
PARTNERSHIP PROPOSAL



A video paints 10,000 words ❤️

<https://m.youtube.com/watch?v=11bvhjVgMjw&feature=youtu.be>



Introducing Bayleys Tussock Country

Bayleys Tussock Country – New Zealand's Country Music Festival represents an energising, inspiring new era for the national country music scene.

Key events organisations - the Gore Country Music Club, the NZ Songwriters' Trust, the MLT NZ Gold Guitar Awards Committee and the Gore District Council came together to form the New Zealand Country Music Festival Trust and develop this lively festival concept. Putting together Bayleys Tussock Country Music Festival has been an exciting progression in Gore's 50-year tradition of country music celebrations.

We're delighted so many have embraced this concept and look forward to another action packed festival of events, musicians and audiences from throughout New Zealand in 2025 and beyond.



2021 - 2024: A History Of Festival Success

The inaugural Tussock Country Music Festival was held in Gore, Southland from May 29th until June 6th 2021. 31 events spanned nine days, and attracted nearly 10,000 participants and patrons from around New Zealand.

The final figures have been calculated for 2024's Bayleys Tussock Country - New Zealand's Country Music Festival, held in Gore from May 28th until June 2nd.

72 events spanned ten days, 2,500 patrons from around NZ and Australia contributed to 10,322 attendances and resulted in a \$2.1 million injection into the Eastern Southland economy, post festival economic data has confirmed.

Household Names & Heartland Flavour

Bayleys Tussock Country brings the surrounding rural community and the New Zealand country music community together for 70+ events over ten days celebrating music, food, rural life, entertainment and camaraderie.

<p>GOLD GUITARS PERFORMANCE WORKSHOP</p> <p>THURSDAY MAY 30TH 1:30PM LITTLE THEATRE, 2 RICHMOND STREET, GORE</p> <p>Gain confidence ahead of your auditions and elevate your performance skills.</p>	<p>GUITAR SKILLS WORKSHOP</p> <p>THURSDAY MAY 30TH LITTLE THEATRE 3PM</p>	<p>LEARN HOW TO MAKE CHEESE ROLLS</p> <p>WEDNESDAY MAY 29TH 12PM - 1PM</p> <p>\$25</p>
<p>ARTIST DEVELOPMENT</p> <p>Thursday 26th May 2024</p>	<p>APRA AMCOS 321 SESSION</p> <p>FREE ENTRY FOR SUCCESSFUL APPLICANTS</p> <p>TO APPLY CONTACT: KISONGWITERS@TUSOCK.COM</p>	<p>UKULELE FOR BEGINNERS</p> <p>WEDNESDAY MAY 31ST 10AM - 12:30PM</p>
<p>LINE DANCING For beginners</p> <p>WEDNESDAY MAY 29TH 10:15AM - 11:15AM</p> <p>EXPLAN ROOM, BAYLEYS TUSOCK & COUNTRY STATION</p>	<p>Performance WORKSHOPS with Peter Cairns</p> <p>Wednesday May 29th & Thursday May 30th</p>	<p>LEARN TO YODEL</p> <p>Wednesday May 29th 10am - 10:45am</p> <p>\$10 + Booking fee</p>

BAYLEYS Tussock Country NZ's Country Music Festival May 24 - June 2 2024

Line Up Announced

SUZANNE PRENTICE
FANNY LUMSDEN (AU)

MEL PARSONS • BRAD STALEY • LACHIE HAYES • KATIE THOMPSON
MAX McCAULEY • RON & JENNY MITCHEL • SAM BARTELLS • KAYLA MAHON

MATT JOE GOW • KERRYN FIELDS • ZAC GRIFFITH • JEFF REA • THE MITCHELL TWINS
JOY ADAMS • PETER CAIRNS • DOLLYS • GARY FARMER • DENNIS AUGUST • JODI VAUGHAN

LIV COCHRANE • JED PARSONS • AARON JURY • PHIL & LANA DOUBLET
JEFF PARSNIPS • MIRANDA EASTEN • THE BEATGIRLS • JOSH KEATING • MADDISON CONNOR
HOKONUI CELTIC PIPE BAND • STEFFANY BECK • MAPLEWOOD STRING BAND
BRENDON BURGESS • MAIA PEREIRA-FLETCHER

MARGARET BATES, COLLEEN HOSKING & GRAEME FRASER • NICK BOURKE, BRIAN KENNARD & DAVE REID
DENE ALLEN & CHERYL ANDERSON • AND MORE...

Tussock Country

LATE NIGHT

LIVE & LOUD COUNTRY BANGER FAVOURITES
GET ROWDY IN GORE

8PM - 1AM
SAT MAY 25TH
CROYDON LODGE, GORE

WWW.ITICKET.CO.NZ



The Numbers: Finances & Economic Impact

- 10,322 attendances from 2,500 patrons across 72 events
- 64% of attendees were from outside the Gore / Eastern Southland region
- Those who visited from outside the Southland region stayed an average of 4.3 days and spent an average of \$159 per day

ALL EVENT INCOME:

Ticket Sales - \$112,960

ALL EVENT COSTS:

Event Costs: \$194,628

Deficit covered by partners, sponsors and community grants

TOTAL EVENT ECONOMIC IMPACT:

\$2,187,163 to Gore and surrounding regions.

Who Is The Tussock Attendee?

In 2024 they were...



- 62% Female
- 38% Male



FROM

- 36% Gore & Eastern Southland
- 17% Rest of Southland
- 20%: Otago
- 11%: Canterbury
- 4%: Rest of South Island
- 10%: North Island
- 2%: Australia & International

AGED



- 14%: 1 - 20 yrs
- 8%: 21 - 30 yrs
- 11%: 31 - 40 yrs
- 18%: 41 - 50 yrs
- 16%: 51 - 60 yrs
- 20%: 61 - 70 yrs
- 13%: 71 yrs +



- 2,500 unique patrons, who attended 5.85 events each

Shining The Light On Eastern Southland



- From accolade winners to cheese roll dinners, the media loves telling the unique, positive stories of Bayleys Tussock Country
- In 2024 the festival received nationwide coverage across print, digital, TV, radio and social media
- Featured across Allied Press, Radio NZ, Stuff, North & South Magazine, NZME and many more

Music Festival appeals to all audiences

Bayleys Tussock Country Music Festival is set to return to Gore this year, and the action-packed 2024 event line-up has just been released.

Sixty-plus events will entertain locals and visitors alike across the 10 days of festivities starting on May 24, and there are a number of exciting inclusions on this year's calendar.

Headlining musicians include Southland's Suzanne Pringle, the guest entertainer at this year's Country Music Honours, and Australian Family Lancers who returns to Gore to perform her strength family-friendly show at the 50th St James Theatre.

An event unique to this year's festival will be the world premiere Capital Of Country Music, a documentary chronicling the 50 year history of the Gore Country Music Club.

Deposited to provide a platform for New Zealand's musicians to present their original music, the COT Tussock Stage will play host to songwriters M3 Parsons, Sam Bartlett, Kate Thompson, The Miniball Twins, Karla Mahon, Dalby and Matt Tomlin, Hatched, who will perform across four intimate shows.

Long-standing events including the M3 NZ Gold Guitar Awards, Dance To The Old Backing Competition, the Gore Truck Show, Old Hokitika military and food truck evening, and The Cable Unleashed, a fundraiser for the Hokitika Cable Pipe Band, also add to the diverse offering.

Following the success of the festival held in 2022 and 2023, Bayleys Tussock Country encourages events managed by the Gore Country Music Club, the NZ Songwriters Trust, the NZ Gold Guitar committee, the Gore District Council and many other independent artists and community organisations.

All event details can be found on the festival's website www.bayleys.com

14 Sponsored content SOUTH Autumn 2024



ng it on the line /ncing workshop

The school competitions of the Freeze Ya Bins Off (Busting) competition were cancelled last week, but some performers still turned up. The Ensign reporter Ben Andrews asked two spectators why they had decided to attend the performances.

BETWEEN YOU AND ME

What are you watching and why? The Ensign reporter Ben Andrews asks two of the Line Dancing for Beginners workshop.

Overthinking start to resign

Sharing the secrets of a southern delight

lying the flag for Gore

for Gore at Gold Guitars

Tickets on sale

BAYLEYS Tussock Country

NZ's Country Music Festival

www.tussockcountry.nz 24 MAY - 2 JUNE 2024 | GORE

Capitalise On Our Advertising Investment

- Pre event advertising - nationwide print, radio and digital to the value of \$50,000+ (with media partner support)
- Allied Press Partnership Package – ODT Major Sponsor
- 9 print adverts in Allied Press regional and community publications
- Digital Advertising package on www.odt.co.nz including
- 3 x sponsored stories
- 2 x home page take overs on odt.co.nz
- Social media followers: 2.6K Facebook, 952 Instagram
- 5 x SH1 Billboards
- South Magazine Feature
- Cave FM & Southern X Radio Advertising Campaigns
- NZME Partnership Package
- Radio Commercials – The Coast, The Hits and Hokonui
- Local On Air Campaign – Hokonui The Muster
- Local On Air Campaign – Hokonui Breakfast
- Nationwide Campaign & Giveaway – The Country
- iHeart Radio - Adplays
- NZ Herald Digital Campaign

Put Your Name On NZ's Country Music Festival

	Partnership level	Gold	Silver	Bronze	Festival Friend
	Number available per year	2	4	8	10
Major event naming rights for 2025 (Tussock Stage, Tussock Country Late Night etc)		✓			
Exclusive signage placement at event		✓			
Exposure across promotional and social media advertising mediums		✓			
Full page ad in the programme		✓			
VIP festival event attendance for four		✓			
Event commentary mentions		✓			
Ten tickets to NZ Country Music Festival Trust managed events		✓	✓		
Partnership graphics supplied for use on your social media, newsletters		✓	✓		
Business profile on www.tussockcountry.nz		✓	✓		
Half page ad in the programme			✓		
Minor event naming rights for 2025 (GoreGeous Country Breakfast, single workshop etc)			✓		
Silver level commentary mentions			✓		
Exclusive signage placement at event			✓		
Bronze level commentary mentions				✓	
Quarter page ad in the programme				✓	
VIP event attendance for two			✓	✓	✓
Inclusion in the programme list of sponsors				✓	✓
Four tickets to NZ Country Music Festival Trust managed events				✓	
Two tickets to NZ Country Music Festival Trust managed events					✓
Merchandise pack		✓	✓	✓	✓
First right of renewal in 2026		✓	✓	✓	✓
INVESTMENT		\$20,000	\$7,000	\$3,000	\$500

Thank you TO OUR 2024 MAJOR SPONSORS



Contact:

NZ Country Music Festival Trust

trustee@tussockcountry.nz

www.tussockcountry.nz



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Tussock Country

NZ's Country Music Festival