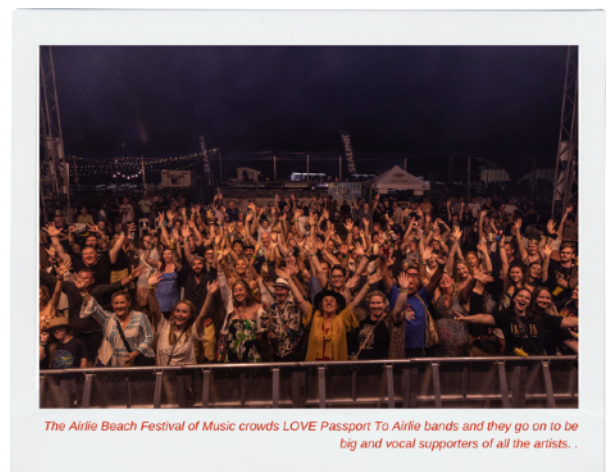


Passport to Airlie (P2A) has been running as an integral part of the Airlie Beach Festival of Music since 2013. Each year over 300 acts participate in the events right across Australia with that number growing annually. We have thousands of active and keen musicians on our databases that are all wanting to have their time in the sun.

Passport to Airlie in 2023 is run across 4 states with have 8 locations: Cairns, Mackay, Sunshine Coast, Brisbane, Byron Bay, Newcastle, Melbourne and Darwin.

Passport To Airlie is the only event of it's kind that;

- Prioritises original content.
- Free for artists to enter.
- Showcases emerging talent from around the country with an established audience of live, original music fans keen to support up and coming artists.
- The 2022 Passport to Airlie, will host events across 8 major regions in four states.
- Features acts across most genres inc pop, hip hop, rock, alt, indie, country, folk, punk and metal, blues, roots and many crossovers.
- Regional representatives will be on the bill with amazing headline artists.
- One act will be on the main stage the following year at the Airlie Beach Festival of Music.
- All artists automatically will be considered as an option for the main ABFOM line-up in the future. The only other way to be included on this list is by invitation.



Airlie Beach Festival of Music is committed to bringing both heritage and headline artists to perform in the Whitsundays - Heart of the Great Barrier Reef. We are also committed to being part of the movement that fosters the future of original music in Australia by having up and coming artists perform at a festival with world renowned artists. These emerging artists are then promoted to the thousands of Airlie Beach Festival Of Music fans.

Without new Australian music to cover where will we get the classics that will see our children and their children sing along to music written in Australia, for Australians that makes it onto the global stage?!

Over the years of the festival this has included;

2022 - The Animals, Eskimo Joe, Jon Stevens, Mi-Sex, Rogue Traders, Ben Lee,
2021 - The Angels, John Schumann/The Redgum Experience, Sarah McLeod, Troy Cassar-Daly
2020 - Previous P2A acts were able to participate our Minifest event - the only festival in 2020
2019 - John Butler, Smokie, Yothu Yindi, Australian Rock Collective, The Superjesus
2018 - Smashmouth, Killing Heidi, The Church, Marcia Hines, Kasey Chambers
2017 - Leo Sayer, Kate Cebrano, Shannon Knoll, Sneaky Sound System, Baby Animals
2016 - Daryl Braithwaite, Richie Ramone, Gangajang, Tim Finn
2015 - 10CC, Toni Childs, The Black Sorrows, Angry Anderson, Wendy Matthews
2014 - The Screaming Jets, Mark Seymour, Richard Clapton, 1927, The Radiators
2013 - Hoodoo Gurus, Mental As Anything, Dragon, Diesel, Kasey Chambers

Our 2022 winners Perry Street Park are a great example of the experience that artists can have with us. They had entered in a regional event and won and got to participate in the final in Airlie Beach though were not successful. They took what they had learned from us and added to their own experiences and have gone on to achieve goals such as Gold Coast Titans home grounds house band in 2022, winner of our 2022 event, gained a major sponsor directly from their involvement with us, gained industry contacts and mentoring and this year are the winners of the prestigious Bluesfest Busking Competition.

Prizes are great and all but Passport To Airlie is so much more than that. Check out our social media to get a taste of the experience that is becoming a part of the Passport To Airlie family at every stage of the initiative.



Our Database

Acts	Musicians	Venues Over the Years	Events Held Annually
1200+	3000+	30+	60+
The Numbers	Facebook	Instagram	Youtube
ABFOM	26.3K + followers	2.8K +	118
P2A	2.6K + followers	600+	On Festival Account

The data that has been collated is detailed and current. Sponsors will find themselves in a position to forward information to customised audiences. Audiences can be targeted via genre, instrument, location etc that will ensure that their marketing return on investment quotient hits their key performance indicators.

How Do the Events Work?

Each region is run slightly differently to allow for the various eccentricities of each community. Some have up to four heats and a final, whilst other areas have a one day mini-festival vibe. Each event sets out to attract the growing movement of people in the community that want to support new music and artists.

From April each year the push for entries starts in a nationwide social media campaign through Facebook and Instagram. Traditional media is also used but is not the focus of the marketing of the event so as to suit the demographic we are aiming for. Heats start around the country in June and run through till Sept 10 2023, creating a 3 month celebration of live and original music around the country.

We are actively working on building both our Facebook and Instagram profiles. We have well established social media plans and strategies that also allow for flexibility in a dynamic industry.

Artists competing are all supported through this journey with guides and information that encourage them and provide tools to promote themselves, their venues, the event as a whole and any sponsors that they have been lucky enough to attract.

The Thursday night before the Airlie Beach Festival of Music has always been a popular night with everyone excited to get the party started. 2022 saw that start with a bang with the Passport Showcase event with over 600+ people in attendance. A one night event with celebrity & industry judges and attendees and one winner. From there acts will also gig during the days over the course of the festival.

What else should you know?

In 2022, the Airlie Beach Festival of Music attracted 8,000 attendees, filling accommodation houses and packing out participating restaurants and bars. Research shows a direct contribution to the economy of over \$2.2 million and an additional over \$1M to Queensland was generated by the event.



Want to know something else?

Forward your queries to info@airliebeachfestivalofmusic.com.au



WHAT WE CAN OFFER YOUR ORGANISATION

SPONSOR BENEFITS	 PLATINUM SPONSOR \$30k	 GOLD SPONSOR \$15k	 VINYL SPONSOR \$7,500	 GROUPIE SPONSOR \$?? Tell us
Naming rights to Passport To Airlie events around the country & at ABFOM	*			
Direct Mail-outs to ABFOM database artists & venues with Sponsor Content	*			
Listed Event Partner A Side v B Side in P2A newsletters and correspondence	A Side	A Side	B Side	B Side
Inclusion on Passport to Airlie Staff & Participant Shirts around the country	*			
Announcement of platinum partnership via dedicated press release & company reference in editorials	*			
Advertorial & interview opportunity on Triple M Network & all associated media	*			
Logo on all P2A banners & signage	*			
Company banner display at regional events**	*	*		
Logo inclusion on social media advertising	*	*		
Logo as Major Sponsor on all ABFoM P2A page and associated digital media	*	*	*	
Promo ABFoM Facebook page (with 20.3K+ followers)	*	*		
Promo on P2A Facebook page	*	*	*	*
Banner display at main ABFOM Main Tent	*	*		
Banner Display at P2A finals**	*	*		
Logo in the ABFOM program. Be in everyone's pockets!	*	*	*	*
Supply of sponsorship appreciation certificate and P2A/ ABFOM supporter logo	*	*	*	*
Logo on sponsor page on ABFoM website	*	*	*	*
Complimentary ABFOM tickets as below	*	*	*	*
Tickets Ticket value - VIP \$1,000, GA \$300	6 VIP OR 12 GA	4 VIP OR 8 GA	2 VIP OR 4 GA	Discounted Tickets

* Exact ticket configuration can be confirmed by 1st November via negotiation with sponsor

** Company to supply and deliver banners to venues for event.

Submit your expression of interest

Organisation	
Contact Name	
Company Postion	
Phone	
Email	
Signature	
Date	
Level of Sponsorship Your Organisation is interested in	
Do you have a particular query that we can assist with? Pop us the details here	

For more info or to organise a tailored sponsorship package please contact:
Margie Murphy – 0418 155 542
PLEASE EMAIL FORM TO: margie@airliebeachfestivalofmusic.com.au

Thanks for supporting live and original music in Australia!



EVENT PARTNERS

Airlie Beach Festival of Music	Bricklane Brewing Co
Jimmy's Entertainment	Airlie Events
cherrie hughes social media & photography	Slinky Links - Airlie Beach
KB Designs	Soulful Entertainment
Footstomp Music	Big Apachee
Anthem Touring & Entertainment	Swamp House Photography
The Wickham Park Hotel Newcastle	
Rhythm & Vision Sunshine Coast	The Jack Hotel - Cairns
The Suffolk Park Hotel Motel Byron Bay	The Metropolitan Hotel - Mackay
Music View TV Cairns	The Studio Hutch - Cairns
The Royal Darwin Show	Whitsunday Transit Coaches
Kings Beach Tavern - Sunshine Coast	LNL Entertainment Brisbane
Why is your name not here?	<i>You are missing out on the chance to work with hundreds of upcoming bands.</i>

PASSPORT TO AIRLIE WINNERS SNAPSHOT

Year	Bands	Regions	Showcase Finalist
2022	340 + Artists & Bands	8 Darwin, Cairns, Mackay, Sunshine Coast, Brisbane, Byron Bay, Newcastle, Melbourne	Perry Street Park Brisbane
2021	180 Artists & Bands	7 - Darwin, Cairns, Mackay, Brisbane, Byron Bay*, Newcastle*, Melbourne* * Unable to attend finals due to COVID travel restrictions	Mardi Wilson Brisbane
2020	Events cancelled due to COVID		
2019	300+ Artists & Bands	13 Cairns, Townsville, Mackay, Sunshine Coast, Brisbane, Gold Coast, Byron Bay, Newcastle, Sydney, Illawarra, Melbourne, Adelaide, Darwin	Lash78 Melbourne
2018	230 + Artists & Bands	12 Cairns, Townsville, Mackay, Sunshine Coast, bands Brisbane, Gold Coast, Toowoomba, Nimbin, Newcastle, Sydney, Illawarra, Melbourne, Darwin	KAYSO GRANDE Brisbane
2017	200+ Artists & Bands	15 - Cairns, Townsville, Airlie Beach, Mackay, Rockhampton, Sunshine Coast, Brisbane, Gold Coast, Newcastle, Tamworth, Melbourne, Toowoomba, Nimbin, Adelaide, Darwin	The Wayward Suns Gold Coast
2016	180 + Artists & Bands	11 - Cairns, Townsville, Airlie Beach, Mackay, Tim Griffin - Townsville Rockhampton, Sunshine Coast, Brisbane, Gold Coast, Newcastle, Tamworth, Melbourne	Venom Lips Newcastle
2015	150 + Artists & Bands	11 - Cairns, Townsville, Airlie Beach, Mackay, Rockhampton, Sunshine Coast, Brisbane, Gold Coast, Newcastle, Tamworth, Melbourne	Ivori Gold Coast
2014	95 + Artists & Bands	9 - Cairns, Townsville, Airlie Beach, Mackay, Rockhampton, Sunshine Coast, Brisbane, Gold Coast, Newcastle	The Natural Culture Melbourne
2013	Est.2013 50+	8 - Cairns, Townsville, Airlie Beach, Mackay, Rockhampton, Sunshine Coast, Brisbane, Gold Coast	Sam Maddison Rockhampton

HOW ARTISTS APPLY

1. Artists need to read the Terms & Conditions before entering to ensure that they eligible.
2. Fill in the Artists Online Registration form at <https://airliebeachfestivalofmusic.com.au/passport-to-airlie/>
3. Be sure to upload clear photos of you or your band as well as either music videos (YouTube/ Vimeo) and/or audio (SoundCloud) so that we can listen to your music. YouTube, Vimeo and SoundCloud are also free for artists to join.
4. All applications will be reviewed to ensure their suitability for the Festival and if selected you will be notified which event you have been slotted into and forwarded an information pack. Unfortunately no guarantees can be given to artists wanting to perform at a certain event or time.
5. If you have an EPK we would love to use that - Include a link in the bio -

BURSARY FOR EACH REGIONAL REPRESENTATIVE

4 Nights Accommodation in Airlie Beach for up to 5 members	\$1200
3 Day VIP Festival Passes (includes Food & Alcohol)	\$1000 per band member
Performance fee (the regional representatives act will be required to perform up to 4 x 1.5hr sets over the 3 days in Airlie Beach during the festival)	\$1000
Spot on Music Live TV	Invite Only

THE OVERALL WINNER FROM THE ABFOM SHOWCASE FINAL

Invite to perform in THE BIG TENT for AIRLIE BEACH FESTIVAL OF MUSIC 2022 including YOUR NAME on the BILL & MERCH!	PRICELESS Except for the below \$\$'s
4 Nights Accommodation in Airlie Beach	\$1200
3 Day VIP Festival Passes (includes Food & Alcohol)	\$1000 / band member
Performance fee (the regional representatives act will be required to perform up to 4 x 1.5hr sets over the 3 days in Airlie Beach during the festival)	\$1000

Full Terms & Conditions Passport To Airlie 2023 v5 as as 22.3.2023

The event is open to all solo artists, duos and bands with no more than 5 members, that meet the following event requirements:

- 1 All applicants must be 18+ at the time of the finals in November to be eligible to enter.
- 2 Each registered act will be required to perform up to 30 minute set at the events. Actual set length will be advised closer to events date but will not exceed 30 minutes. You may be asked to perform a set twice or another 30min set with the same requirements.
- 3 Each set must contain a minimum of 3 original songs in the Event (5 songs in total)
- 4 No backing tracks are to be used. Looping will be live & not recorded. Samples are to be approved by hosts.
- 5 Applicants invited to the finals will be required to have a 90 minute set with at least half the set to be original songs. The finalists will be required to perform this set up of 4 times and at the Showcase event on Thursday 9 November at the Airlie Beach Festival of Music.
- 6 Event is open to most genres excluding metalcore and deathcore.
- 7 All acts are only able to compete as part of one Passport To Airlie regional event per year.
- 8 Previous years regional participants are encouraged to enter again.
- 9 Previous National winners cannot compete again for the following year, but after that they are welcome to re-enter the event.
- 10 Any performer that may be part of a band already on the ABFOM bill must place the Passport To Airlie sets as priority. It is their responsibility to ensure that the billed act fulfils its commitments.
- 11 An act already booked to play on the bill cannot enter Passport To Airlie as that Act.
- 12 All acts are required to be at the venue an hour prior to the start of the event. At this point, their names and performance times will be drawn out of a hat and participants will be required to read the notes on participating in the event.
- 13 All participating acts on the day/night are required to remain at the event until the regional representative is announced to show support for your fellow artists performing on the day/night.
- 14 PA is supplied by the venues. If instructed bands may likely need to use the backline supplied to avoid issues with change over, though having theirs available would be advisable.
- 15 Acts must confirm they are available to compete in the regional finals.
- 16 Acts must use same line-up/band members that performed in their regional heat events should they make it through to the finals.
- 17 The winning act **MUST** be willing and able to perform up to 5 shows at the Airlie Beach Festival of Music during Thursday 9 Nov, Friday 10, Saturday 11 & Sunday 12 November 2023. Winning artists failing to do so will forfeit their prize. Applicants will be required to sign a contract that commits them to sets at the Festival.
- 18 Bands **MUST** arrive in the morning of Thursday 9 November 2023.
- 19 Transfers to Airlie Beach for event regional representatives are not included. Transfers from Whitsunday Airport can be arranged.
- 20 Bands must have no more than 5 members.
- 21 Bands must commit to advertising their involvement with the event and encourage fans, friends and family to support the event and finals wherever they can.
- 22 All applicants consent to their images and images containing them to be used to promote the Airlie Beach Festival of Music and all Passport To Airlie events. This includes dispersal to media outlets. Full Photographer credits will be given wherever possible.
- 23 The act that successfully attains the bursaries consents to audio being used to promote their winning and or promote Passport to Airlie, with full credit given as well as links on where to purchase the song.
- 24 \$1000 performance fee for the regional representatives to be paid upon invoice after the festival.