



City of Karratha Regional Sponsor

The Karijini Experience welcomes the opportunity to partner with the City of Karratha as a Regional Sponsor in 2025.

Event Overview

The Karijini Experience provides a diverse and inclusive program of authentic, high-quality arts and cultural experiences designed to connect people to the Homeland of the Banjima people and the breath-taking landscape of Karijini National Park.

Reflecting its guiding principles of aboriginal culture, environment, enrichment, rejuvenation and learning, the program features renowned artists, high quality emerging performers and grass roots experiences with local Traditional Owners – the Banjima People.

Although rated as Western Australia's second most iconic destination, Karijini National Park lacks the same level of recognition as the Kimberley, Uluru, the Great Barrier Reef and Blue Mountains. And yet, it is the second largest National Park in WA and offers visitors some of the most spectacular sights and experiences that can be found within the Pilbara and indeed all of Australia. It is considered to be one of Australia's best-kept secrets.

Research suggests that events like The Karijini Experience provide a great anchor for attracting tourists to the state.

While the destination is always available, having a time limited event encourages visitors to take advantage of this opportunity and visit the place during the event.

In addition, it is underpinned by local need, which is amply demonstrated by the overwhelming support for the event in local attendance and the commitment by the volunteers and in-kind contributors from the inland Pilbara communities.

The increase in attendance each year since its inception indicates that the Karijini Experience draws more people to the region which in turn has a positive economic impact on the Inland Pilbara.

We are committed to measuring environmental, cultural, social and economic success that we believe is activated by The Karijini Experience.

Karijini National Park, Banjima Drive, Karijini

Main Site – The Village at the Karijini Airstrip

<https://www.karijiniexperience.com/>

The package offered provides promotion and awareness with significant exposure across media platforms with privileges across the event program.

Regional Sponsor Branding

- Named as a Regional Sponsor of The Karijini Experience with branding available for the organisation's marketing.
- Verbal acknowledgement at key events.
- Right to present at one event / activation as mutually agreed.
- Branding included with selected marketing media.

Branding and Marketing:

- Logo / name included in event marketing – print and electronic.
- Logo included on event website with link.
- Logo included on event ENewsletter.
- A minimum of two banners in the ENewsletter.
- One feature in event ENewsletter (content supplied by sponsor).
- One Facebook post (content supplied by sponsor).
- One Instagram post (content supplied by sponsor).

Onsite Branding:

- Logo included with event sponsor banner.
- Logo / name included in event printed program.
- Right to place own promotional banners within the event activations.

Promotions:

- Display or activations at The Village.

Hospitality:

An exceptional hospitality experience will be offered according to the objectives of the organisation and presented for key personnel or partners to attend the event.

- Many of the events are free to attend, additionally we will provide:
- Attendance to the the opening event, Welcome to Country & Barlgabi.
- Two tickets to one of the Karijini Dining Experiences at Dales Gorge.
- Two tickets as agreed to the Banjima led Bush Tours.
- Four tickets to the major concert with food and drink package – Yurlu Lounge.

Special Promotion – Karratha, the Karijini Experience Holiday Gateway:

- Karratha to be promoted as the Karijini Experience Holiday Gateway.
- People will be encouraged to fly into Karratha as part of the overall regional visit.
- People will be encouraged to take up pre and post event accommodation options.
- Tours and travel / accommodation options will be included on the website. The City of Karratha to provide input for options.
- Post event research will be conducted to determine visitation and regional access. Questions for the survey will be reviewed with the City of Karratha.

Economic Opportunities and Impact:

Businesses and organisations within the City of Karratha will be included in the spend and quote options for the event and include but not be limited to:

- Accommodation.
- Freight, transport and hire cars.
- On site support for equipment including generators, lighting, site buildings, toilets, AV, etc.
- Catering.
- Entertainment.
- On site consumables.
- Contractors, staff and employment.

Benefits for this will be commercially driven.

In the past two years economic impact for local business has been \$46,000 to \$60,000. A similar target is expected for 2025.

Optional Inclusions:

The organisers wish to present a full immersion involvement with partners and welcome further discussions to maximise participation and exposure.

Full event report presented on completion of the 2025 Karijini Experience.

Cost of Sponsorship for 2025: \$15,000 plus GST



Richard Campbell
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Event Manager, Karijini Experience

City of Karratha