

20

SPONSORSHIP PROSPECTUS

A *Night* UNDER
THE *Stars*

POWERED BY BLUE TREE PROJECT

SATURDAY 20TH FEBRUARY | BUCKLAND ESTATE, WA

27

A *Night* UNDER THE *Stars*

POWERED BY BLUE TREE PROJECT

'A Night Under The Stars' is Blue Tree Project's flagship event; a country gala that seeks to unite regional, remote and rural communities of Western Australia to aid in fundraising for mental health.

This is your invitation to partner with an event that celebrates connection, conversation and community. Your support will directly contribute to Blue Tree Project's mission, while providing meaningful exposure to engaged, like-minded audiences.



**SATURDAY
20TH FEBRUARY
2027**



**6:30PM
~
1:00AM**



**BUCKLAND
ESTATE
986 IRISHTOWN RD,
BUCKLAND WA 6401**

ABOUT THE CHARITY

What began as a grassroots movement in rural Western Australia has grown into a global movement. With over 1,500 trees now scattered around the world, Blue Tree Project's mission has never wavered; to help spark important conversations and encourage people to speak up about mental health by reducing the stigma.

We believe in boots on the ground - real people, in real communities, creating change and 'A Night Under The Stars' is no different. All funds raised will power initiatives such as...

COMMUNITY EVENTS



REGIONAL TOURS & TRIPS



MENTAL HEALTH FIRST AID



MENTAL HEALTH WORKSHOPS



BLUETREEPROJECT.COM.AU



[BLUETREEPROJECT](https://www.instagram.com/BLUETREEPROJECT)



INFO@BLUETREEPROJECT.COM.AU

wattyl



These boots

WERE MADE FOR



Talking

STAY LITTLE

Talking



2026 EVENT STATISTICS



800

ATTENDEES



48

VOLUNTEERS



156

unique
POSTCODES



25-34

most common
AGE RANGE

6 HOURS
TICKETS
sold out



2026 EVENT STATISTICS



28

SPONSORS

1,186

RAFFLE

tickets



LIVES
impacted

IMMEASURABLE

\$43,000+



RAISED

\$80,000+



IN-KIND

donations

2026 IMPACT REPORT

4.7/5

VENUE

4.4/5

ENTERTAINMENT

3.9/5

FOOD

3.8/5

DRINKS

‘A Night Under the Stars’ delivered an experience that was energetic, connected and deeply community-driven. Guest feedback consistently highlighted six key themes that defined the evening.



HIGH-ENERGY
entertainment
& PARTICIPATION



COMMUNITY
connection
& BELONGING



purpose-driven
EXPERIENCE



atmosphere
& EVENT FLOW



**RESPECTFUL
& INCLUSIVE**
environment

CELEBRATING
country
IDENTITY



THE SOCIALS

September '25 - February '26

Through all stages of the event marketing (pre, during and post) audiences engaged best with content that was relatable, fun and showed different elements of the event.

417k+
views

+16.3%
new followers

3,300+
website
SESSIONS

1,413
facebook event
RESPONSES

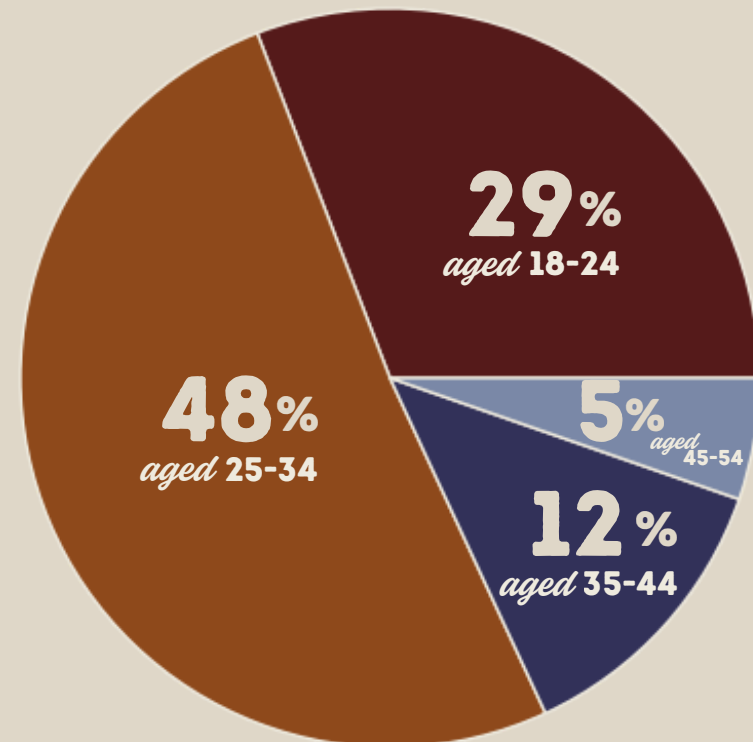


@NIGHTUNDERTHESTARS



BLUETREEPROJECT.COM.AU/ANIGHTUNDERTHESTARS/

followers BREAKDOWN





TICKET INCLUSIONS

It's safe to say this is a one-of-a-kind event with 800 people coming together in the country for an unforgettable evening of connection. All event tickets include a range of entertainment, delicious food and shared experiences that bring people together.

ENTERTAINMENT



The stage will feature some serious musical talent for the night!

A local acoustic artist will kick it off followed by two talented country cover bands. With line dancing lessons between sets to add to the fun, guests will be kicking up the dirt until their feet are sore.

FOOD



We don't let people go hungry in the country and this night will be no different!

Guests will enjoy generous food offerings throughout the night that caters to all dietaries and keeps them fuelled all night long. A late-night bite will also be served to keep the celebrations going and bellies full.

MEANINGFUL MOMENTS



Throughout the night, special moments will highlight the impact of Blue Tree Project and the importance of mental health conversations. This includes key speaking from the charity's CEO, impactful videos and a share wall.

We believe in leaving people better than we found them and this event is no different!

EVENT OFFERINGS

Many elements come together to make the night what it is. These additions help create the unique atmosphere while allowing the event to remain as financially accessible as possible.



BEVERAGES

One drink is included in each ticket with additional available to purchase.

We enjoy showcasing local Western Australian brands that have an extensive range to suit our guests. We keep prices as affordable as possible and have features that elevate our bar spaces including signage, event-branded stubby holders and polycarb glasses and lighting and furniture to create a welcoming environment.

ACTIVATIONS



We love working with companies that directly align with our charity and event missions.

As such, we offer opportunities to include activations within the event space that further display your brand. This could include your company's branded garden games, a naming-right to our Bucking Bull competition or product sampling.

Other activations that add to the atmosphere include the Blue Tree Project merchandise and raffle stalls.



CAMPING

Guests travel from across the country to enjoy this event so we don't want them to have to worry about the end-of-the-night trip home.

Paddock access can be added to any ticket purchase for \$15/per vehicle with separate paddocks for campers and caravaners.

Gates will be open from 5pm with no vehicle movement from 7:00pm until 6:00am the next morning to ensure the safety of all sleeping patrons.

CREATING A SAFE EVENT

We're committed to eliminating any risks associated with this event. Several measures will be in place to ensure everyone's safety on the way to the event, during the event and on the journey home.



ONSITE
ACCOMMODATION OPTIONS



DESIGNATED PARKING &
CAMPING ZONES



PROFESSIONAL ONSITE
SECURITY TEAM



TRAFFIC MANAGEMENT FOR
EXTRA ROAD SAFETY



LIMIT OF 1 ALCOHOLIC
DRINK INCLUDED PER
TICKET



RESPONSIBLE SERVICE OF
ALCOHOL STRICTLY
FOLLOWED AT ALL TIMES

WHY SPONSOR?

There hasn't been a more crucial time to show support for Regional WA. Suicide rates have increased & the outreach for help has never been more demanding. We need your help to break the cycle and pave the way for a mentally healthy future.



ALL FUNDS RAISED IN THE COUNTRY WILL STAY IN THE COUNTRY.



PROVIDE MENTAL HEALTH PROGRAMS AND SUPPORT TO REGIONAL COMMUNITIES.



BRING A SENSE OF BELONGING AND UNITY TO FARMING COMMUNITIES.



ENCOURAGE TOURISM AND EXPENDITURE WITHIN THE NEIGHBOURING TOWNS.



IT WILL ENCOURAGE HIGH ATTRACTION FROM THE LOCAL COMMUNITIES.



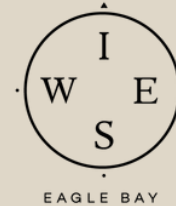
HAVE THE OPPORTUNITY TO MAKE THIS A LEADING EVENT IN THE COUNTRY.

THE 2026 SPONSORS

Premier

PARTNERS

HARVEST
ROAD



Major

PARTNERS

LUX
EVENTS

wattyl®
A part of HEMPEL

Principal

PARTNERS



Supporting

PARTNERS

UNITED



STIRLING ARMS
EST. HOTEL 1852



EXCEL
FARMS

aquapax

A Night UNDER THE Stars



KICKING

THE

STIGMA



2027 SPONSORSHIP OPPORTUNITIES

<i>PREMIER PARTNER</i>	\$25,000
<i>MAJOR PARTNER</i>	\$15,000
<i>PRINCIPAL PARTNER</i>	\$10,000
<i>SUPPORTING PARTNER</i>	\$5,000

CONTACT US

**BLUE TREE PROJECT IS A REGISTERED CHARITY WITH DGR STATUS.
DONATION RECEIPTS WILL BE SUPPLIED FOR YOUR TAX PURPOSES.**



INCLUSIONS

	PREMIER PARTNER	MAJOR PARTNER	PRINCIPAL PARTNER	SUPPORTING PARTNER
Pre-Event Logo Recognition on Social Channels	Grid & Story	Grid	Carousel	Carousel
Company Spread in Event Program	1 Page	1/2 Page	1/2 Page	1/4 Page
Logo Recognition on Event Website				
MC Recognition Throughout Event				
Sponsor Pack				
Logo Recognition on Event Entrance Banner				
Logo Recognition on Media Photo Wall				-
General Admission Tickets	4	2	3	2
VIP Tickets (Sponsors Lounge Access)	4	2	-	-
VIP Accommodation (Rooms)	2	1	-	-
Branded Post-Event Reel (30 Seconds)	1	-	-	-
Post-Event Logo Recognition on Social Channels	Carousel & Story	Carousel	Carousel	Carousel

LET'S MAKE IT OFFICIAL

PRIMARY CONTACT

CLIENT/BUSINESS NAME:

CONTACT NAME:

EMAIL:

PHONE/MOBILE:

ADDRESS:

SPONSORSHIP TYPE

☐

PREMIER PARTNER

☐

PRINCIPAL PARTNER

☐

MAJOR PARTNER

☐

SUPPORTING PARTNER

INVOICING DETAILS

EMAIL:

ABN: (IF APPLICABLE)

ADDRESS:

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