

2026 PARTNERSHIP PROSPECTUS

BOAB METALS

ORD VALLEY
MUSTER 2026



THE ICONIC KIMBERLEY FESTIVAL

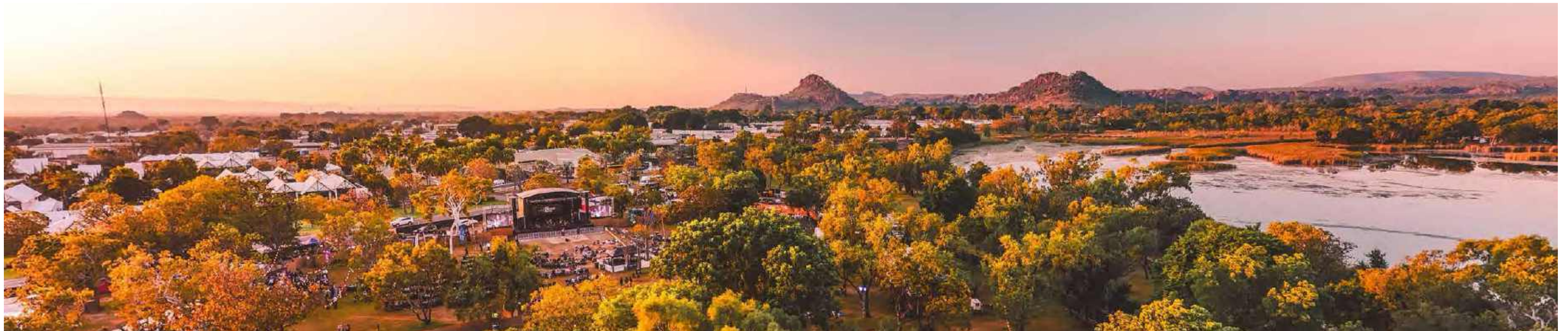
In 2026, the Ord Valley Muster proudly celebrates 25 years of music, culture, connection and Kimberley magic. What began as a small community gathering has grown into an award-winning regional festival that brings thousands together in one of the most spectacular landscapes on earth.

More than an event, the Muster is a movement of community spirit and celebration, a platform that connects brands with audiences across the East Kimberley, Western Australia and beyond.

Over ten unforgettable days, the festival lights up the East Kimberley with music, art, adventure and stories that celebrate the heart of the north. It attracts thousands of attendees, and generates millions in economic impact for the region each year.

Recognised nationally with multiple tourism awards, the Ord Valley Muster offers partners powerful visibility, authentic storytelling opportunities, and a chance to be part of a legacy that has shaped the spirit of the East Kimberley for a quarter of a century.

Supporting the Muster means standing beside an iconic success story — and in its 25th year, the celebration promises to be bigger, brighter and more unforgettable than ever.



WHY SPONSOR?

AUDIENCE REACH & TOURISM IMPACT

12,000+ ATTENDEES OVER 10 DAYS
35%+ VISITORS FLY IN FROM OUTSIDE THE KIMBERLEY
\$4.6M ECONOMIC IMPACT (2025)

BRAND VISIBILITY

3.5M+ MEDIA IMPRESSIONS
MULTI CHANNEL EXPOSURE: TV, RADIO, PRINT, OUTDOOR, DIGITAL & SOCIAL
HIGH PROFILE BRANDING AT FLAGSHIP EVENTS

COMMUNITY CONNECTION

30+ COMMUNITY GROUPS INVOLVED
FREE COMMUNITY EVENTS SUCH AS PARTY IN THE PARK
SPONSORS SEEN AS CHAMPIONS OF REGIONAL PRIDE

RECOGNITION & PRESTIGE

WA TOURISM AWARDS HALL OF FAME (3X)
SILVER AT 2023 AUSTRALIAN & 2024 WA TOURISM AWARDS
NATIONALLY RECOGNISED REGIONAL SUCCESS STORY





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ORD VALLEY MUSTER 2026

BENEFITS OF SPONSORING



**STRONGER
COMMUNITY,
GREATER IMPACT,
SHARED SUCCESS**

**ENHANCED
LIVABILITY**

Contribute to making the East Kimberley more vibrant, attractive & prosperous.

**COMMUNITY
CONNECTION**

Support local artists, businesses & organisers — building pride and mutual growth.

**BRAND
EXPOSURE**

Reach diverse audiences across digital, media, and live event platforms.

**NETWORKING
OPPORTUNITIES**

Connect with cultural leaders, business, government & national visitors.

**SHARED
SUCCESS**

Be part of a nationally recognised event that elevates the whole region.



OPPORTUNITIES FOR EVENT NAMING RIGHTS

Naming rights are available for individual events within the Ord Valley Muster program, offering sponsors premium visibility and the chance to directly align their brand with some of the Festival's most popular and memorable experiences.

By securing event naming rights, sponsors benefit from:

- Prominent brand recognition through event signage, programs, and on-site activations
- Extensive exposure across local, state, and national media coverage
- Inclusion in digital marketing, social media campaigns, and ticketing platforms
- Direct engagement with targeted audiences in unique, high-profile settings



AVAILABLE NAMING RIGHTS OPPORTUNITIES



MUSTER BAR

Position your brand at the heart of the Kimberley Moon Experience. The Muster Bar is an exclusive 18+ licensed area, offering prime seating, a fully stocked bar, food options, and private restroom facilities. With hundreds of patrons gathering here to socialise and celebrate, it is the perfect environment to showcase your brand in a lively, premium setting.



COMEDY IN THE PARK

A much-loved highlight of the Festival, Comedy in the Park draws a huge crowd for an evening of laughter under the stars. Featuring a line-up of nationally recognised comedians, this event is one of the most talked-about and attended. Naming rights give your brand association with joy, energy, and unforgettable entertainment.



TRIBUTE NIGHT (OR EQUIVALENT)

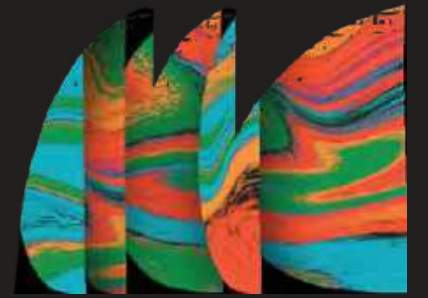
This signature music event brings together audiences of all ages to sing along to classics they know and love, performed live by incredible tribute artists. With a reputation for being one of the most high-energy nights on the program, Tribute Night creates strong brand visibility and the chance to be part of a highly social, community-driven atmosphere.



ART IN THE PARK (OR EQUIVALENT)

Lose yourself in a night of Kimberley creativity. Wander an open-air gallery alive with striking art and fashion, then let the music take over as local artists bring the park to life. With food, drinks, and culture all around, this is the East Kimberley's artistic spirit in full flight. It offers sponsors an opportunity to align their brand with creativity, culture, and community pride.

PLATINUM PARTNER



BRAND EXPOSURE

EXCLUSIVE NAMING RIGHTS ON KEY EVENTS
(E.G. COMEDY IN THE PARK PRESENTED BY (SPONSOR))

PREMIUM LOGO PROMINENCE ACROSS ALL CHANNELS
(WEBSITE, SIGNAGE, PROGRAMS, ADVERTISING, SOCIAL MEDIA)

FEATURE INTEGRATION IN PR/MEDIA CAMPAIGNS
AND PRESS RELEASES

OPPORUTNITY FOR MAJOR ON-SITE BRAND ACTIVATION
AT FLAGSHIP EVENTS

CATEGORY EXCLUSIVITY

HOSPITALITY

18 X FINE DINING DINNER TICKETS AT THE KIMBERLEY MOON EXPERIENCE

10 X TICKETS TO THE SPONSORS' COCKTAIL PARTY

INVESTMENT

INDICATIVELY \$40,000+ CASH, FLEXIBLE IN-KIND

MAJOR PARTNER



BRAND EXPOSURE

PROMINENT LOGO PLACEMENT ACROSS EVENT COLLATERAL,
WEBSITE, AND SOCIAL MEDIA

SHARED INCLUSION IN
PR/MEDIA RELEASES

OPPORTUNITY FOR MID-SCALE BRAND ACTIVATION
(SAMPLING, SIGNAGE, EXPERIENTIAL SPACE)

RECOGNITION IN POST-EVENT REPORTS
AND SPONSOR THANK-YOU CAMPAIGNS

HOSPITALITY

8 X FINE DINING DINNER TICKETS AT THE KIMBERLEY MOON EXPERIENCE

8 X TICKETS TO THE SPONSORS' COCKTAIL PARTY

INVESTMENT

INDICATIVELY \$20,000+ CASH, FLEXIBLE IN-KIND

SUPPORTING PARTNER



BRAND EXPOSURE

LOGO PRESENCE ON WEBSITE, EVENT PROGRAMS,
AND SELECTED SIGNAGE

RECOGNITION ACROSS SOCIAL MEDIA THANK YOU POSTS
AND SPONSORS ROLL CALLS

OPPORTUNITY FOR SMALL-SCALE BRAND ACTIVATION
(STALL, DISPLAY, PRODUCT INTEGRATION)

CERTIFICATE OF APPRECIATION AND RECOGNITION
IN SPONSOR COMMUNICATIONS

HOSPITALITY

4 X FINE DINING DINNER TICKETS AT THE KIMBERLEY MOON EXPERIENCE

4 X MUSTER BAR TICKETS AT THE KIMBERLEY MOON EXPERIENCE

4 X TICKETS TO THE SPONSORS' COCKTAIL PARTY

INVESTMENT

INDICATIVELY \$10,000+ CASH, FLEXIBLE IN-KIND

FRIEND OF THE MUSTER



BRAND EXPOSURE

LOGO PRESENT ON WEBSITE
AND EVENT PROGRAM

INCLUSION IN GROUP SPONSOR
THANK-YOU SOCIAL POSTS

OPPORTUNITY TO PROVIDE SMALL GIVEAWAYS
OR VOUCHERS

CERTIFICATE OF APPRECIATION

HOSPITALITY

2 X FINE DINING DINNER TICKETS AT THE KIMBERLEY MOON EXPERIENCE

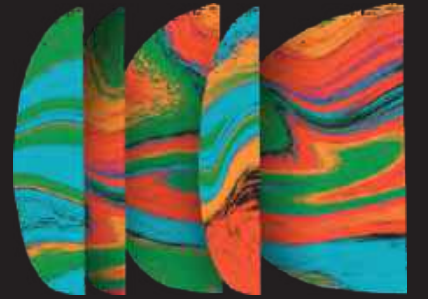
2 X MUSTER BAR TICKETS AT THE KIMBERLEY MOON EXPERIENCE

4 X TICKETS TO THE SPONSORS' COCKTAIL PARTY

INVESTMENT

INDICATIVELY \$5,000+ CASH, FLEXIBLE IN-KIND

BUSINESS PARTNER



BRAND EXPOSURE

NAME LISTED ON WEBSITE
& EVENT PROGRAM

INCLUSION IN “BUSINESS PARTNER”
SPONSOR ACKNOWLEDGEMENT POSTS

CERTIFICATE OF APPRECIATION

HOSPITALITY

2 X MUSTER BAR TICKETS AT THE KIMBERLEY MOON EXPERIENCE

2 X TICKETS TO THE SPONSORS’ COCKTAIL PARTY

INVESTMENT

INDICATIVELY \$2,500+ CASH, FLEXIBLE IN-KIND

CELEBRATING 25 YEARS OF THE ORD VALLEY MUSTER

THANK YOU
FOR YOUR
SUPPORT

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