

Major Events Sponsorship and Attraction Program

Macro Music - Tones and I Concert

Presented by

Louis Calitz – Coordinator Economic Development
Development Services

October 2026



Background

The artist conducted a viral social media campaign in January 2026 offering the winning town a \$10 community concert

Karratha was unsuccessful, with the community concert being held in Ingham, Queensland in February 2026.

The campaign demonstrated community support, leading to Karratha being included in the artists 2027 WA Tour



Proposal

All ages community concert

Wednesday 10th March 2027
at the Red Earth Arts
Precinct Amphitheatre



Internationally Renowned Artist

Tones and I has won multiple ARIA awards, sold multiple platinum records and been streamed over 12bil times on Spotify



\$50k MESAP sponsorship

Including \$43,800 cash component and \$6,200 in-kind sponsorship



Destination Branding & Promotion

The artist will be available for community activations and promotional content generation during their visit, providing the opportunity to promote Karratha as a tourism and event destination.



Benefits

Entertainment Access

Provides a family-friendly entertainment experience that enhances community liveability and strengthens Karratha's appeal as a place to live and work.



Community Interest

Meets the strong community interest demonstrated through the artist's earlier social media campaign, despite Karratha being unsuccessful.



Place Promotion

Provides opportunities to leverage the artist's visit to increase awareness of Karratha and generate broader economic development, community and media exposure outcomes beyond the concert itself.



Return on investment

Projected to generate between \$600k - \$1mil in economic activity, representing a strong return to the local economy of \$10 - \$16 for every \$1 invested by the City



For more information:

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