



**TOGETHER WE WILL
CREATE SOMETHING
EXTRAORDINARY**

friends helping stories to flourish

festivalofstories.com.au

A NEW CHAPTER...

Friends,

Across regional Australia, the event landscape is changing. Many much-loved community events have become harder to sustain, while others are being scaled back, outsourced or are disappearing altogether. Our region has felt this too.

But in Echuca Moama, we see this moment as an opportunity. An opportunity to create something new. Something lasting. Something locally-led. Something our community can proudly call its own.

Festival of Stories is a new three-day cultural event to be held on the third weekend in October each year.

The festival is designed to celebrate and amplify local voices alongside some of Australia's leading storytellers, artists, musicians, performers, thinkers and creatives.

More than an event, Festival of Stories is an investment in community connection, creativity, culture and regional identity. It is being built by people who care deeply about this region – its people, its stories and its future. This is a festival being shaped by our community, for our community.

With your support, Festival of Stories has the potential to grow into a signature regional event to attract visitors from across the country, strengthen local business, create opportunities for creatives and young people, and bring people together through shared experiences and storytelling.

Over the past months, a passionate group of local people has worked hard to bring together early support from government, business, tourism, arts and community partners, to help establish the foundations for the festival.

Now we are inviting the wider community to help bring the festival to life. Through the Friends of the Festival of Stories Founding Friends Program, we are asking individuals, families, businesses and community supporters to contribute financially to help shape the future of this event from the very beginning.

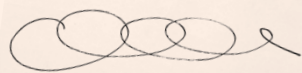
Every contribution, large or small, will help us:

- attract outstanding artists and storytellers to the region
- support local creatives and community participation
- create accessible and inclusive programming
- deliver opportunities for young people
- build a sustainable future for the festival

Most importantly, your support will ensure this festival remains locally driven, community-owned, and reflective of the people and place it represents.

We invite you to stand with us as a Friend of the Festival of Stories and help create something lasting for Echuca Moama and our wider region.

Together, we can build a festival our community will be proud of for generations to come.



Christy O'Brien

Chair, Festival of Stories Incorporated



Leonie Canham

Vice Chair, Festival of Stories Incorporated

...IN OUR TOWN'S STORY



FESTIVAL OF STORIES FOUNDING FRIENDS PROGRAM

Your support helps shape the festival, bring outstanding artists and storytellers to our region, and create lasting cultural, community, and tourism benefits for Echuca Moama.

ALL THE WAYS TO BE A friend

Help build a festival our community can proudly call its own. As a Friend of the Festival of Stories, you'll be part of shaping something lasting for Echuca Moama - bringing people together through creativity, culture, and shared experiences.



Scan QR CODE



INDIVIDUAL SUPPORTER

Essential grassroots support helping bring the festival to life.

For people who believe great community events begin with community.

Story Starter

\$45

- Friends of the Festival window sticker
- Early ticket access
- First to receive Festival updates and announcements
- Priority access to selected small-capacity sessions
- Recognition as a founding Friend supporter
- Invitation to Friends launch/update events

BUSINESS SUPPORTER

Businesses investing in community, culture and connection.

Helping build a festival our region can proudly call its own.

Story Builder

\$500

- All previous inclusions
- Invitation to a special Festival preview gathering
- Priority booking opportunities
- VIP Launch invitation
- Official acknowledgement (Website)
- Digital badge for use on your website and social media

Family Story Starter

\$120

- All Story Starter inclusions
- Family invitation to Friends launch/update events

Festival Patron

\$1000

\$2000

\$3000

- All previous inclusions
- Acknowledgement as a major founding Friend of the Festival (Website and Festival Program)
- Invitation to participate in future planning sessions and provided with festival insights and reporting
- Feature on social platforms

THANK YOU

LOOKING TO SUPPORT THE FESTIVAL IN OTHER WAYS?

Legacy & Philanthropic Partnerships

For individuals, families and organisations interested in supporting the long-term future and impact of the festival.

Please contact Suzie Shearer (Committee – Fundraising & Community Investment) on 0418 373 405 to discuss opportunities.

Event Sponsorship & Brand Activation Opportunities

Tailored partnerships for organisations seeking strategic alignment, audience engagement and regional visibility.

Please contact Jess Waters (Corporate Partnerships & Strategic Development) on 0403 858 306 to discuss opportunities.

2026 AMBASSADORS



Joanna Werner

Film Producer



Sarah Jones

Journalist & Broadcaster



Benny Walker

Musician



Wendy McDonald

Artist



Kathryn Mackenzie OAM

Inspiring Regional Tourism



Dr Wayne Atkinson

Yorta Yorta Elder
Academic & Author



Madi Colville-Walker

Musician



Fleur Ferris

Author

CONTACT US

WE'D LOVE TO HEAR FROM OUR FRIENDS

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