

GOLD
COAST **OPEN**
HOUSE

Partner with an exciting, high-profile,
community & industry focused event.

IMAGE: Amber van Sloten - Abedian School of Architecture

2025 SPONSORSHIP PROSPECTUS

Acknowledgement to Country

Gold Coast Open House Architecture Festival Inc acknowledges the traditional custodians of Country throughout Australia, and especially the people of the Yugambah language groups, upon whose lands and waters our activities take place. We acknowledge their connections to land, sea and community. We pay our respect to their Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today.



GOLD COAST OPEN HOUSE

Our Purpose

Gold Coast Open House inspires public engagement with the city's built environment by unlocking access to its most extraordinary buildings, places, and spaces. Through real 'behind-the-scenes' experiences, we spark conversations about the power of quality design in shaping a vibrant, liveable city.

Our Vision

We aim to foster deeper engagement between design professionals, residents, and visitors by celebrating both the contemporary and historical architectural and design attractions of the city.

We strive to enhance public awareness of the diverse range of professionals who contribute to shaping, protecting, and collaborating on the Gold Coast's built environment.

As a not-for-profit organisation, we remain independent of political affiliations and professional institutions, dedicated solely to organising the Open House event. Our foundation is rooted in architecture and the built environment sector, ensuring our mission aligns with industry expertise and community interest.

We are committed to providing free access to all participating buildings, ensuring inclusivity and accessibility, with no mandatory fees for building owners to take part in the event.



GOLD COAST OPEN HOUSE

About Gold Coast Open House

Gold Coast Open House is a not-for-profit incorporated association, run by a volunteer committee of dedicated architects, built environment professionals and Gold Coast citizens.

The event was founded in 2015 by three founding partners, the City of Gold Coast, the Australian Institute of Architects and the National Trust, and has become a much-anticipated cultural event with the support of the City of Gold Coast.

Our Work

Gold Coast Open House is a free festival that celebrates the extraordinary buildings, places, and spaces that shape our city and lifestyle. Through a carefully curated program, we offer architect-led building and precinct tours, self-guided experiences, thought-provoking panel discussions, documentary screenings, and interactive events like Urban Sketchers.

Our commitment to accessibility ensures that all public tours and most events remain free, made possible by the generosity of our sponsors, participating architects, building owners, and custodians who open their homes and workplaces to the community.

In 2024 we expanded our on-demand archive, offering recorded panel discussions and self-guided walking tours on our website, providing even more ways for people to explore and engage with the city's built environment.

WHO ARE OUR AUDIENCE?



Gold Coast Open House attracts a **diverse audience** from across the community, including:

- Design & Built Environment Professionals – architects, landscape architects, planners, builders, and building designers
- Heritage & Sustainability Enthusiasts – heritage advocates, clean tech supporters, and those interested in sustainable living and tiny homes
- Industry & Government – developers, educators, and local government representatives
- General Public – curious locals and visitors eager to explore architecture, history, and design firsthand
- Demographics:
 - 68% GC, 12% Nth NSW, 20% Brisbane
 - 65+ (34%), 55-64 (30%), 45-54 (27%), 35-44 (13%), 25-34 (10%) 18-24 (3%)
 - 63% had attended GCOH before (a 15% increase on 2023)
- We reached:
 - 13,800 people across Instagram & Facebook
 - Over 3,500 highly-engaged email subscribers

- The top motivations for attending the festival were to:
 - Access buildings that are not normally open to the public (63%)
 - Learn about the architecture of the Gold Coast (57%)
 - Learn about the history and heritage of the Gold Coast (48%)
 - Guided Tours and Walks (38%)
- Participate in a community event (30%)
- The types of buildings and activities that were of the most interest:
 - Architecture (75%)
 - History and heritage (62%)
 - Residential houses (57%)
 - Walking Tours (37%)
 - Architecture and Design Studios (37%)
- People spent money on:
 - Coffee (62%)
 - Food (53%)
 - Travel (28%)
 - Parking (18%)
 - Other (18%) (including champagne & books)

WHO ARE OUR AUDIENCE?



IMAGE: Oliver Shearer - Dolphin Court House

Comments from our audience:

- *“Gold Coast Open House offers a unique opportunity to experience a different side of the city—beyond the surf, sun, and sand. The diverse program brings together guided tours, breathtaking architecture, striking design, and rich history, making it an unmissable event. Kudos to everyone involved in bringing it to life each year!”*
- *“I love seeing how people design and construct buildings that are not only beautiful but also functional and practical. It’s truly inspiring.”*
- *“We toured three unique homes and felt incredibly fortunate to step inside them. The presenters provided great insights, and we deeply appreciate the generosity of homeowners for opening their private spaces to us.”*
- *“The panel discussions were excellent—insightful, engaging, and well-curated.”*
- *“Getting the chance to walk through homes that we’d consider dream houses was amazing. We’ll definitely keep these architects in mind when we start planning our next build.”*
- *“The panel discussions were thought-provoking, and it was fantastic to see Gold Coast Open House include a screening of Under Cover, a film about homelessness, followed by a powerful discussion.”*
- *“The opportunity to visit architecturally designed homes and buildings, meet the architects, and experience these spaces firsthand—for free—was incredible. The event had a relaxed, welcoming atmosphere, thanks to the well-organised volunteers.”*

IN 2024 WE WELCOMED 4,200+ VISITORS



IMAGE: Lynn Stephens-Tait - Southport

In 2024, Gold Coast Open House presented:

- 26 buildings and places (+9 on 2023)
- 11 events (5+ on 2023) including talks, walks, family activities and an Urban Sketchers event.

The official festival weekend of 12- 13 October 2024 was preceded by a launch event on Wednesday 9 October and a special screening and panel discussion of *Under Cover* on Thursday 10 October.

Gold Coast Open House offered a variety of ticketed and non-ticketed events and buildings, depending on the requirements of the building owner and/or venue.

There were:

- 976 pre-booked
- 661 walk-in attendees
- 1,637 attendees total

IN 2024 WE REACHED AUDIENCES BY...

www.goldcoastopenhouse.com.au

The GCOH website www.goldcoastopenhouse.com.au was the primary nucleus, where audiences were directed to source information and to take action e.g. book a tour.

PRINT MARKETING

The website was augmented by a physical map which laid out all of the locations in the 2024 program.

MEDIA

Publicity was an important aspect of the overall marketing strategy. We garnered some great media coverage. Key stats from the campaign included: Key stats from the campaign, are as follows:

- Pieces of Coverage: 8
- ASR: \$209,669
- Reach: 1,576,663

IN 2024 WE REACHED AUDIENCES BY...



IMAGE: Melissa Hoedel - Southport Military Museum

EMAIL MARKETING

Gold Coast Open House uses Mailchimp to engage with our mailing list of past attendees and other interested stakeholders.

According to our 2024 post-event survey, the GCOH email/newsletter was the primary way respondents (51%) heard about the event followed by the GCOH website (25%), GCOH Social Media (21%) and word of mouth (11%). 32% attended because they had previously attended or heard about GCOH.

The table below presents an overview of email engagement this year, and how this compares to 2023. Our subscribers are very engaged as seen by our significant email open rate.

KEY EMAIL STATS:

- Subscribers: 3,569
- 18 campaigns sent
- Open rate 53%
- CTR 14.4%

KEY SOCIAL MEDIA STATS

YouTube

YouTube is an important part of the Gold Coast Open House engagement. In 2024, we uploaded the three panel discussions and our subscribers increased from **14,000** to **15,298**

Instagram

- Audience: 3033
- Profile follows: 3K
- Reach: 8.6K
- Engagement: 1.3K

Facebook

- Audience: 1500
- Page followers: 1.5K
- Engagement: 282

LinkedIn

A new channel for 2024

- Page likes: 492 (10% increase from 2023)
- Page impressions: 1.6K

YOUR OPPORTUNITY



IMAGE: Vivien Leigh - Envi Microvillage

Partnering with **Gold Coast Open House** positions your business as a leader in the industry while showcasing your commitment to the community.

- Enhance Your Brand Visibility – Connect with design-conscious consumers and urban explorers who are passionate about the city’s architecture and built environment.
- Generate Meaningful Leads – Strengthen relationships with potential clients and industry peers in a highly engaged and relevant setting.
- Align with Industry & Community Leaders – Demonstrate your dedication to the Gold Coast alongside our Major Partner, City of Gold Coast.
- Champion the City’s Growth & Identity – Play a key role in shaping the Gold Coast’s reputation as a thriving, design-forward coastal destination.

By partnering with us, you’ll not only gain exposure but also contribute to an event that celebrates creativity, innovation, and the future of our city.

PARTNERSHIP LEVELS

- **Festival Partner**
- **Community Partner**
- **Support Partner**
- **Friend of GCOH**

See the following *Partnership Matrix* page.

BESPOKE SPONSORSHIP

Do you have a standout project or development you want to showcase to an engaged and design-conscious community?

We’d love to create a tailored sponsorship opportunity that connects your brand with our audience in a meaningful way.

With exciting opportunities in our 2025 program, we can craft a unique and immersive brand experience or activation that aligns with your objectives.

2025 GOLD COAST OPEN HOUSE PROGRAM PARTNERS MATRIX

All prices are exclusive of GST	FESTIVAL PARTNER	COMMUNITY PARTNER	SUPPORT PARTNER	FRIEND OF GCOH
	\$20,000	\$10,000	\$5,000	\$2,000
Logo & Brand Recognition	Digital: <ul style="list-style-type: none"> Website (with direct link) EDMs (in partner lock-up) In print: <ul style="list-style-type: none"> Full page advertisement in GCOH program* In partner lock up in GCOH program* 	Digital: <ul style="list-style-type: none"> Website (with direct link) EDMs (in partner lock-up) In print: <ul style="list-style-type: none"> Full page advertisement in GCOH program* In partner lock up in SCOH program* 	Digital: <ul style="list-style-type: none"> Website (with direct link) EDMs (in partner lock-up) In print: <ul style="list-style-type: none"> In partner lock up in GCOH program* 	Digital: <ul style="list-style-type: none"> Website (with direct link) EDMs (in partner lock-up) In print: <ul style="list-style-type: none"> In partner lock up in GCOH program*
GCOH Events	<ul style="list-style-type: none"> Opportunity for naming rights to an aspect of the programming (brand specific). Opportunity to co-deliver a GCOH festival event Lead or host an event of your choice. Nominate a panellist for GCOH Speaker Series and brand representation at the event. 	<ul style="list-style-type: none"> Opportunity to co-deliver/host a GCOH festival event Nominate a panellist for GCOH Speaker Series and brand representation at the event. 		
GCOH official launch	<ul style="list-style-type: none"> 10 Tickets Speaking opportunity / verbal acknowledgement of partnership in GCOH speeches Display table and company flags at venue for the Launch event. 	<ul style="list-style-type: none"> 6 Tickets Speaking opportunity / verbal acknowledgement of partnership in GCOH speeches Display table and company flags at venue for the Launch event. 	<ul style="list-style-type: none"> 4 Tickets Verbal acknowledgement of partnership in SCOH speeches 	<ul style="list-style-type: none"> 2 Tickets Verbal acknowledgement of partnership in GCOH speeches
Panel discussions & limited-access buildings	<ul style="list-style-type: none"> 8 Reserved tickets 	<ul style="list-style-type: none"> 4 Reserved tickets 	<ul style="list-style-type: none"> 2 Reserved tickets 	<ul style="list-style-type: none"> 2 Reserved tickets
Content piece & advertisement placements	<ul style="list-style-type: none"> Highlight and additional content on the Partners page (opportunity for content and images) 1 x dedicated blog piece 2 x Content placements in GCOH EDM 	<ul style="list-style-type: none"> 1 x dedicated blog piece 1 x content placement in GCOH EDM 	<ul style="list-style-type: none"> Opportunity for a mention in a relevant blog 	
GCOH social media channels	<ul style="list-style-type: none"> 3 dedicated posts plus additional acknowledgement commensurate with investment 	<ul style="list-style-type: none"> 2 dedicated posts plus additional acknowledgement commensurate with investment 	<ul style="list-style-type: none"> 1 dedicated post plus additional acknowledgement commensurate with investment 	<ul style="list-style-type: none"> 1 group post with other Bronze Partners
Name mentioned across all GCOH media releases	<ul style="list-style-type: none"> Yes 	<ul style="list-style-type: none"> Yes 		

* Or alternative print collateral if GCOH does not print an entire program

THANKS TO OUR 2024 PARTNERS & SUPPORTERS

PATRON

Her Excellency the Honourable Dr Jeannette Young AC PSM, Governor of Queensland

MAJOR SPONSOR



VENUE PARTNER



FESTIVAL PARTNER



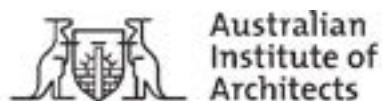
Proudly supported through the Queensland Government's Showcasing Queensland Heritage grant program

SUPPORT PARTNERS



STONE STYLE

FRIENDS OF GOLD COAST OPEN HOUSE



INTERESTED IN SPONSORING OR GETTING INVOLVED WITH GOLD COAST OPEN HOUSE?

We'd love to explore opportunities that align with your goals and budget. Get in touch to discuss how we can collaborate contact:

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www.goldcoastopenhouse.com.au.



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