

Going Country

UPPER
HUNTER
COUNTRY

3pm Saturday 17th October

Muswellbrook Showground

2026

SPONSORSHIP PROSPECTUS

Get Your Country On
Country Vibes and Festival Feel

Going Country

A new Premier Event for the Upper Hunter

The Going Country festival is set to become one of the premier events in the Upper Hunter.

The event, staged by the Muswellbrook Chamber of Commerce and Industry is expected to attract a large audience and inject significant tourism and economic benefits into the local community.

With live music performed by top country music artists, and a host of other country theme activities and exhibits happening across the event, Going Country promises to be a fun filled, action packed, day out.

Going Country will be a biannual event, and it is planned to build upon this inaugural event into something bigger year on year.



The Muswellbrook Chamber of Commerce has a proven track record of delivering well managed and very successful events, with the Great Cattle Dog Muster growing from 5,000 visitors in its first year, to 7,000 at the second event, on onto over 8,000 at the latest event in September 2025.

Its time to get your crountry on!

With regional tourism and country escapes growing in popularity, Muswellbrook Chamber of Commerce and Industry will collaborate closely with the Upper Hunter Country Tourism Association, and the Upper Hunter Show Society, to bring together an event that will truly showcase the rich and diverse essence of country that is the Upper Hunter.

The event will embody an atmosphere of country life and will also showcase the many other country experiences to be had in the Upper Hunter, including attractions and events.

With a day and evening filled with country themed attractions, exhibits, and a massive lineup of live country music, visitors will really feel they have gone country - Upper Hunter Style.



With a country vibe and festival feel the event is expected to draw many visitors to the region from outside Muswellbrook and the Upper Hunter.

Country Vibe and Festival Feel!

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Music Lineup

- Imogen Hall - The Collective -

- Nathan Lamont -

- Katie Jayne -

- The Wet Whistles -

Stage Emcee - Farmer Dave

Muswellbrook Showground

Tickets available through Eventbrite:



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Attractions & Exhibits

Outback Thunder - The Ride

Upper Hunter Country Showcase

Mechanical Bull & Bungee Run

Country Market Stalls

Grub: Food Trucks / Grog: The Muster Bar

10pm Fireworks Display

Muswellbrook Showground

Tickets available through Eventbrite:



Going Country

Event Sponsorship Levels

'Bloody Legend'

\$14,000 + GST

Top tier event sponsorship for all the legends out there that go out of their way to support events like this one, that help drive community pride and economic benefits to the region.

'Fair Dinkum'

\$7,000 + GST

Second tier event sponsorship for all those who are fair dinkum about supporting their local community and understand the value that events like this bring.

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Event Sponsorship Levels

'True Blue'
\$3,000 + GST

Third tier event sponsorship that provides true blue support from those who may not have deep pockets like the legends but still want to get behind the event and support the community.

'Got Your Back'
\$500 + GST

A valued element of sponsorship designed for small businesses and individuals who understand the importance of the event and who's sponsorship provides essential and valuable support.

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Attraction Sponsorship



Mechanical Bull Ride

\$1,500 + GST



Outback Thunder 'The Ride'

\$5,000 + GST



The Muster Bar

\$5,000 + GST

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Attraction Sponsorship



**Main Stage
Live Country Music
\$5,000 + GST**



**Upper Hunter
Country Showcase
\$6,000 + GST**



**What a Cracker
Fireworks Display
\$6,000 + GST**

**UPPER
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Without the support of sponsors, we simply could not stage an event of this scale and quality.

Your support is greatly appreciated and we go out of our way to ensure your sponsorship is acknowledged.

- Sponsor's logo displayed on event flyers and promotional material.
- Sponsor's banners/signs around event venue.
- Sponsor's logo on event Website and Facebook.
- Sponsor acknowledgement by emcee on Main Stage.
- Sponsor's acknowledgement and logo on large LED screen.
- Complimentary tickets to VIP area.

Sponsorship Notes:

- Sponsorship values shown are exclusive of GST -
- Multiple sponsors per Attraction/Activity allowed -
- Sponsors responsible for delivery and pickup of banners and signs -
- Sponsors responsible for the erection and dismantling of their gazebos -
- Artist may be subject to change due to circumstances beyond our control -

Thank You

TO OUR SPONSORS



Please direct all inquiries to:

Wayne Toms - MCCI Member Services Manager &
Going Country Event Coordinator

Phone: 0438 517 311

Email: info@muswellbrookchamber.com.au

www.goingcountry.com.au



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