

DRIVE QUEENSLAND PARTNERSHIP PACKAGES 2023/2024

# PARTNER WITH DRIVE QUEENSLAND

— *today!* —



**DRIVE**  
QUEENSLAND

[drivequeensland.com](http://drivequeensland.com) | [drive@drivequeensland.com](mailto:drive@drivequeensland.com)



## Welcome to Drive Queensland



**Fiona Nicholl**  
Managing Director  
Drive Queensland

Thanks for your interest in partnering with Drive Queensland. We are thrilled with the opportunity to collaborate with you as we embark on this epic adventure! Our International borders may be open, but we understand that the freedom, adventure and excitement of hitting the open road, holds a special place in the hearts of Aussie travellers.

At Drive Queensland, we get it! We understand the value of coming together to keep the Drive scene thriving, all while making sure Queensland stays on top as the ultimate hotspot for road-trippers!

By partnering with us, you'll gain access to our awesome network of road-trip enthusiasts, local communities, and tourism stakeholders. Together, we'll combine our strengths, expertise, and resources to create innovative initiatives that'll take the road trip experience in Queensland to a whole new level!

So, what are you waiting for? Get onboard and Drive Queensland with us!

## Drive Queensland's Vision

To inspire and empower travellers to embark on unforgettable road trips in Queensland, fostering a deep connection with the region's natural beauty, diverse culture, and sustainable tourism practices.

## Drive Queensland's Mission Statement

Our mission is to promote and facilitate the growth of Drive Tourism in Queensland through innovative initiatives and partnerships. We strive to inspire and guide travellers to explore Queensland through memorable road trips, while respecting and preserving the natural and cultural heritage of each region.



## Why Partner with Drive Queensland?

Partnering with Drive Queensland can help you leverage the strength of the drive market, increase visibility, access targeted marketing efforts, collaborate on promotions, benefit from our reputation, and adapt to changing travel trends. These factors can contribute to the success and growth of your business.

### 1. Gain access to a strong Drive market

By partnering with Drive Queensland, you will gain access to our extensive network of road trip enthusiasts through our attendance at Caravan & Camping Supershows, 4X4 Outdoor Shows and Expos. In turn, this expands your reach and opens doors to new collaborations and opportunities.

### 2. Increase your visibility

Partnering with us will allow you to leverage our marketing channels and platforms to increase your visibility. This includes featuring your business in promotional materials, website, social media channels, and other marketing campaigns. Our growing audience and reach can help expose your business to a larger customer base.

### 3. Create unforgettable experiences

Drive Queensland focuses on promoting road trips and driving experiences within Queensland. Together, we can spark fresh ideas and unlock new possibilities to effectively reach and engage our road trip audience.

### 4. Collaboration Opportunities

Partnering with Drive Queensland opens opportunities for collaboration. Together, we can leverage our collective strengths, expertise, and resources. By combining forces, we can create innovative initiatives, develop tailored itineraries, and amplify the road trip experience in Queensland.

### 5. Synergy and Growth

By working together, we can ignite a storm of creativity, tap into new markets, and mutually benefit from the synergy created. Our partnership will contribute to the continuous growth of the Drive market and solidify Queensland's position as a top road trip destination.

## Drive Queensland Market Growth

Stats - State of the Industry, Y/E Dec 2022  
\*Percentage increase on previous year



**13,872,420**

Caravan & Camping Visitor Nights

+19.6% ↗



**\$2.2 billion**

Caravan & Camping Visitor Expenditure

+34.8% ↗



**3,177,785**

Caravan & Camping Trips

+12.9% ↗



**792,713**

Recreational Vehicles Registered

+3% ↗



## Tradeshows

### 2023

Victorian Caravan & Touring Supershow - MELBOURNE  
22-26 Feb 2023

Outback Tourism Conference & Muster - BRISBANE  
7-8 March 2023

National 4X4 Outdoors Show - BRISBANE  
17-19 March 2023

NSW Caravan Camping Holiday Supershow - SYDNEY  
18-23 April 2023

Let's Go Caravan & Camping Show - BRISBANE  
6-11 June 2023

National 4X4 Outdoors Show - SYDNEY  
14-16 July 2023

National 4X4 Outdoors Show - MELBOURNE  
18-20 August 2023

### 2024

Victorian Caravan Camping & Touring Supershow - MELBOURNE  
February 2024

National 4X4 Outdoors Show - BRISBANE  
March 2024

NSW Caravan Camping Holiday Supershow - SYDNEY  
16-21 April 2024

Let's Go Caravan & Camping Show - BRISBANE  
June 2024

National 4X4 Outdoors Show - SYDNEY  
July 2024

National 4X4 Outdoors Show - MELBOURNE  
August 2024





## Drive Queensland Publication

The 2024 Drive Queensland booklet will be the ultimate travel buddy for anyone embarking their epic driving adventure in Queensland. Trust us, you won't wanna hit the road without it!

40,000 copies will be jam packed with destination maps, highlighted events, must see landmarks and heaps of fun things to do and see along the way!

You will find us at Caravan & Camping Supershows, National 4X4 Outdoors shows, Expo's and Visitor info centres in QLD, VIC, NSW & NT!

Tech Savvy? This publication will also be available to download via our website once released. [drivequeensland.com](https://drivequeensland.com)



# Drive Queensland Partnership Packages 2023-24

Partnership Packages	Associate / Individual	Visitor Info Centres	Event Organisations	Business (up to 20 staff)	Business (21+ staff)	Highways, Councils & LTO's	STO/RTO's
<b>PARTNERSHIP LEVEL</b>	<b>SUPPORTER</b>	<b>VIC'S</b>	<b>EVENT</b>	<b>BRONZE</b>	<b>SILVER</b>	<b>GOLD</b>	<b>CORPORATE</b>
PRICES ex GST	\$150	\$350	\$950	\$650	\$1,750	\$5,500	POA
Detailed Listing on DQ Website	✓			✓	✓	✓	✓
Basic Listing on DQ website	✓						
Newsletter Subscription (Partner & Consumer)	✓	✓	✓	✓	✓	✓	✓
Discount to advertise in DQ Map/Brochure	5%	10%	10%	20%	25%	25%	25%
Partnership Certificate & Logo	✓	✓	✓	✓	✓	✓	✓
Use of Drive Queensland logo and brand toolkit	✓	✓	✓	✓	✓	✓	✓
Invitation to attend Drive Queensland Events (Virtual or F2F)	✓	✓	✓	✓	✓	✓	✓
DQ Social Media Post - Facebook & Instagram			1	1	2	3	4
Blog on DQ website to promote your product/service or event			1	1	2	3	4
Article/Event in Consumer Newsletter			1	1	2	3	4
Opportunity to participate in DQ Competitions			✓	✓	✓	✓	✓
Opportunity to participate in DQ Marketing Campaigns			✓	✓	✓	✓	✓
Opportunity for DQ Media Involvement			✓		✓	✓	✓
Opportunity to attend DQ attended Trade Shows (additional costs apply)			✓	✓	✓	✓	✓
Eligible for brochure distribution at DQ attended trade shows			1		1	1	2
DQ Media Release						1	1
Additional website listing for another product or service					1		
Event listing on website (Events Calendar)			✓			✓	✓
Event listing in Drive Queensland publication			✓			✓	✓
Map inclusion in Drive Queensland publication						✓	✓
VIC listing on Drive Queensland Website		✓				✓	✓
VIC listing in Drive Queensland publication		✓				✓	✓





## Level - Supporter \$150 + GST

Supporter partnership is suitable for associates of the drive industry (non-tourism businesses) and individuals.

### Package Includes:

- Basic listing on Drive Queensland website (if applicable)
- Newsletter Subscription to both Partner and Consumer
- 5% Discount to advertise in DQ Publication
- Partnership Certificate & Logo
- Use of Drive Queensland Logo and brand toolkit for promotional use
- Invitation to attend Drive Queensland events (Virtual or F2F – additional costs may apply)

## Level - Visitor Information Centre (VIC) \$350 + GST

Visitor Information Centre Partnership is suitable for stand alone VIC's and those part of an RTO/LTO.

### Package Includes:

- VIC Listing on Drive Queensland Website
- VIC Listing in Drive Queensland publication
- Newsletter Subscription to both Partner and Consumer
- 10% Discount to advertise in DQ Publication
- Partnership Certificate & Logo
- Use of Drive Queensland Logo and brand toolkit for promotional use
- Invitation to attend Drive Queensland events (Virtual or F2F – additional costs may apply)



## Level - Event \$950 + GST

Event Partnership is suitable for those organisations hosting an annual event.

### Package Includes:

- Event listing on Drive Queensland website (Events Calendar)
- Event listing in Drive Queensland publication
- Newsletter Subscription to both Partner and Consumer
- 10% Discount to advertise in DQ Publication
- Partnership Certificate & Logo
- Use of Drive Queensland Logo and brand toolkit for promotional use
- Invitation to attend Drive Queensland events (Virtual or F2F – additional costs may apply)
- 1 x DQ Social Media Post (On both Facebook & Instagram Platforms)
- 1 x Blog post on DQ website to promote your event.
- 1 x Event post in DQ Consumer Newsletter to promote your event.
- Opportunity to participate in DQ Competitions (additional costs may apply)
- Opportunity to participate in DQ Marketing Campaigns (additional costs will apply)
- Opportunity to participate in DQ Media involvement. (Additional costs may apply)
- Opportunity to attend DQ attended Trade Shows (additional costs will apply)
- Eligible to distribute 1 x event brochure at DQ attended trade shows.

## Level - Bronze \$650 + GST

Bronze Partnership is recommended for small businesses with up to 20 staff.

### Package Includes:

- Detailed business listing on Drive Queensland website
- Newsletter Subscription to both Partner and Consumer
- 20% Discount to advertise in DQ Publication
- Partnership Certificate & Logo
- Use of Drive Queensland Logo and brand toolkit for promotional use
- Invitation to attend Drive Queensland events (Virtual or F2F – additional costs may apply)
- 1 x DQ Social Media Post (On both Facebook & Instagram Platforms)
- 1 x Blog post on DQ website to promote your business.
- 1 x article in DQ Consumer Newsletter to promote your business.



## Level - Silver \$1,750 + GST

Silver Partnership is recommended for businesses with 21+ staff but open to all tourism businesses wishing to take full advantage of what Drive Queensland can offer your business.

### Package Includes:

- Detailed business listing on Drive Queensland website
- Newsletter Subscription to both Partner and Consumer
- 25% Discount to advertise in DQ Publication
- Partnership Certificate & Logo
- Use of Drive Queensland Logo and brand toolkit for promotional use
- Invitation to attend Drive Queensland events (Virtual or F2F – additional costs may apply)
- 2 x DQ Social Media Post (On both Facebook & Instagram Platforms)
- 2 x Blog post on DQ website to promote your business.
- 2 x articles in DQ Consumer Newsletter to promote your business.
- Opportunity to participate in DQ Competitions (additional costs may apply)
- Opportunity to participate in DQ Marketing Campaigns (additional costs will apply)
- Opportunity to participate in DQ Media involvement. (Additional costs may apply)
- Opportunity to attend DQ attended Trade Shows (additional costs will apply)
- Eligible to distribute 1 x brochure at DQ attended trade shows.
- 1 x additional detailed website listing for product or service within the same company portfolio

## Level - Gold \$5,500 + GST

Gold Partnership is suitable for Queensland Tourism Highways/Drive Routes, Councils and LTO's. This includes a Detailed Map in DQ Publication.

### Package Includes:

- Detailed listing on Drive Queensland website
- Newsletter Subscription to both Partner and Consumer
- Detailed Map included in DQ Publication (Up to double page map included in package. Additional pages may be required subject to size of the map - to be supplied by partner)
- Event listing on Drive Queensland website (Events Calendar)
- Event listing in Drive Queensland publication
- VIC Listing on Drive Queensland Website (Councils and LTO's only)
- VIC Listing in Drive Queensland publication (Councils and LTO's only)
- 25% Discount to advertise in DQ Publication
- Partnership Certificate & Logo
- Use of Drive Queensland Logo and brand toolkit for promotional use
- Invitation to attend Drive Queensland events (Virtual or F2F – additional costs may apply)
- 3 x DQ Social Media Post (On both Facebook & Instagram Platforms)
- 3 x blog posts on DQ website to promote your product.
- 3 x articles in DQ Consumer Newsletter to promote your product.
- 1 x DQ Media Release
- Opportunity to participate in DQ Competitions (additional costs may apply)
- Opportunity to participate in DQ Marketing Campaigns (additional costs will apply)
- Opportunity to participate in DQ Media involvement. (Additional costs may apply)
- Opportunity to attend DQ attended Trade Shows (additional costs will apply)
- Eligible to distribute 1 x brochure at DQ attended trade shows.

## Level – Corporate POA

Corporate Partnership is suitable for Queensland State and Regional Tourism Organisations.

### Package Includes:

- Detailed RTO listing on Drive Queensland website
- Event listing on Drive Queensland website (Events Calendar)
- Event listing in Drive Queensland publication
- VIC Listing on Drive Queensland Website
- VIC Listing in Drive Queensland publication
- Newsletter Subscription to both Partner and Consumer
- 25% Discount to advertise in DQ Publication
- Partnership Certificate & Logo
- Use of Drive Queensland Logo and brand toolkit for promotional use
- Invitation to attend Drive Queensland events (Virtual or F2F – additional costs may apply)
- 4 x DQ Social Media Post (On both Facebook & Instagram Platforms)
- 4 x Blog post on DQ website to promote your region.
- 4 x articles in DQ Consumer Newsletter to promote your region.
- 2 x DQ Media Release
- Opportunity to participate in DQ Competitions (additional costs may apply)
- Opportunity to participate in DQ Marketing Campaigns (additional costs will apply)
- Opportunity to participate in DQ Media involvement. (Additional costs may apply)
- Opportunity to attend DQ attended Trade Shows (additional costs will apply)
- Eligible to distribute 2 x brochures at DQ attended trade shows.

## Drive Queensland Ambassadors

Are you passionate about Tourism in Queensland?  
Does your position in the industry heavily involve the drive market?  
Do you know your region like the back of your hand?  
Do you love telling people where to go?

Drive Queensland is looking for Expressions of Interest from industry gurus to become Drive Queensland Ambassadors.

So, what does this mean?

If you are successful, you will be invited to become a Drive Queensland Ambassador and be eligible for some great benefits!

- Exposure for you, your business and your region through our Drive Queensland Website, socials and EDM's
- 'First preference' to attend Trade Shows with Drive Queensland

- A generous discount on your Drive Queensland membership.
- Ambassador certificate and logo for your website/ email signatures/business cards etc.

What we expect of you...

- Be proud of your title, you earned it! Display your DQ Ambassador logo wherever possible
- Offer friendly and helpful advice to those travellers that reach out to you. Remember, they are contacting you as they are already headed your way or looking for a reason to visit!
- Welcome our guests with open arms... metaphorically speaking. Unless you are a hugger!
- Introduce them to your fellow DQ Ambassadors. We want them to have the most epic Queensland adventure then tell all their friends about it!

To be considered, please email  
[fiona@drivequeensland.com](mailto:fiona@drivequeensland.com)



## Partnership Application Form

COMPANY:

TRADING NAME:

ABN:

CONTACT NAME:

PHONE:

EMAIL:

WEBSITE:

STREET ADDRESS:

POSTAL ADDRESS:

ACCOUNTS NAME:

ACCOUNTS PHONE:

ACCOUNTS EMAIL:

PARTNERSHIP LEVEL (Ex GST)

Supporter - \$150

Silver - \$1,750

Visitor Info Centre - \$350

Gold - \$5,500

Event - \$950

Corporate - POA

Bronze - \$650

AUTHORISED BY

SIGNATURE

DATE

Complete and send this form to **Fiona Nicholl** email: [fiona@drivequeensland.com](mailto:fiona@drivequeensland.com) phone: **07 4051 1777**

*Partnership applications are pending until approved by Drive Queensland. Once approved, payment will be required within 7 days of invoice. Partnerships are valid for 12 months from date of approval.*



Proud partners of



#drivequeensland

[drivequeensland.com](http://drivequeensland.com) | [drive@drivequeensland.com](mailto:drive@drivequeensland.com)