



Queensland
Country
TOURISM

Event Membership 2025

Event Membership

QCT offers Event Membership to all event organisers in our region.

Event membership retails at **\$300 + GST** and includes:

- *Regular industry newsletters*
- *Bimonthly event newsletters*
- *Lobbying and advocacy support (State and Federal Government), including Letters of Support*
- *Possible inclusion in QCT media release prior to your event, at our discretion*
- *Opportunity to participate in event marketing packages*
- *Opportunity to participate and provide prizes for consumer facing competitions to assist in promoting your event and the Queensland Country region*
- *Promotion of your event in the 'What's on this week' online*
- *Opportunity to advertise in the QCT visitor guide, produced every 12 months.*
- *Possibility for QCT staff to attend your event for an on-site familiarisation subject to staff availability (tickets required to be supplied by event).*
- *Advice on Queensland Destination Events Program (QDEP) applications*
- *Access to the QCT image library. Images are supplied to assist in promoting the destination.*
- *Access to QCT region specific statistics, visitor data, visitor persona traits and behavioural data, giving you the tools you need to inform your strategic direction and marketing activities for your event.*

Contact Us

For more information or to start your membership contact QCT via **cassidy@queenslandcountrytourism.com.au** or **membership@queenslandcountrytourism.com.au**

Overview

Event tourism provides substantial economic benefits to the Queensland Country region. Events are a key focus area for Queensland Country Tourism (QCT), as events bring hundreds of thousands of visitors, contribute to the local economy and enhance the profile of our region. QCT aims to foster relationships with events throughout our region, helping to identify key growth opportunities by sharing our knowledge of the broader tourism industry.

To assist events with promotion, QCT undertakes digital-focused marketing efforts, with a content marketing strategy that uses media assets including Social Media, eNewsletters and our website: queenslandcountry.com.au.

QCT is proud to invite co-op event marketing partners to leverage its large digital audience, through organic content and paid promotion via Meta (social media) advertising to assist in driving ticket sales and raising awareness of your event.

Our event marketing packages have been designed to include events of different sizes and categories, building awareness and preference for the destination. QCT uses data and high-level insights to help us better understand visitors and guide our targeted digital marketing approach.

Joint Advertising Opportunity

What are the marketing goals you would like to achieve?

QCT's Marketing Team offers a number of support options to leverage your event marketing budget by tapping into our knowledge and wide range of marketing assets. Services we can provide are split across multiple modules, with events able to select the modules most relevant to their marketing goals.

Not sure what would work best for you? Reach out to QCT's marketing team for their guidance on which module will allow your event to reach its goals.



Joint Advertising Opportunity

Module A Social Media

Module A: **From \$700 + GST**

- Organic Social Media story on QC's social pages (Facebook and Instagram) 1x pre-event
 - Story 4 – 6 slides in length
- Paid social media ad across Facebook and Instagram
 - Guaranteed total ad spend from \$300 (budget can be increased at event organiser's request)
 - Maximum of 2 rounds of free changes per paid ad
 - Paid ads driving to your ATDW Event listing on QC's website
 - Audience tailored to your event
- Paid advertising with targeted messaging to our key audience segments will encourage consumers to click through to the Queensland Country website to view the event.

SOCIAL MEDIA 120,000+ followers

Module B EDM

Module B: **\$300 + GST**

- Consumer eDM event feature x 1
 - Editorial paragraph with 1 image specific to the event within QC fortnightly EDM
 - Limited availability. Send date at QCT's discretion
 - Feature will link to event's ATDW listing on QC's website
- This module can only be purchased in addition to Module A.

EDM 50,000+ subscribers

Module C QC Website

Module C: **\$400 + GST**

- Event featured as hero image on relevant LGA [What's On, on the Events webpage](#) (2 week feature, subject to availability)
- Featured event listing in [Country Top Picks, on the Events webpage](#) (2 week feature)
- Featured event listing in [Upcoming Events, on QC home page](#)
- This module can only be purchased in addition to Module A.

WEBSITE 50,000 unique monthly visitors

Joint Advertising Opportunity

Module D Photography

Module D: **Price on enquiry**

- Photography
 - 5 hours and up to 20 hero images from the event by a professional event photographer QCT organises
- Videography
 - One feature video (co-branded) for social media purposes up to 1 minute by a professional event videographer QCT organises
- Price will be quoted per individual event
- This module can only be purchased in addition to Module A

Module E Data

Module E: **Price TBC**

- QCT aims to ensure that events are receiving the best and most relevant data possible, as such we are currently re-evaluating our data provider. Data packages for 2025 will be available once this process is finalised.



Terms and Conditions

- To participate in an event marketing package, members must have a current ATDW event listing on the Queensland Country website.
- Event marketing packages are only available on purchase of an event membership with Queensland Country Tourism.
- Queensland Country Tourism takes no responsibility for the content or execution of third-party advertisers in this campaign.
- Advertisers, contractors or consultants must represent a business that is a member of Queensland Country Tourism; or a product of a Queensland Country Tourism member.
- Payment for inclusion in the campaign is within 14 days of invoicing and a 50% deposit must be paid prior to the campaign going live.
- Changes to the marketing schedule due to environmental and market conditions outside of our control may be made at any time at the discretion of Queensland Country Tourism.
- Lack of compliance with any of these requirements may result in the cease of advertisement.
- If Queensland Country Tourism staff members are attending the event, complimentary tickets must be provided.
- If a photography or videography package is purchased, QCT will retain a copy of the content for marketing purposes.

Advertisement Content Terms & Conditions



- Queensland Country Tourism has full editorial control over the content of this campaign, including tone of voice, image selection, copy style and length.
- All advertisements will link to the event's ATDW listing on the Queensland Country website.
- A maximum of two rounds of free changes will be permitted for social media paid ads, any additional changes will incur a \$50 + gst fee.
- Advertising must not be false, misleading, deceptive, or exaggerated about the event being marketed, or negative about another member's product or service.
- Advertisements must not feature or link to a site which refers to any other business that is, or likely to be, a competitor of Queensland Country Tourism
- Paid social media ads will include the tagging of the event's Facebook page only.
- Requirements of sponsorship obligations must be disclosed before commencement of marketing package.