

PROUDLY
HOSTED BY



Kenilworth
Homestead

SPONSORSHIP PACKAGES

Defender Fest ²⁰²⁷



EVENT:

FROM THE 15TH – 19TH OF APRIL 2027

 0407532521

 events.doac@gmail.com

 Kenilworth Homestead, Qld, Australia



ABOUT THE EVENT

Defender Fest is the ultimate family weekend gathering for Land Rover Defender enthusiasts – a national invitation to all Land Rover Defenders and their lineage, from the very first models introduced in 1983 through to the modern icons of today.

The event is a massive community, family, and friends campout weekend at its new home, Kenilworth Homestead. This year, we proudly present the event at its new home, Kenilworth Homestead in the beautiful Sunshine Coast hinterland.

Expect masses of epic Defenders on display, live music, tasty food trucks, industry exhibitors, market stalls, storytellers, influencers, plenty of good vibes and the 4WD Tracks & Trails experience – adding even more adventure, exploration and off-road excitement to an already action-packed weekend.

Whilst this event is an unashamedly focused celebration of the Land Rover Defender and its community, we warmly invite the entire Land Rover community to join us for an unforgettable weekend together.

Bring your mates, bring the family, or rally your Land Rover club's Defender contingent to represent – it's going to be a weekend to remember.



Defender
 **Fest** 2026

THAT'S WHERE YOU COME IN

We need you! As stakeholders within our community, we need all on board to make it Australia's best! Your support is what helps drive our community in the preservation of the iconic Land Rover Defender, its lineage, its culture & its tribe! We'd love for you to come on board as a sponsor for Defender Fest!

By sponsoring, you'll have the chance to put your brand in front of a crowd that truly values quality, adventure, and authenticity.

It's not just about logos on banners — it's about being part of the story, sharing the journey, and helping us make this Australia's best.

We'd be so grateful for your support.

Thank you in advance for helping us make Defender Fest a mark in the calendar for years to come!

Defender
 **Fest** 2027



1983 PLATINUM PARTNER

(Position Filled) \$5,000

- Major Headline Sponsor - Referral to your business as the presenting partner in all Defender Fest 2026 advertising, media and mentions across our socials and the dfest26 event.
- Opportunity to be a part of the launch at the Defender Fest 2027.
- Your Logo displayed prominently on our Defender Fest 2027 website and social media platforms.
- Your business's logo on our official t-shirts (Front breast)
- Opportunity to host your own business marquee free of charge at the Defender Fest 27.
- A stupid amount of tagging and posts on the Defender Fest 2027 socials, highlighting your business as our Platinum Partner.
- Opportunity for a representative of your business to speak at our Defender Fest 27, welcome opening
- Your brand on our official stubby coolers
- Opportunity to display your banners wherever you'd like across the event weekend.
- Defender Fest 27 merch packs for your attending representatives.
- Onstage mentions as presenting partner.
- VIP tickets, camping, and tickets for your representatives.
- And whatever else we can help with to help your business connect with your stakeholders.



#DFEST27



1990 GOLD SPONSOR \$2,500

- 1990 Gold Sponsor - Referral to your business as such in all Defender Fest 2027 advertising, media and mentions across our socials and the Defender Fest 2027
- Your Logo displayed prominently on our Defender Fest 2027 website and social media platforms.
- Opportunity to host your own business marquee, free of charge, at the Defender Fest 2027 event
- A stupid amount of tagging and posts across our Defender Fest 2027 socials.
- Free to display your banners in select positions across the event weekend.
- Defender Fest 2027 merch packs for your attending representatives.
- Onstage, Gold Sponsor mentions as much as we can across the weekend
- VIP tickets, camping, and tickets for your representatives.
- And whatever else we can help with to help your business connect with your stakeholders.



2016 SILVER SPONSOR \$2,000

- 2016 Silver Sponsor - Referral to your business in Defender Fest 27 advertising, media and mentions across our socials and the Defender Fest 27 event.
- Your Logo displayed prominently on our website and social media platforms.
- Opportunity to host your own business marquee, free of charge, at the Defender Fest 27 event.
- A stupid amount of tagging and posts on the Defender Fest 2027 socials, highlighting your business.
- Free to display your banners in select positions across the event weekend.
- Defender Fest 2027 merch packs for your attending representatives.
- Onstage, Silver Sponsor mentions as much as we can across the weekend
- VIP tickets, camping, and tickets for your representatives.
- And whatever else we can help with to help your business connect with your stakeholders.



#DFEST27

SUPPORTER SPONSORSHIPS

DEFENDERS OF AUSTRALIA CLUB MEMBERS DRAW - \$1,000

Sponsorship of our club's annual members' draw.

DEFENDER FEST SOCIAL - \$1,000

Sponsorship of our Defender Fest Social: funds will go toward consolidated costs supporting entertainment logistics.

DFEST26 IN KIND PRODUCT SPONSORSHIP

Sponsorship of products to be used for our charity fundraising efforts across the weekend. - **UNLIMITED OPPORTUNITIES**

THE DEFENDER SHOW'N'DIRTY TROPHY SPONSOR - \$1,000

Sponsorship to purchase trophies and prizes for competitors in our Show'N'Dirty

GENERAL EVENT SUPPORTING SPONSORSHIP - \$500 - UNLIMITED OPPORTUNITIES

