

EXMOUTH

Wild Prawn Fest

PRESENTED BY
Sea Harvest
AUSTRALIA



Fresh, **Wild** & Unforgettable

SPONSORSHIP PROSPECTUS

2026

Western Australia's Ultimate Ocean-to-Plate Festival



Launching in April 2026, the Exmouth Wild Prawn Festival will celebrate one of Western Australia's most extraordinary natural assets — the Exmouth Wild Prawn — and the pristine environment, people, and industry that bring it to the world.

Set against the backdrop of the Ningaloo Coast, the festival will bring together locals, visitors, chefs, fishers, and food lovers for a weekend of ocean-to-plate experiences. From the Welcoming of the Fleet to long-table beach feasts, hands-on cook-ups, the community event on the wharf, and the Exmouth Prawn Trail, the festival will become a standout event on the WA culinary and tourism calendar.

This is an opportunity for brands to align with sustainability, regional economic development, premium WA produce, and the story of a fishery that has been certified by the Marine Stewardship Council for almost a decade.



Sustainability You Can Stand Behind



Building confidence through proven science, responsible fishing and global certification.

The Exmouth Wild Prawn Fishery is recognised as one of the world's most carefully managed and scientifically monitored prawn fisheries, it is an industry leader in sustainability, innovation and ecological stewardship — making partnership with the Exmouth Wild Prawn Festival a positive, future-focused brand alignment.

Sea Harvest Australia holds 100% of the commercial prawn licences in the Exmouth Gulf, operating with a long-held philosophy: fish lightly, fish respectfully and protect the ecosystem that sustains us. Only 25% of the Gulf is trawled each year, with coral gardens, sponge fields and seagrass meadows permanently protected. Fishing seasons are timed to environmental cues, and vessels return on the lunar cycle, ensuring natural recovery periods across the entire fishery.

In 2015, the fishery achieved Marine Stewardship Council (MSC) certification — the world's most rigorous benchmark for sustainable fishing. It was recertified in 2020 and will celebrate 10 years of continuous MSC certification in April 2026, placing Exmouth among a very small group of global fisheries with this level of verified sustainability. This milestone reflects the fishery's decades-long commitment to scientific management, ecological monitoring and independent auditing.

**LOOK FOR THE
BLUE LABEL**

MSC-F-30006



Sea Harvest continues to invest heavily in world-class bycatch reduction and habitat protection technologies, including turtle exclusion devices, shark and ray escape hatches, mesh panels that allow fish to swim free, and gentle live-water hopper systems that return bycatch safely to the ocean. These measures are developed in partnership with DPIRD and leading marine scientists — an approach recognised internationally as best practice.



For partners, this means the Exmouth Wild Prawn Festival represents not only a celebration of world-class produce, but a story of responsible, science-led fishing that protects one of the planet's most unique marine environments. Aligning with this festival aligns your brand with sustainability, stewardship, community and authenticity.

This is Western Australia's premium wild prawn, shaped entirely by the pristine waters of the Ningaloo Coast and harvested by a fleet that has been caring for this environment for more than 50 years. It is a product — and a fishery — partners can support with confidence and pride.

Supporting Partner ~ \$20,000



Partnership Tiers

SUPPORTING PARTNER – \$20,000

For brands seeking high visibility, premium positioning, and category leadership

As a Supporting Partner, your organisation is elevated to the **top tier** of the Exmouth Wild Prawn Festival's partnership structure. This is the highest, most influential level of alignment, guaranteeing exceptional visibility, credibility, and engagement across the entire festival.

KEY BENEFITS

Brand Visibility & Media

- Hero-tier logo placement across the full marketing suite, including website homepage, digital campaigns, social content, press releases, event advertising, e-brochures, and partner newsletters.
- Prime branding at all major festival events, including the Welcoming of the Fleet, Community Day on the Wharf, Mantarays Beach Feast, and the Exmouth Prawn Trail.
- Verbal acknowledgment at major festival moments, presentations, and official announcements.

Event Integration & Experiences

- Exclusive opportunity for a premium brand activation, showcase, or tasting experience at one festival event (co-designed to suit your objectives).
- Ten (10) tickets to the Community Event on the Wharf for staff, clients, media, or giveaways.
- VIP invitations to key festival functions, launches, and media opportunities (where applicable).

Media & Publicity

- Priority consideration for media interviews, talent inclusion, or feature profiles coordinated through the festival PR team.
- Inclusion in the Official Festival Program (print & digital).



Event Partner ~ \$10,000



EVENT PARTNER – \$10,000

For businesses wanting strong brand alignment with a single signature festival experience

Event Partners are attached to one flagship event and enjoy high-impact visibility at that chosen experience. Events available for partnership include:

- The Welcoming of the Fleet
- The Community Prawn Day on the Wharf
- The Mantarays Ningaloo Beach Feast
- The Exmouth Prawn Trail

KEY BENEFITS

Brand Visibility

- Official “Event Partner” designation across all communications relating to your selected event.
- Logo inclusion on the website (event page + partner page) and in the printed/digital Festival Program.
- Acknowledgment beside event listings, press releases, and media announcements relevant to the partnered event.

On-Site Presence

- Prominent brand signage and presence at the selected event.
- Opportunity to supply product, host a demonstration, deliver a tasting, or run a small activation aligned to your brand.

Event Tickets

- Five (5) tickets to the Community Event on the Wharf OR your sponsored event.



Product Partner ~ \$5,000



PRODUCT PARTNER – \$5,000

For businesses wanting to contribute product and integrate directly into the festival's food & experience program

Product Partners become part of the festival's culinary DNA, supplying ingredients, beverages, or products that feature in tastings, cook-ups, events, or chef collaborations.

KEY BENEFITS

Visibility & Acknowledgement

- Logo inclusion on the festival website and within the Official Festival Program.
- Recognition as a Product Partner in relevant communications, PR mentions, and social media (where product is featured).

Product Integration

- Ability to supply product for use across one or more festival events (based on suitability and curation).
- Brand visibility at points where product is served, displayed, integrated into dishes, or highlighted in demonstrations.
- Opportunities to collaborate with chefs, venues, or participating businesses in the festival program.

Event Tickets

- Two (2) tickets to the Community Event on the Wharf or a nominated festival event.





Why partner with us?



1. ALIGN WITH WORLD-LEADING SUSTAINABILITY

The Exmouth Wild Prawn fishery holds Marine Stewardship Council certification — the global gold standard in sustainable fishing. Partners will stand alongside a decade of verified responsible practice

2. CELEBRATE PREMIUM WA PRODUCE

The Exmouth Wild Caught Prawn is the jewel in the crown of Australian seafood — sweet, clean, and shaped by one of the most pristine marine ecosystems in the world.

3. ACCESS A HIGH-VALUE REGIONAL TOURISM MARKET

Exmouth attracts hundreds of thousands of visitors annually, from culinary travellers to 4WD explorers, divers, anglers, and families. Festival timing ensures strong interstate and intrastate engagement.

4. SUPPORT REGIONAL ECONOMIC DEVELOPMENT

Your investment contributes directly to local industry, hospitality, youth opportunities, training pathways, and community pride across the Gascoyne region.

5. BE SEEN, HEARD & SHARED

With coordinated PR, social media, regional and metropolitan coverage, and the ability to create bespoke brand moments, partners benefit from strong exposure before, during, and after the festival.

Let's build something special

The Exmouth Wild Prawn Festival is set to become a premium event on the WA calendar. This is your opportunity to be part of the story from day one — aligning your brand with sustainability, ocean craftsmanship, exceptional produce, and one of WA's most celebrated regions.

We would love to tailor a partnership package to suit your business.



PRESENTED BY

Sea Harvest
AUSTRALIA



For further information or to discuss your involvement, please contact:

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Find us on socials



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