

# Your invitation to sponsor



The Granite Belt Art and Craft Trail  
Open Studio Event  
'GBART' 2023

# Opportunity awaits...

It is 2023 and the fabulous Granite Belt Art Trail (GBART) is set for another successful array of local artisans and engaging workshops. The October 3-day event highlights the cultural diversity and talent of the region whilst promoting the district's hospitality, produce, and natural attractions to 3000+ visitors and,

## YOU ARE INVITED!!!

YOU too can be a part of this investable event, a proven economic driver, that has increased a return from \$60k to \$860K since 2019 (Source: SDRC economic impact, Southern Downs economy)



## What is GBART about?

It is an engagement event that

- Instils community wellbeing
- Encourages inclusiveness
- Promotes identity
- Reduces isolation
- Attracts visitors (intra/interstate and international)
- Instils a sense of achievement in participants

## Who is GBART for?

- For everyone young, old and in between
- For all abilities
- For those who want to have a go, to learn, try something new or meet the makers
- For those who want to indulge their passion or to have fun

GBART is also 'for' the Granite Belt and Southern Downs communities, with an objective to further establish the region as a 'must visit' cultural destination



and **your partnership** will help us achieve this...



Artisan: Norman Clayton en plein air at the Red Bridge along Quart Pot Creek, Stanthorpe.

## Where is GBART?

- Primarily located in Stanthorpe, Qld
- Encompassing the town and surrounding areas
- Previous years have incorporated 17+ hosting venues from Dalveen to the north, Wallangarra in the South, and West to Amiens
- Famed for its granite outcrops, wildflowers, orchards, vineyards and wineries, the Granite Belt is a proven destination that culturally inspires

## When is GBART?



GBART is a bi-annual event that is held...

- in odd-numbered years
- the last weekend of October
  - during wildflower season
  - over 3 days

Save the dates and if required book your [accommodation](#) now!

**Friday, 27<sup>th</sup>,**  
**Saturday 28<sup>th</sup>**  
**Sunday 29<sup>th</sup>**  
**October 2023.**

You too CAN become part of the  
GBART adventure...

# What happens at GBART?

- GBART is an engagement event; not a display, so expect to get involved
- A 'YES I CAN' event to have a go; learn a new skill
- GBART takes the Creative Arts to the people
- hands on; meet the artisan
- It showcases the quintessential to the quirky, the banal to the whimsical
- Artisans and workshops interact with patrons of local cafes, wineries, studios, breweries and cideries
- each year is different to encourage participation
- It is a 'design your own' creative, cultural adventure



## GBART 2023 is shaping up to be bigger and better. Plans include –

- March 01 - Artisan applications (and booklet advertising) opens.
- April 30 - Applications close.
- May-June - Booklets are collated and printed
- July - Booklets are distributed to our drive market.
- September-October - Drive Marketing push.
- October 27<sup>th</sup> 28<sup>th</sup> 29<sup>th</sup> - Workshops begin 10am to 4pm Friday until Sunday evening.
- October 27<sup>th</sup> - Friday Opening Night, Teri Welles and Jazzify
- October 28<sup>th</sup> - Saturday Night. Matthew Manahan in Concert.  
Our major fundraiser, previously cancelled in 2021 due to COVID19.

For both evening events – BYO platters/picnics to GBART Central (aka showgrounds Peter Bonner Exhibition Hall) – please buy your drinks there to support Granite Belt Rotary's community work, and help GBART fund the 2025 event.

## GBART costs \$150,000+ to create.

This is spent locally wherever possible. Examples include -

- Booklets and other printing \$15,000
- Core Flute Advertising signs \$4,000 (new for 2023)
- Venue Hire, sound, lighting, staging \$10,000
- Ongoing admin expenses \$10,000
- Marketing and Advertising \$20,000
- Artisan Performance Fees (in accordance with NAVA recommendations) \$15,000

# WHY Sponsor GBART?



- 2020 event attracted 3000 visitors; tripling the 2019 number
- Visitors, inject approx. \$600 per person per day into the economy (ie separate from their GBART budget)
- Visitors chose to stay for the 3-day event; some extending their stay
- Visitors took tours, explored national parks, dined and shopped.
- 2020 GBART generated \$860,000+ for the local economy, a 10-fold increase on 2019

## Sponsorship not your thing? You can still help .....

### Volunteering ....

- Be a GBART Central ‘Greeter’ between 10am and 4pm one, two or 3 days of the event (shifts are usually 4 hours assuming everyone attends as rostered).
- Help out at opening night and/or at The Matthew Manahan Concert on Saturday night
- Help with artisan pack distribution and collection at GBART Central between October 23<sup>rd</sup> and 31<sup>st</sup> (banners are distributed and collected/checked on return)

### In-Kind Support....

- Prizes for raffles “at cost” or “donations” would be gratefully accepted
  - “Art Lover’s Getaway” has been a popular way to quickly increase digital reach for all involved (with donated accommodation and other tourist experiences, drawn 1 Sept 2023).
  - Subscribe to our mailing list and forward our [newsletters](#) to your subscribers; like/follow us on [Facebook](#), Instagram, and comment and share.
  - Display/distribute GBART posters, save the date flyers and booklets at your venue (esp if you have access to our drive market visitors) – we want to give them an incredible reason to visit you (and us) again in October.
  - Waive or discount fees for goods/services
  - Cross-promote – please contact us with any suggestions you have as to how we can co-promote each other (if compatible).
- Pay for an ad in the Booklet (limited space available), separate brochure.
  - Join GBART as a “Friend” [Supporter](#) for \$55.

OR

- Invite your friends up here for an amazing weekend in the beautiful Granite Belt in Spring and take part in GBART 2023!

# Sponsorship Levels:

You can sponsor as a business, an individual or a family.

## \$2,000 Margaret Olley:

- Your logo displayed on printed material i.e. GBART brochures
- Verbal acknowledgement at official GBART events
- Recognition via all GBART social media channels
- Logo placement on signage at main GBART venue
- Opportunity to speak at official opening event

## \$1,000 Fredrick McCubbin:

- Your logo display in printed material i.e. GBART brochures
- Verbal acknowledgement at official GBART events
- Written acknowledgement in related media releases
- Recognition via all GBART social media channels
- Logo placement on signage at main GBART venue

## \$500 Albert Namatjira

- Your logo display in printed material i.e. GBART brochures
- Verbal acknowledgement at official GBART events
- Written acknowledgement in related media releases
- Recognition via all GBART social media channels
- listing on signage at main GBART venue

## \$250 Fiona Hall

- recognition in printed material i.e. GBART brochures
- Verbal acknowledgement at official GBART events
- Recognition via all GBART social media channels
- listing on signage at main GBART venue

## \$200 Albert Tucker

- recognition in printed material i.e. GBART brochures, maps
- Verbal acknowledgement at official GBART events
- listing on signage at main GBART venue

## \$150 Guido van Helten

- recognition in printed material i.e. GBART brochures, maps
- Verbal acknowledgement at official GBART events
- listing on signage at main GBART venue

Any Applications for Sponsorship received after 1 May 2023 can't be acknowledged in the printed booklet, but we can continue to say "thank you" for the rest of the year as outlined above



We invite you to  
Discuss your  
sponsorship options with

Krishna Heffernan

[artisan@gbart.org.au](mailto:artisan@gbart.org.au)

0408 221 771





## A thank you

*From all of us to all of you  
who have supported GBART  
in the previous successful, yet uncertain years,  
we truly value your support then  
as indeed now  
and in future events*