



2026 & 2027 FESTIVALS

PARTNERSHIP

PROSPECTUS

**Love Letter to Queensland
Whitsundays Literary Heart Awards
Whitsundays Writers Festival**

2026 & 2027 FESTIVALS
AIRLIE BEACH, QUEENSLAND



Welcome from the Festival Director

The Whitsundays Writers Festival was a story waiting to be told.

In 2024, after a seven-year hiatus, the festival has grown into a nationally recognised cultural event and a hub for regional creative activity attracting authors, readers, and partners from across the country.

Our 2024 and 2025 festivals delivered sold-out sessions, national media coverage, and a regional and national audience of engaged, high-value consumers. These results show that partnering with our festival is more than feel good philanthropy – it's strategic engagement in a trusted, prestigious environment.

Looking ahead to 2026 and 2027, we are offering exclusive two-year partnerships that puts you at the heart of one of Northern Queensland's most celebrated cultural events.

This is your opportunity to maximise visibility, strengthen community connections, and align with creativity, cultural, and community leadership.

Take a headline role in a festival that celebrates writers, readers, and the vibrant literary life of the Whitsundays — and let you be part of the story.

A handwritten signature in black ink that reads "Richard". The script is fluid and cursive, with a long, sweeping tail on the letter 'd'.

Richard Evans

2026 & 2027 Festival Director

Whitsundays Writers Festival President

About the Festival

The Whitsundays Writers Festival is a vibrant, community-driven celebration of storytelling, bringing together writers and readers to connect and share the magic of words.

By showcasing Queensland and Australian authors, the festival honours the art of writing, celebrates local stories, and fosters a thriving literary culture in the region.

It's a place to discover, engage, and be part of the stories that shape our community.

2026 Event

When: 11am-4:30pm Sunday 13 September 2026

Where: Whitsunday Marine Club, 7 Altmann Avenue, Cannonvale

The 2026 festival event is a day dedicated to local authors, local stories, and the readers who bring them to life. The program will focus on how stories are made — examining writing practice, creative process, and the reader experience.

Program highlights include two discussion panels, a keynote presentation, author readings, Whitsundays Literary Heart Award winner presentations, and Stories by the Sea – a lively free community book buy and swap event.

2027 Festival

From 2027, the **Whitsundays Writers Festival** will be an annual two-day literary celebration, featuring an expanded program of workshops, acclaimed authors and fan favourite conversations, the **Love Letter to Queensland** community writing competition and special event, the **Whitsundays Literary Heart Awards**, the **From the Heart keynote**, book buy and swap, poetry readings, and more.

The Whitsundays Writers Festival is committed to accessibility, fostering community participation across all ages, and supporting the long-term growth of literary culture in the region.

Our aim is to host low-price ticketed events and free community experiences. Your sponsorship directly helps us deliver high-quality events that showcase local creative talent, celebrate youth achievement, and inspire a lifelong love of reading and storytelling.

The Whitsundays Writers Festival is led by:

- **Richard Evans**, author of nine political thrillers, as President and Festival Director.
- **Cait Fleming**, Secretary and Strategy and Marketing Lead.
- **Dr Julia Evans**, publishing services consultant, as Treasurer and Operational Lead

They are supported by an Advisory Group of local authors, community leaders, and representatives from regional libraries and schools.





Why partner with the Whitsundays Writers Festival?

Targeted Audience

Connect with a highly engaged audience of readers, writers, educators, creatives, and families, including loyal locals, interstate visitors, and repeat attendees.

Alignment

Position your brand alongside creativity, education, literacy, and regional excellence — values that resonate deeply with the community.

Local Impact

Your support helps showcase local authors, emerging writers, and young creatives — giving them the recognition and platform they deserve.

Meaningful Visibility

Sponsors are featured across festival promotions, on-site activations, program materials, and national media coverage.

Community Goodwill

As an accessible, low-cost entry cultural event, the festival generates strong social return on investment and genuine community goodwill.

Cultural Legacy

Your sponsorship contributes to the long-term growth of a respected regional literary festival with increasing state and national recognition.



MAJOR FESTIVAL PARTNER

for 2026 & 2027

Benefits & Inclusions

As the Festival's Major Partner, you will receive:

- **Exclusive Recognition:** Major Partner status for the 2026 and 2027 festivals.
- **Comprehensive Visibility:** Inclusion across the festival's national, Queensland, and regional marketing campaigns, including social media, eNewsletters, website presence, media releases, articles, and features.
- **Priority Placement:** Approved use of your logo on the festival website, printed program, and signage.
- **Print Advertising:** Two full-page advertisements in the Mackay and Whitsunday Life festival features in 2026 and 2027 (valued at \$1,400 + GST).
- **Acknowledgement:** Recognition by the MC throughout the festival.
- **Presentation Opportunity:** One short presentation or address during a festival session.
- **VIP Engagement:** Personal introductions and social media opportunities with festival speakers and VIP guests.
- **Event Activation:** Production of three pull-up banners, plus the provision of marketing collateral and merchandise at all festival events.
- **VIP Access:** Five (5) tickets to all festival events. Unallocated tickets can be returned to a pool of complimentary tickets for the community.

Investment: \$10,000 + GST covering both 2026 and 2027, one single payment for the full two-year term.

Why become our Major Festival Partner?

- Direct alignment with high-profile literary talent and respected cultural programming.
- Engagement with a discerning, influential audience.
- Amplified visibility through regional, state, and national media.
- Tangible demonstration of commitment to arts, literacy, and community development.
- Opportunity for experiential engagement with festival attendees, speakers, and VIP guests.



MAJOR AWARD PARTNER

for 2026 & 2027

**Investment: \$5,000 + GST
covering both 2026 and 2027,
one single payment for the
full two-year term.**

Benefits & Inclusions

As the Heart Award's Partner, you will receive:

- **Exclusive Recognition:** Major Partner status for the Whitsundays Literary Heart Awards for 2026 and 2027.
- **Comprehensive Visibility:** Inclusion across the award's program national, Queensland, and regional marketing campaigns, including social media, eNewsletters, website presence, media releases, articles, and features.
- **Priority Placement:** Logo displayed on festival and Heart Award webpages, event signage, award certificates, and in the Heart Awards publication.
- **Print Advertising:** Two half-page advertisements in the Mackay and Whitsunday Life festival features in 2026 and 2027 (valued at \$900 + GST).
- **Acknowledgement:** Recognition by the MC throughout the Festival Heart Awards event.
- **Presentation Opportunity:** One short presentation or address during the Heart Award presentations.
- **Event Activation:** Two approved pull-up banners, plus opportunity to distribute marketing collateral and merchandise at festival events and the Heart Awards events.
- **VIP Access:** Five (5) tickets to all festival events, including award ceremonies. Unallocated tickets can be returned to a pool of complimentary tickets for the community.

The **Whitsundays Literary Heart Awards** are a signature feature of the festival, celebrating excellence in writing and literary creativity across Australia. These awards provide a unique opportunity for all writers — published or unpublished, emerging, or established — to have their work recognised and rewarded.

2026 Awards

- Short Story (Adult Writers & Under 18s)
- Poetry Prize

2027 Awards

- Gloria Burley Award for Unpublished Manuscript
- Published Book Cover Design
- Short Story (Adult Writers & Under 18s)
- Poetry Prize

Commencing 2027, the festival will curate a **Whitsundays Literary Heart Awards publication** featuring short stories and poetry, distributed as an eBook and paperback, and promoted nationally and internationally, providing ongoing recognition for the awards partner.

Why become our Major Awards Partner?

Partnering with the Heart Awards links you to:

- Prestigious national visibility in supporting excellence in writing and literary craft.
- Support for emerging and established Australian writers.
- A curated, annual publication with ongoing recognition.
- Cultural leadership and community engagement in the Whitsundays.



FESTIVAL PARTNER

for 2026 & 2027

Investment: \$5,000 + GST
covering both 2026 and 2027,
one single payment for the
full two-year term.

Benefits & Inclusions

As a Festival Partner, you will receive:

- **Recognition:** Partner status for the 2026 and 2027 festivals.
- **Visibility:** Inclusion in festival social media posts, eNewsletters, website, and selected media campaigns.
- **Placement:** Logo displayed on festival website, printed program, and event signage.
- **Print Advertising:** Two quarter-page advertisements in the *Mackay and Whitsunday Life* festival features in 2026 and 2027 (valued at \$500 + GST).
- **Acknowledgement:** Recognition by the MC throughout the festival.
- **Event Activation:** One approved pull-up banner, plus opportunity to distribute marketing collateral and merchandise at festival events.
- **Engagement:** Personal introductions to festival speakers and VIP guests.
- **VIP Access:** Five (5) tickets to all festival events. Unallocated tickets can be returned to a pool of complimentary tickets for the community.

Why become our Festival Partner?

The Festival Partners tier offers high-profile association with the Whitsundays Writers Festival, delivering strong visibility, community alignment, and direct access to engaged audiences of readers, writers, and cultural enthusiasts.

Ideal for organisations seeking recognition in the arts and literary sector, this tier provides opportunities to showcase yourself across festival channels.



COMMUNITY PARTNER

for 2026

Investment: \$1,500 + GST

Benefits & Inclusions

As a Community Partner, you will receive:

- **Visibility:** Inclusion in festival social media posts, eNewsletters, website, and selected media campaigns.
- **Placement:** Logo displayed on festival website, printed program, and event signage.
- **Print Advertising:** One quarter-page advertisement in the Mackay and Whitsunday Life festival features in 2026 (valued at \$250 + GST).
- **Acknowledgement:** Recognition by the MC during opening and closing remarks.
- **Event Activation:** One approved pull-up banner, plus opportunity to distribute marketing collateral and merchandise at festival events.
- **Engagement:** Personal introductions to festival speakers and VIP guests.
- **VIP Access:** Two (2) tickets to all festival events. Unallocated tickets can be returned to a pool of complimentary tickets for the community.

Why become our Community Partner?

The Community Partner tier is designed for philanthropists, businesses, and organisations seeking meaningful support of the arts, literacy, and the Whitsundays community.

Ideal for local businesses, professional services, and community groups, this tier offers accessible visibility alongside award-winning authors and regional cultural programming, demonstrating your commitment to nurturing local culture and creativity.



FRIEND OF THE FESTIVAL

for 2026

Investment: \$500 + GST as a cash contribution or in-kind goods, services, or vouchers to equivalent value.

Benefits & Inclusions

As a Friend of the Festival, you will receive:

- **Recognition & Visibility:** Acknowledgement across festival communication channels, including website, social media, and eNewsletters.
- **Placement:** Approved use of logo or name on the festival website, and printed program.
- **Print Advertising (optional):** One sixth-page advertisement in the Mackay and Whitsunday Life 2026 festival feature (valued at \$180 + GST).
- **Event Activation:** Opportunity to provide marketing collateral or merchandise at festival events.
- **VIP Access:** Two (2) tickets to the 2026 festival event. Unallocated tickets can be returned to a pool of complimentary tickets for the community.

Why become a Friend of the Festival?

Support local and regional writers, contribute to the growth of literary culture in the Whitsundays, and align yourself with a positive, community-driven arts initiative.

This tier is perfect for individuals or organisations seeking accessible ways to demonstrate community leadership and support a respected regional literary festival.



CONTACT US

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Cait Fleming

SECRETARY & STRATEGY AND MARKETING LEAD

Dr Julia Evans

TREASURER & OPERATIONS LEAD