

2027 BOOTS & BARREL COUNTRY MUSIC FESTIVAL

SPONSORSHIP EXPRESSION OF INTEREST | ONE-PAGE OVERVIEW

An exciting new event for the Logan region

Boots & Barrel Country Music Festival is a brand-new country music event currently in development, bringing Australian country music, live entertainment and community together for its inaugural festival in **May 2027**.

Planned for an existing outdoor music venue in the Logan region, the event is being developed around an eight-hour Saturday live music program with an anticipated crowd of **2,000+ attendees**. Our vision is to celebrate Australian country music while creating opportunities for local businesses to connect with an engaged audience.

The festival is in development and approval stages. A full sponsorship prospectus is expected in **mid-to-late November 2026**, subject to final approvals. We are inviting early expressions of interest from businesses and organisations.

Sponsorship & partnership opportunities

- **Marketing & digital exposure:** Potential promotion through festival social media, websites, digital advertising and campaigns.
- **Event branding:** Potential brand placement on festival promotional materials, signage and banners.
- **On-site presence:** Opportunities for recognition and engagement with festival attendees.
- **VIP hospitality:** Proposed VIP zone access and sponsor ticket allocations, subject to final packages.
- **In-kind sponsorship:** Product, service and equipment contributions welcomed alongside financial support.

Final packages, inclusions and benefits will be detailed in the forthcoming prospectus.

Why register your interest?

Get involved at the beginning of a new addition to the Logan region's entertainment calendar. Registering your interest helps us understand your business, discuss possible partnerships and keep you informed. **There is no obligation to commit at this stage.**

Interested in becoming a founding sponsor or event partner?

We welcome enquiries from local businesses, suppliers and organisations. Contact us to register your interest and receive the full prospectus when available.



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