

SAMFORD + HINTERLAND  
**Arts Trail**

Sponsorship  
& Advertising

20  
26



# 2026 Samford & Hinterland Art's Trail | SPONSORSHIP & ADVERTISING

The Samford & Hinterland Art's Trail is a much-loved community event that celebrates the creativity, stories and places that make our region special. The Trails invites visitors to explore artists' home studios and shared creative spaces throughout the Samford Valley and surrounding areas – from Mt Glorious to Dayboro, and everywhere in between.

The Trails runs on Saturdays and Sundays for 4 weekends in June **6-7, 13-14, 20-21, 27-28, 2026**, 10am to 3pm.

Now in its twelfth year, The Trails has become a cornerstone cultural event for our region.

In 2026, the community will be welcomed into a record-breaking Arts Trail, featuring **over 75 local artists** across **35+ studios and venues throughout the valley**. With new workshops, special events and relaxed bus tours offering pick-up and drop-off, there are more ways than ever for everyone to experience, enjoy and support local creativity.

The Trails is about connection, connecting artists with audiences, neighbours with neighbours, and visitors with the heart of our community. It offers artists a valuable opportunity to share and sell their work,

while creating a vibrant, welcoming experience for residents and visitors alike.

Each year, The Trails attracts hundreds of visitors from across Moreton Bay, Brisbane, the Sunshine Coast, Toowoomba and beyond, bringing people into our towns and supporting local cafés, shops and accommodation providers.

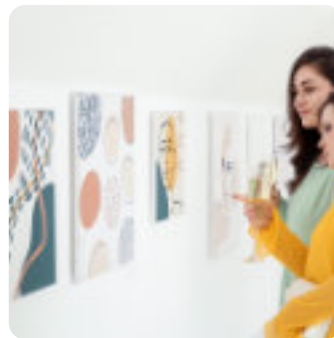
This is a true destination event built by community, for community. With your sponsorship, we can continue to grow The Trails, support local creatives, and deliver a memorable experience for everyone involved.

## What makes up The Trails?



### Open Studios

Artists open their homes and studios, sharing their work, stories, skills and techniques.



### Exhibition Spaces

Group exhibitions and pop-up galleries bring artists together in shared community spaces.



### Workshops

Hands-on workshops where artists and artisans pass on skills and creative knowledge.

6-28 June 2026

[WWW.CREATIVESAMFORD.COM](http://WWW.CREATIVESAMFORD.COM)

SAMFORD + HINTERLAND  
**Arts Trail**



## How You Can Support the Trails

We invite local businesses and organisations to support The Trails through one of our sponsorship packages. Your contribution helps keep this event accessible, sustainable and thriving – and ensures it remains a highlight on the local cultural calendar in 2026.

	Gold Sponsor – \$2000	Silver Sponsor – \$1000	Bronze Sponsor – \$500
Colour advertisement in the 2026 Studio Guide	Full-page	Half-page	Quarter-page
Logo featured on the Sponsors page in the 2026 Studio Guide	✓	✓	✓
Logo featured on the Sponsors page on the Creative Samford website with a link to your business	✓	✓	✓
Logo included on Trails promotional posters	✓		
Acknowledgement in relevant media releases	✓		
Opportunity to place DL-size brochures at studios and workshops (supplied by sponsor)	✓		
Promotion through the online Studio Guide	✓	✓	✓
Proportionate promotion across social media (+1700 followers) and the Creative Samford newsletter	✓	✓	✓
Invitation to the Trail event	Four tickets to the Launch event + an opportunity to speak at the Launch, acknowledging your support.	Two tickets to the Launch event	Two tickets to the Launch event

6-28 June 2026  
WWW.CREATIVESAMFORD.COM

SAMFORD + HINTERLAND  
Arts Trail



## Community Raffle Partner (In-Kind Sponsorship)

---

As part of the 2026 Samford & Hinterland Art's Trail, we are running a series of community competitions to promote local businesses while supporting this much-loved event. Visitors can enter via our Feedback and Subscribe Prize Draws, or participate in the interactive Arts Trail Passport Challenge, where they scan QR codes at various studios to unlock digital checkpoints and earn raffle entries. These competitions offer high-value rewards, including luxury accommodation, local dining vouchers, and artisan gifts.

We warmly invite our sponsors to contribute a voucher, experience, or big-ticket item as a raffle prize. This in-kind support is a wonderful way to showcase your business and connect with a highly engaged audience.

### What we're looking for:

- Accommodation vouchers or weekend stays
- Dining or café vouchers
- Experiences (tours, classes, wellness, adventure, creative)
- Retail gift packs or feature products

### What you'll receive in return:

Raffle Prize Partners will be acknowledged as a Community Raffle Partner in the 2026 Studio Guide, promoted across Arts Trail social media and newsletters, and recognised at all raffle promotion points.

This opportunity can be offered as part of an existing sponsorship package or as a stand-alone in-kind contribution, providing your business with repeated exposure across multiple venues and weekends.

### Studio Guide Advertising

Our printed Studio Guide is a much-anticipated companion to The Trails, with 5,000 copies distributed widely across the region. It is kept, shared and used throughout the event — making it a valuable way to reach locals and visitors alike.

### Full A5 page – \$400

- 128mm W x 189mm H
- OR 148mm W x 210mm H (3mm bleed)

### Half A5 page – \$200

- 128mm W x 90mm H

### Quarter A5 page – \$100

- 60mm W x 90mm H

You're welcome to supply your own artwork, or for a small additional fee of \$50, we can create your advertisement for you.

Artwork should be supplied at a minimum of 300dpi in JPG, TIFF, PSD, PNG or press-quality PDF format.

6-28 June 2026

WWW.CREATIVESAMFORD.COM

SAMFORD + HINTERLAND  
Arts Trail



# Sponsorship & Advertising Agreement

## Sponsorship Option:

Gold \$2000    Silver \$1000    Bronze \$500

## In-kind Sponsorship for raffle:

Yes

Details and dollar value:

.....  
.....  
.....

## Studio Guide Advertising:

- Full A5 Page \$400
- Half A5 Page \$200
- Quarter A5 Page \$100
- Ad design (optional) \$50

## Sponsor / Advertiser Details

Organisation Name: .....

Contact Name: .....

Phone: .....

Email: .....

Address: .....

I/We agree to the sponsorship and/or advertising outlined above and am pleased to support the 2026 Samford & Hinterland Art's Trail.

Signed: ..... Date: .....

Please return this completed form and artwork to  
[admin@creativesamford.com](mailto:admin@creativesamford.com)

Early acceptance and artwork submission helps ensure priority placement in the Studio Guide.

For more information, please contact  
**Cindy Werchon (Secretary) on 0417 459 008,**  
or download the Advertising Pack at [www.creativesamford.com](http://www.creativesamford.com)

6-28 June 2026

WWW.CREATIVESAMFORD.COM

SAMFORD + HINTERLAND  
**Arts Trail**

