CAPELLA COUNTRY MUSIC FESTIVAL 2027

SPONSORSHIP PROSPECTUS

Country legends, Fresh talent, Community spirit.

4-9 May 2027

Capella Showgrounds, Central Highlands

Capella Country Music Festival

PRESENTED BY CAPELLA COUNTRY MUSIC CLUB INC

0448 438 060 | capellaevents.com.au

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Be part of something unforgettable.

Join us in bringing the heart of country music to life in the Central Highlands

WELCOME TO THE CAPELLA COUNTRY MUSIC FESTIVAL

The Capella Country Music Festival continues to evolve into one of Queensland's most-loved regional music events.

Now going into its ninth year*, the festival has become a cornerstone of the Eastern Australian Country Music Trail, drawing loyal fans, curious travellers and rising artists to the heart of the Central Highlands.

Each May, our small but mighty town transforms into a hub of laughter, lyrics and legacy, and we're proud to say it's all fuelled by the community that supports us.

WHAT IS NEW IN 2027

This year marks a fresh chapter for the festival. We're introducing a renewed artistic mix and it's about building on what people love while making space for what's next on the country music scene in Australia.

We're also placing greater emphasis on even more inclusive sponsorship. Whether it's $200, $20,000 or in-kind support.

Every contribution matters.

That's the spirit this festival is built on: local generosity, national talent, and shared pride in putting Capella and the Central Highlands on the map.

RECOGNISED FOR IMPACT

The Capella Country Music Festival was nominated for the 2025 Central Highlands Business Excellence Awards. This recognition reflects the hard work of our volunteers, the quality of our programming, and the deep sense of connection the festival creates across our region..

INSIDE THE FESTIVAL EXPERIENCE

The Capella Country Music Festival is a six-day celebration of music, mateship and regional pride. Each May, it draws caravanners, families and fans from across Australia to experience the best of Central Queensland hospitality.

Our stage showcases Australian country talent, from rising artists to seasoned icons, with a packed program of live entertainment, community spirit and country charm.

Festival week features:

- Walk-Up Artist Program & The Chad Morgan Memorial Rising Star Competition
- Two days of headline acts and professional performers
- Bush Poets Breakfast & Traditional Bush Cooking Demos
- Local food stalls, CWA dinners and community-run bars
- Festival merchandise, trade displays and onsite camping

This blend of local spirit and national talent makes Capella the place to be in May.

BUILT BY COMMUNITY, BACKED BY HEART

At its core, the Capella Country Music Festival is powered by volunteers, local families, and regional businesses who believe in what this event brings to town.

Funds raised through the festival directly support:

- Capella Queensland Ambulance Service branch
- Community groups
- Sporting clubs and event volunteers
- Infrastructure improvements and town tourism

We take pride in providing an affordable, fun, family-friendly experience that keeps people coming back year after year.

From Friday night CWA dinners to visitors camping under the stars, this is a festival where everyone belongs.

Whether you're sponsoring as a brand, a business or a proud local, your support helps make all of this possible.

SHARE THE STAGE WITH SOMETHING SPECIAL

Sponsoring the Capella Country Music Festival is more than brand exposure, it's about being part of something people genuinely care about.

Whether you're a local business, regional organisation or national brand, our festival offers a unique opportunity to connect with loyal audiences, drive regional visibility, and show your support for music, tourism and community spirit.

Each year, hundreds of visitors, performers and volunteers come together in Capella for one unforgettable week. As a sponsor, you become part of the story and are recognised not just for what you give, but for what you help make possible.

SPONSORSHIP BENEFITS

As a sponsor, your support will be acknowledged across key festival channels, including:

- Recognition on social media, website and print
- Logo placement on signage and programs
- Mentions in press and community updates
- Sponsor spotlights in our newsletter and VIP tickets

Community Supporters from just $200 are welcome, and in-kind contributions are appreciated.

Every bit helps.

WHO YOU'LL REACH

The Capella Country Music Festival draws a loyal and growing audience from across Queensland and beyond.

From seasoned festivalgoers to first-time visitors, our crowd brings a love of music, travel, and regional culture. Plus they love to support the businesses that support us.

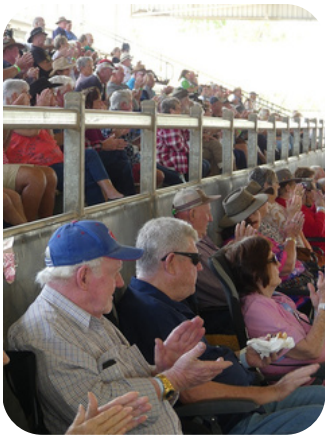
Each year, we welcome hundreds of attendees, with steady year-on-year growth. As the festival continues to build its reputation as a must-stop on the country music trail, so too does the reach and visibility for our sponsors.

FESTIVAL SNAPSHOT

Audience Insights:

- 200–300 tickets sold annually and increasing
- 74% travellers from outside the Central Highlands
- 200+ camping spots booked in advance
- 1,700+ Facebook followers and growing
- Monthly digital reach: 10,000+ across email and socials
- Featured on regional radio channels and festival listings

From printed programs to Facebook shoutouts and signage in the heart of the showgrounds — our sponsors are seen, remembered, and appreciated.



FIND THE RIGHT FIT

We've kept our sponsorship options simple, flexible, and focused on impact. Whether you're a major partner or just getting involved for the first time, there's a place for you in the Capella Country Music Festival family.

Each tier includes brand recognition, community goodwill, and opportunities to connect directly with our audience.

SPONSORSHIP BENEFITS

TIER	CONTRIBUTION	INCLUSIONS
Major Sponsor	$5,000+	Premium logo placement, signage, newsletter feature, VIP access
Festival Friend	$1,000+	Standard logo inclusion, social mentions, printed program listing
Community Supporter	$200+	Name listed in program & website, social thank-you post

In-kind contributions are also welcome and will be matched to the closest tier where possible.

ALL SPONSORS RECEIVE

- Recognition in festival marketing (website, socials, print)
- Logo or name included in printed materials and on-site signage
- Invitation to networking opportunities during the festival
- Public acknowledgment and thanks during the event

MORE THAN MUSIC

When you sponsor the Capella Country Music Festival, you're not just backing an event, you're investing in a vibrant, resilient regional community.

Your support helps us:

- Keep ticket prices affordable for families
- Attract top talent to a rural stage
- Provide genuine fundraising opportunities for local groups
- Create unforgettable memories for people of all ages

This isn't just a festival. It's a platform for pride, connection, and community celebration and your contribution makes it possible.

OUR THANKS TO YOU

To every business, individual, and organisation who has stood behind us - thank you!

From the volunteers who set up arena at dawn, to the sponsors who fund the spotlight, this event is built on collective heart and effort.

We look forward to growing the festival with new partners who share our vision for music, mateship and meaningful regional impact.

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