GOURMAY MARY VALLEY
Food Festival

Our Stories, Real food, Truly local





Festival Big Picnic





Sponsorship Prospectus

MAY 1-31



Farm Trails





Events

www.gourmaymaryvalley.com.au



Our Vision

To position the GourMay Mary Valley Food Festival as Queensland's most immersive and authentic food and agricultural experience, offering an unforgettable taste of the real Mary Valley through local flavours, culture, and community.

Our Values

- Promote sustainable event and agricultural practises and local food production in the Mary Valley and neighbouring areas.
- Support produce awareness and provide a direct link for farmers, producers and businesses to engage with consumers.
- Increase regional visitation through immersive agritourism experiences.
- Increase economic opportunity and impact for local producers and businesses.
- Grow and leverage the authentic Mary Valley brand that is inclusive and supportive of the community – one that the region can be proud of.

MARY VALLEY CHAMBER OF COMMERCE INC

The GourMay Mary Valley Food Festival is proudly delivered and supported by the Mary Valley Chamber of Commerce, serving as a key regional initiative to celebrate local businesses, food systems, agri-tourism, and cultural heritage.

GourMay Mary Valley Food Festival is held each year during the month of May and is a regional celebration of local produce, people and place, in the heart of the Mary Valley.

Located in the Gympie Region, GourMay has evolved into a cornerstone of the Mary Valley's growing agri-tourism identity, offering immersive, authentic experiences that connect visitors directly with the land, producers, and culture of the region.

The GourMay Mary Valley Food Festival shares the stories of the passionate people behind the food that goes onto our plate.

In 2026 the festival secured principal sponsor Gympie Regional Council and continued its partnership with Tourism and Events Queensland as well as sponsorship from Queensland Hydro and Gympie & District Bendigo Community Bank.

The GourMay Mary Valley Food Festival 2026 offered a diverse lineup of 33 events throughout May, celebrating the region's rich agricultural heritage, regenerative farming practises and real experiences.









Events

GourMay Mary Valley Food Festival offers true paddock to plate experiences with events held across the Mary Valley from gala dinners, to long table lunches and breakfasts, dances, walks, films, art, demonstrations and more!

Keep an eye out for Signature events which feature 85% locally sourced ingredients!





Farm Trails

Take a look behind the gate and explore family-owned farms where you can taste fresh produce, meet the farmers and discover their passion for growing healthy nutritional food in a way that cares for the land.
There are self guided tours of farms or visitors can jump on an Ambassador tour.

Festival Big Picnic

GourMay Mary Valley Festival Big Picnic is held on Sunday - May Day long weekend inviting families to relax and enjoy the community atmosphere at the Imbil Rail Park. Be inspired with:

- Celebrity chef cooking demonstrations,
- The Ready Steady GourMay cooking challenge
- The GourMay Bake-Off
- Slow Food Kids hands on demos
- Festive market and food stalls
- Live entertainment
- Competitions for the whole family









Ambassador - Matt Golinski

Matt is a highly regarded, professional chef with a passion for creating cuisine using fresh, authentic seasonal ingredients that champions local farmers and the food they produce.
Based on the Sunshine Coast, Matt was well known as an original 'Ready Steady Cook' chef in the TV series. He has worked as executive chef at some of Queensland's leading restaurants and promoted the regions farmers with a popular blog Matt Eat's Gympie. Matt recently founded his own catering company, AroMATTIC food co.





Ambassador - Martin Duncan - Sunshine Coast Foodie

Martin is a man on a mission shining a spotlight on the region's top-notch restaurants, cafes, producers and foodie artisans.
Founder of Sconetime and Sconversations, Martin was awarded for his community spirit bringing joy to generations of families over scones, a cup of tea and real conversations.
Martin has championed the Gympie region and Mary Valley producers for well over a decade. Former chef, restaurateur, and all-around foodie connector - he's our Mary Valley influencer!



GOURMAY MARY VALLEY Food Festival

Queensland

Tourism & Events Queensland

GourMay Mary Valley Food Festival aligns with the Queensland Government's Destination 2045 plan to position the state as a global leader in tourism, supporting richer visitor experiences, more jobs, and better infrastructure. Tourism and Events Queensland are supporting the vision of GourMay Mary Valley Food Festival through the Queensland Destination Events Programme.





Benefits & Investment

Why is Sponsorship a good investment for business?
Sponsoring GourMay Mary Valley Food Festival is not just about supporting a well respected community event that's great for foodies and tourism.
It brings increasing economic development opportunities to our region by showcasing the Mary Valley as a great place to live, encouraging investment and return visitation.
Let's build a great brand together by collaborating into the future.
The GourMay team can offer customised collaborations - just ask!

Benefits & Investment	**Festival Friend $500**	**BRONZE Sponsor $1000**	**SILVER Sponsor $2500**	**GOLD Sponsor $5000**	**PARTNER $10000**
Social Media promotion	One group post	ONE	ONE	TWO spotlights	THREE spotlights
Logo on website	Y	Y	Y	Premium placement	Premium placement
Logo in festival program		Y	Y	Premium placement	Premium placement
Logo on maps and flyers		Y	Y	Premium placement	Premium placement
Newsletters, Media stories, announcement		Y	Y	Premium placement	Premium placement
Gala tickets			Two	Two	Four
Banner at festival events			Y	Y	Y