



2027 Event Application Form – Expression of Interest EOI

Our Stories. Real Food. Truly Local

Join the celebration of local food, farming, and community by hosting an Event during the GourMay Mary Valley Food Festival.

Events should align with our values of sustainability, local produce, and immersive visitor experiences. Please ensure you have read the Terms and Conditions prior to completing this application.

Expressions of Interest must be submitted by December 17, 2026

For further information info@gourmaymaryvalley.com.au

Why participate in GourMay Mary Valley Food Festival?

Be part of Queensland's leading regional food and agritourism festival. All events benefit from:

- Inclusion on the GourMay Mary Valley Festival website
- Promotion via digital marketing, email newsletters, media outreach & PR
- Social media exposure to engaged food, tourism, and sustainability audiences
- Opportunities for collaboration, community pride, and visitor growth
- A platform to highlight your business, farm, venue, or regionally significant story

Brand Development

The GourMay team are committed to building a distinctive, authentic, and values-driven brand that reflects the Mary Valley's rich agricultural heritage, passionate producers, and evolving food culture. Through innovative and collaborative marketing efforts, the vision is to position the festival as Queensland's leading immersive food and agricultural experience, driving regional visitation, industry engagement, and local economic benefit.

HOST ORGANISATION / BUSINESS NAME _____

MAIN CONTACT PERSON _____

EMAIL _____ PHONE NUMBER _____

WEBSITE _____

SOCIALS LINKS _____

ABN _____

EVENT NAME _____

EVENT LOCATION/ ADDRESS _____

PROPOSED EVENT DATE _____

EVENT START/ END TIME * _____

NATURE OF EVENT (brunch, workshop, talks etc)_____

BRIEF DESCRIPTION OF EVENT.

BRIEF OUTLINE OF MARY VALLEY SOURCED FOOD AND BEVERAGES TO BE INCLUDED AT THE EVENT

PARTICIPATION CRITERIA - PLEASE TICK ALL THAT APPLY *

- ☐ Event is within GourMay / Mary Valley boundaries
- ☐ Event will be held in May and is aligned with official festival calendar
- ☐ EVENT WILL be listed on ATDW at least 3 months prior to event
- ☐ Event uses a minimum of 25% local produce
- ☐ Signature event 85% - Please attach a detailed list of producers to meet the minimum 85% requirement.

- ☐ Event will be promoted through own marketing (social media, website, flyers)
- ☐ Event will use the official ticketing platform – OZTIX for all bookings
- ☐ I agree to 3% ticketing rebate to contribute to GourMay digital marketing
- ☐ I will adhere to GourMay Mary Valley's risk management and safety policies
- ☐ I will share event photos for use as GourMay festival promotion
- ☐ I will cross promote events in the GourMay calendar on my own platforms
- ☐ I will support local businesses to encourage regional visitation
- ☐ I will provide post-event data (attendance, insights, photos)

AFFILIATIONS *

- ☐ Member of Mary Valley Chamber of Commerce
- ☐ Member of Visit Sunshine Coast (VSC)
- ☐ Member of Queensland Tourism Industry Council (QTIC)
- ☐ Member of Food & Agribusiness Network (FAN)
- ☐ Member of Slow Food Noosa
- ☐ None of the above

By submitting this form, I confirm that the above information is true and correct and I have read and agree to the *GourMay Mary Valley Food Festival - Host an Event* TERMS and CONDITIONS

Signed_____

Date_____

ATTACHMENTS:

1. ATTACH FOOD LICENCE (if applicable)
2. PUBLIC LIABILITY INSURANCE TO \$20M (an up-to-date Insurance will be required that covers your intended event date if your EOI is successful)
3. Signature event \$85% minimum – A detailed list of producers and/or menu to support Signature event status (if applicable).
4. PLEASE SEND A PHOTO FOR PROMOTIONAL PURPOSE