



**SPONSORSHIP**  
**PROSPECTUS**  
**PARTNER WITH**  
**THE MUSEUM**

**Real people, Real stories**





# MUSEUM OVERVIEW

## OUR PURPOSE

The Redlands Coast Museum exists to collect, preserve, honour, display and share the rich history of artefacts and stories of the people of the region, and about our diverse culture and heritage. We aim to foster a deeper understanding and appreciation of the Redlands Coast's past, create a sense of belonging, and provide an engaging space for learning, connection, and community involvement.

## WHO WE ARE

Redlands Coast Museum is a vibrant community hub where history comes alive. Located in Cleveland, QLD, we house over 20,000 artefacts that tell the rich stories of the Redlands Coast and its people. Our museum offers engaging exhibits, dynamic events and educational programs that connect visitors to the past. More than just a Museum, we're a place to discover, connect and belong. Whether through our captivating displays, educational programs, or community-driven activities. We offer an enriching experience that connects people with the past and with each other. We're a place where memories are cherished, traditions are celebrated, and new stories are created.



# MUSEUM VISION & MISSION

## VISION

To be a dynamic, inclusive, and innovative social history museum that not only reflects the stories of our community and its people, but also serves as a vibrant hub for discovery, interaction, and cultural exchange, becoming a must-visit destination on the Redlands Coast.

## MISSION

We are dedicated to preserving and sharing the stories of the people of the Redlands Coast. Our mission is to be the trusted keepers of our community's social history. To safeguard and showcase the significant artefacts and personal stories from the past and present. We prioritise excellent customer service, inclusivity and continuous improvement to enhance visitor satisfaction and community engagement. By leveraging both physical and digital spaces, we provide engaging and educational experiences through our collections, exhibitions and events. We believe every visitor has the potential to enrich our culture and heritage. By celebrating people's stories and building new narratives, we preserve our community's heritage for future generations.

# OUR SUCCESSES

## Real People, Real Stories

### SILVER

Best of QLD  
Experience  
2022-2026

Tourism Industry  
QLD



### WINNER

Community  
Organisation  
Redlands Coast  
Australia Day  
Awards 2026



### WINNER

Redlands Coast  
Tourism Champion  
Redlands Business  
Excellence Awards  
2024



### 2024 - 2026

Accessible &  
Inclusive Host  
Australian  
Tourism Industry  
Council



### 2024 - 2026

Quality Tourism  
Accredited  
Business  
Qld Tourism  
Industry Council



## 2025 Statistics

visitors

**26,740**

event visitors

**8,310**

group visitors

**4,081**

FB followers

**3,565**

subscribers

**2,526**

IG followers

**1,020**

student visitors

**657**

members

**597**

volunteers

**143**

events held

**81**

exhibitions

**9**

# PROJECTS & EVENTS

## Upcoming and beyond



### Expansion of Museum Library & Research Hub

Extension to the Museum library, including access for members and research.



### Quandamooka First Nations Display

The creation of a dedicated First Nations display within the entry point of the Museum showcasing the stories of Quandamooka and our First Nations inhabitants of the area.



### Heritage Artisan Faire & Workshops

A workshops series and biennial showground event showcasing traditional crafts and trades.



### Interactive, Engaging & Digitised Displays

Advancement of displays with touch screen additions, Virtual Reality stations and interactive elements.



### SMBI Museum relocation and expansion

Relocaiton of the Russell Island Museum and expansion of the stories of the Bay Islands' social history and impact.



The Redlands Coast Museum is a volunteer run, self-generated Museum and charity, that has relied, for more than 55 years, on the ongoing support and ownership by its members, volunteers and the Redlands Coast community.

## WHY?

## BENEFITS OF SPONSORSHIP



### Support Redlands' #1 Tourist Attraction

Support the Redlands' Coast champions of Tourism, as awarded by the community & best of Qld Experiences, 4 years running.



### Brand Recognition

Have your brand seen by the perfect customer - local residents, wider community, tourists and students, through:

- Inclusion as official sponsor of Museum in all Museum external facing correspondence - emails, website, member magazine, event MC recognition, flyers
- Quarterly social media shout outs



### Advertising Opportunities

Placement of advertisement for business on digital screen in Museum reception/entry



### Annual Membership

Enjoy free entry to the Museum all year, discounted room hire, and member-only invitations and events



### Free event tickets

4x tickets to seven (7) main Museum events throughout the year, for use by the business without restriction (tickets may be transferred to employees, clients or guests)

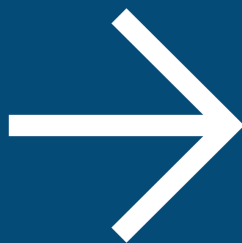
*Including: Seasonal Music Showcases, Show 'n Tell Floor talks, Member's Xmas Party, Australia Day Play and our biennial Heritage & Traditional Crafts Expo*



### Exclusive Offers / Activities

Exclusive invitation to the Museum sponsor's thank you and appreciation night invitation - for 4 attendees

*(Including: guided tour of the Museum, thank you, dinner and drink & certificate of appreciation)*



## Your Investment

**\$5,000** sponsorship investment



## Tax Deductible Payment (DGSR)

All payments are tax deductible, as Redlands Coast Museum is a registered Charity, with Deductible Gifts Recipient Status.



## Be part of Redlands Coast's history

Be part of the social history of the Redlands Coast by supporting the continuation of the capture of its story for future generations.



## A community hub - where you play a part!

Join countless other businesses that form part of the community hub that is Redlands Coast Museum.

## Your sponsorship will go towards...

1 ONGOING MUSEUM SUPPORT

OPERATIONS

2 RESTORATION & DISPLAYS

SPECIAL PROJECTS

3 MUSEUM ACTIVITIES

EVENTS



REDLANDS COAST  
**MUSEUM**

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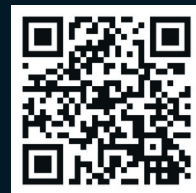
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[www.redlandscoastmuseum.org.au](http://www.redlandscoastmuseum.org.au)



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**Real people, Real stories**