

BE PART OF THE ADVENTURE

Highlands BushFest showcases the very best of the Central Highlands outdoors – from fishing, boating, camping and hunting to four-wheel driving, bush skills and the landscapes that bring it all together.

Following a period of significant reinvigoration, the Festival has experienced strong year-on-year growth since 2023, with approximately 7,000 visitors attending in 2025, our largest event to date. BushFest now attracts a highly engaged audience from across Tasmania and interstate, drawn by a shared passion for outdoor recreation and adventure.

What sets BushFest apart is the quality and intent of the audience. These are people who actively participate in outdoor activities, invest in gear, and value practical, hands-on experiences creating meaningful opportunities for partner engagement.

With minimal promotional clutter, strong dwell time, and a program built around demonstrations, interaction and real-world skills, BushFest offers partners the opportunity to connect with audiences in a genuine and memorable way.

For organisations looking to engage directly with Tasmania's outdoor community, BushFest provides a clear, authentic and highly aligned platform.

MAJOR SPONSOR - POA

This package includes the following:

- » Acknowledgement in all media advertising as the MAJOR PARTNER.
- » Interview with our Festival MC, Tubes, Triple MMM Breakfast Show host.
- » Acknowledgement on the Central Highlands Council website and social media, as well as on the dedicated Highlands Bushfest social channels with links back to your homepage.
- » Recognition as the Major Partner throughout the two-day event.
- » Company logo featured in all printed and digital program, with a link to your homepage in the digital version.
- » Naming rights to the Hospitality Tent.
- » Choice of any sized free site to help you to interact and engage with the community and strengthen customer loyalty.
- » Invitation to participate in Highlands Bushfest 2026 media launch with Destination Southern Tasmania

PLATINUM SPONSOR - \$7,500

This package includes the following:

- » Acknowledgement in all media advertising.
- » Recognition as a major sponsor throughout the two-day event, with on-ground promotion.
- » Your logo included in event program.
- » Acknowledgement on the Central Highlands Council website and social media, along with dedicated Highlands Bushfest social channels.
- » Choice of any sized free site.

GOLD SPONSOR - \$5,500

This package includes the following:

- » A free site for displaying your products and/or services.
- » Acknowledgement in media advertising.
- » Recognition as a sponsor throughout the two-day event.
- » Your logo included in event program.
- » Acknowledgement on the Central Highlands Council website and social media, along with dedicated Highlands Bushfest social channels.

SILVER SPONSOR - \$2,500

This package includes the following:

- » Acknowledgement in media advertising.
- » Acknowledgement on the Central Highlands Council website and social media, as well as on dedicated Highlands Bushfest channels.
- » Recognition as a sponsor throughout the two-day event.
- » Your logo included in event program.

BRONZE SPONSOR - \$1,500

This package includes the following:

- » Acknowledgement in media advertising and on social media.
- » Recognition as a sponsor throughout the two-day event.
- » Acknowledgement in event program.
- » Acknowledgement on the Central Highlands Council website and social media, along with dedicated Highlands Bushfest channels.

BUSHFEST SPONSOR - \$550

This package includes the following:

- » Acknowledgement in media advertising and on social media.
- » Acknowledgement in event program.
- » Acknowledgement on the Central Highlands Council website and social media, as well as on dedicated Highlands Bushfest channels.

We encourage all sponsors to share their involvement using #HighlandsBushfest and #HighlandsBushfest2026, and to jump into the conversation across the Festival's social channels.

Our sponsorship packages are flexible and can be shaped to suit the goals and ideas of each partner (* inc GST).



CONTACT HIGHLANDS BUSHFEST

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