

DRIVE QUEENSLAND PARTNERSHIP PACKAGES 2024

PARTNER WITH DRIVE QUEENSLAND

— *today!* —



DRIVE
QUEENSLAND

drivequeensland.com | drive@drivequeensland.com

Image Courtesy of Tourism Tropical North Queensland



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!

We understand that the freedom, adventure and excitement of hitting the open road holds a special place in the hearts of Aussie travellers and we are equally delighted to welcome back our International travellers who are eager to discover Queensland's beauty by road.

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 hot spot 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 on board 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 can include 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 2023
*Percentage increase/decrease on previous year



12,167,065
Caravan & Camping Visitor Nights
-12.3% ↘



\$2.1 billion
Caravan & Camping Visitor Expenditure
-2.9% ↘



2,989,018
Caravan & Camping Trips
-5.9% ↘



858,663
Recreational Vehicles Registered
+8.3% ↗

Tradeshows

2024

Let's Go Caravan Camping & Outdoor Show
ADELAIDE 14-18 February 2024

Victorian Caravan & Camping Supershow
MELBOURNE 21-25 February 2024

Let's Go Caravan & Outdoor Expo
GOLD COAST 1-3 March 2024

National 4X4 Outdoors Show
BRISBANE 15-17 March 2024

NSW Caravan Camping Holiday Supershow
SYDNEY 16-21 April 2024

Cairns Expo
CAIRNS 10-12 May 2024

Townsville Expo
TOWNSVILLE 17-19 May 2024

Mackay Expo
MACKAY 24-26 May 2024

Let's Go Caravan & Camping Supershow
BRISBANE 5-9 June 2024

National 4X4 Outdoors Show
MELBOURNE 23-25 August 2024

The Land Rover Gathering
HERVEY BAY 27-30 September 2024



Drive Queensland With Us Publication

The 2024 Drive Queensland A4 publication is the ultimate travel buddy for anyone embarking their epic driving adventure in Queensland. Trust us, you won't want to hit the road without it!

50,000 copies are jam packed with detailed maps, highlighted events, drive routes, must see destinations and heaps of fun things to do and see along the way! Plus, some great travel tips to make the road-trippers journey just that little bit more exciting!

You will find us at Caravan & Camping Supershow, National 4X4 Outdoors shows, Expo's and Visitor info centres across Australia!

This publication is also available to download via our website, drivequeensland.com

All partners receive a generous discount to advertise! Check out the packages for your discount amount.



Drive Queensland Partnership Packages 2024

Partnership Packages	Associate/Supporter	Visitor Info Centres	Event Organisations	Business Basic	Business Plus	STO/RTO/LTO/LGA/OTHER	Media
PARTNERSHIP LEVEL	SUPPORTER	VIC's	EVENT	BRONZE	SILVER	GOLD	MEDIA
RTO Member Rate	\$150	\$350	\$950	\$750	\$1,950	POA	POA
NON RTO Member Rate	\$300	\$550	\$1,450	\$1,250	\$2,450	POA	POA
Detailed Listing on Website	>	>	>	>	>	>	>
Newsletter Subscription (Partner & Consumer)	>	>	>	>	>	>	>
Discount to advertise in DQ Map/Brochure	5%	10%	10%	15%	20%	25%	>
Partnership Certificate & Logo	>	>	>	>	>	>	>
Use of Drive Queensland logo & brand toolkit	>	>	>	>	>	>	>
Invitation to attend Drive Queensland events (Virtual or F2F)	>	>	>	>	>	>	>
DQ Social Media Post - Facebook & Instagram	>	>	1	1	2	4	>
Blog on DQ website to promote product/service or event	>	>	1	1	2	4	>
Article/Event in consumer newsletter	>	>	1	1	2	4	>
Opportunity to participate in DQ competitions	>	>	>	>	>	>	>
Opportunity to participate in DQ marketing campaigns	>	>	>	>	>	>	>
Opportunity for media involvement	>	>	>	>	>	>	>
Opportunity to attend DQ trade shows	>	>	>	>	>	>	>
Opportunity to participate in DQ Podcast	>	>	>	>	>	>	>
Opportunity to supply footage for video reel	>	>	>	>	>	>	>
Eligible for brochure distribution at trade shows	>	>	1	>	1	1	>
Editorial in Drive Queensland publication	>	>	>	>	>	>	>
Editorial on Drive Queensland Website	>	>	>	>	>	>	>
Event listing on website	>	>	>	>	>	>	>
Event listing in Drive Queensland publication	>	>	>	>	>	>	>
VIC listing on Drive Queensland website	>	>	>	>	>	>	>
VIC listing in Drive Queensland publication	>	>	>	>	>	>	>

Level - Supporter

RTO Member Rate - \$150 + GST

NON-RTO Member Rate - \$300 + GST

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

Package Includes:

- 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 Centres (VIC's)

RTO Member Rate - \$350 + GST

NON-RTO Member Rate - \$550 + 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

RTO Member Rate - \$950 + GST
NON-RTO Member Rate - \$1450 + 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) (Content to be supplied)
- 1 x Blog post on DQ website to promote your event. (Content to be supplied)
- 1 x Event post in DQ Consumer Newsletter to promote your event. (Content to be supplied)
- 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

RTO Member Rate - \$750 + GST
NON-RTO Member Rate - \$1250 + GST

Bronze Partnership is recommended for small businesses wanting to join at a basic business level.

Package Includes:

- Detailed business listing on Drive Queensland website
- Newsletter Subscription to both Partner and Consumer
- 15% 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

RTO Member Rate - \$1950 + GST
NON-RTO Member Rate - \$2450 + GST

Silver Partnership is recommended for 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
- 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)
- 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)
- Opportunity to participate in DQ Podcast
- Opportunity to supply footage for video reel displayed at consumer trade shows
- Eligible to provide for distribution 1 x brochure at DQ attended trade shows

Level - Gold

RTO Member Rate - POA
NON-RTO Member Rate - POA

Gold Partnership is suitable for Queensland State, Regional and Local Tourism Organisations, Local Government Associations and other corporate identities.

Package Includes:

- Detailed RTO listing on Drive Queensland website
- Event listing on Drive Queensland website (Events Calendar)
- Event 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.
- 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)
- Opportunity to participate in DQ Podcast
- Opportunity to supply footage for video reel displayed at consumer trade shows
- Eligible to provide for distribution 1 x brochure at DQ attended trade shows
- Editorial in Drive Queensland Publication
- Editorial on Drive Queensland Website

Level - Media

RTO Member Rate - POA
NON-RTO Member Rate - POA

Media partnerships are tailored to suit Media Partner.

Package Includes:

- Detailed listing on Drive Queensland website
- Newsletter Subscription to both Partner and Consumer
- 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)
- DQ Social Media Post (On both Facebook & Instagram Platforms)
- Blog Post on DQ website
- Article in DQ Consumer Newsletter to promote your product
- 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)

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?

- 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!

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

To be considered, please email 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)

RTO Member

NON-RTO Member

WHICH RTO ARE YOU A MEMBER OF?

Supporter - \$150 | \$300

Silver - \$1950 | \$2450

VIC - \$350 | \$550

Gold - POA

Event - \$950 | \$1450

Media - POA

Bronze - \$750 | \$1250

AUTHORISED BY (NAME)

SIGNATURE

DATE

Complete and send this form to Fiona Nicholl email: fiona@drivequeensland.com

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.



Partnership enquiries, please contact **Fiona Nicholl** | fiona@drivequeensland.com | 0428 122 321
or **Claudia McFadden** | claudia@drivequeensland.com | 0458 301 962
or **Mark Juppenlatz** | mark@drivequeensland.com | 0417 774 915



www.drivequeensland.com