



Partnership Proposal 2025 / 2026

A blurred background image of a rural landscape. In the foreground, there are tall, thin stalks of grass. The middle ground shows a green field with some dark spots, possibly cows. In the background, there are trees and a building with a balcony.

A video paints a million words. Click below to watch (and turn it up!) 🎵

[WATCH HERE](#)

Introducing Tussock Country

Tussock Country – New Zealand’s Country Music Festival represents an energising, inspiring new era for the national country music scene.

Key events organisations - the Gore Country Music Club, the NZ Songwriters’ Trust, the MLT NZ Gold Guitar Awards Committee and the Gore District Council came together to form the New Zealand Country Music Festival Trust and develop this lively festival concept. Putting together Tussock Country Music Festival has been an exciting progression in Gore’s 50-year tradition of country music celebrations.

Launching in 2021, the festival has now enjoyed four years of establishment and growth. We’re delighted so many have embraced this concept and look forward to another action packed festival of events, musicians and audiences from throughout New Zealand in 2026 and beyond.



Tussock Country

The Heartbeat of New Zealand Country Music

Tussock Country positions Gore and Eastern Southland at the centre of a national story – It is a platform for long-term collaboration between business, culture, and community.

Tussock Country is more than a festival. It is the anchor of Gore's legacy in country music and the flagship initiative of the NZ Country Music Festival Trust.

Our 2025–2030 strategy is clear: to grow Gore's national identity as the 'Home of Country Music,' strengthen Southland's economy, and create a sustainable cultural legacy for future generations.

By partnering with us, you are investing not only in an iconic event, but in the long-term prosperity of our community.



2021 – 2025: Festival Success & Growth

Our audience is diverse, intergenerational, and committed. With 70% of patrons travelling from outside Southland, they bring new spending power into the district, staying an average of 4.6 nights and attending more than six events each.

For partners, this means brand visibility to high-value visitors who are actively investing in travel, accommodation, hospitality, and retail. Just as importantly, Tussock Country fosters pride at home: from school performances to rural showcases, our community is at the heart of the festival story.

The 2025 festival demonstrated strong growth across key metrics, with a total economic impact of \$2.5 million.

- Average daily spend increased to \$168.78, up from \$159 in 2024
- total participants including patrons, artists, and crew rose to 13,047 from 10,322.
- Unique visitors also grew to 3,221, a 19% increase from 2024.
- Attendees stayed 7% longer on average but also attended 10% more events per person, indicating deeper engagement and greater overall contribution to the local economy.

Tussock Country is on a growth trajectory – join us!



2025: Festival Figures

FINANCES & ECONOMIC IMPACT

- 13,047 attendances from 3,211 patrons across 72 events
- 70% of attendees were from outside the Gore / Eastern Southland region
- Those who visited from outside the Southland region stayed an average of 4.64 nights and spent an average of \$169 per day

ALL EVENT INCOME:

- Ticket Sales - \$213,027

ALL EVENT COSTS:

- Event Costs: \$305,000 approx
- Deficit covered by partners, sponsors and community grants

TOTAL EVENT ECONOMIC IMPACT:

- \$2,515,770.50 to Gore and surrounding regions.



Who Is The Tussock Attendee?

In 2025 they were....



66% Female
34% Male



FROM
30% Gore & Eastern Southland
16% Rest of Southland
19%: Otago
10%: Canterbury
6%: Rest of South Island
16%: North Island
2%: Australia & International

AGED

11%: 0 – 20 yrs
9%: 21 – 30 yrs
11%: 31 – 40 yrs
16%: 41 – 50 yrs
19%: 51 – 60 yrs
21%: 61 – 70 yrs
13%: 71 yrs +



ATTENDEES
3,211 unique patrons, who
attended 6.42 events each.

2025: Festival Advertising

Pre event advertising - nationwide print, radio and digital to the value of \$150,000+ (with media partner support)

In 2026, we will extend our reach through tourism channels, aligning with Tourism New Zealand and Great South to position Tussock Country as a destination festival. This includes joint campaigns in Australia and North Island markets to increase visitor length of stay and attract new audiences. TBC.

Allied Press Partnership Package – ODT Major Sponsor

- 49 print adverts in Allied Press regional and community publications

Digital Advertising package on www.odt.co.nz including

- 3 x sponsored stories
- 2 x home page take overs on odt.co.nz

Mediaworks Partnership Package

- Radio Commercials – Magic & More FM Southland
- Local On Air Campaign – More FM Southland Breakfast Show
- Nationwide Campaign & Giveaway – More FM
- Bus Backs in Invercargill & Dunedin

- Social media followers: 3.4K Facebook, 1.3K Instagram
- 5 x SH1 Billboards
- South Magazine Feature
- Southern X Radio Advertising Campaigns
- Shepherdess Magazine Campaign



Shining The Light On Community Spirit

- From accolade winners to cheese roll dinners, the media loves telling the unique, positive stories of Tussock Country
- In 2025 the festival received nationwide coverage across print, digital, bus backs, TV, radio and social media
- Featured across Allied Press, Radio NZ, Stuff, North & South Magazine, More FM, TVNZ News, Magic Radio, Southern X Radio and many more
- Let your brand be in the headlines for positive, community feel-good reasons!



Household Names & Heartland Flavour

Tussock Country brings the surrounding rural community and the New Zealand country music community together for 70+ events celebrating music, food, rural life, entertainment and camaraderie.



BAYLEYS
Tussock Country
NZ's Country Music Festival
23 MAY - 1 JUNE 2025 | GORE



COUNTRY MUSIC
HONOURS
FRIDAY 23 MAY | 7PM



Tussock Country
LATE NIGHT
SATURDAY 24 MAY, 8PM-LATE



MITCHELL
SAT 24TH MAY 5-30PM 885 ST JAMES THEATRE, GORE



Tussock Country
UTE MUSTER
GORE NZ
SUN 25 MAY



the Harmonic Resonators
Wed May 28th



50th ANNIVERSARY
NZ GOLD GUITAR AWARDS 2025

Tickets on sale now! www.tussockcountry.nz

10 | **70+**
days | events



BAYLEYS
Tussock Country
NZ's Country Music Festival

Official
EVENT GUIDE 2025
23 MAY - 1 JUNE | GORE | NZ

www.tussockcountry.nz   **\$5.00**

Standard Partnership Package Options 2026

- Festival naming rights
 - Major event naming rights for 2026 (Tussock Stage, Tussock Country Late Night etc)
 - Exclusive signage placement at event
 - Exposure across promotional and social media advertising mediums
 - Full page ad in the programme
 - VIP festival event attendance for four
 - Event commentary mentions
 - Ten tickets to NZ Country Music Festival Trust managed events
 - Partnership graphics supplied for use on your social media, newsletters
 - Business profile on www.tussockcountry.nz
 - Half page ad in the programme
 - Minor event naming rights for 2026 (GoreGeous Country Breakfast, single workshop etc)
 - Silver level commentary mentions
 - Exclusive signage placement at event
 - Bronze level commentary mentions
 - Quarter page ad in the programme
 - VIP event attendance for two
 - Inclusion in the programme list of sponsors
 - Four tickets to NZ Country Music Festival Trust managed events
 - Two tickets to NZ Country Music Festival Trust managed events
 - Merchandise pack
 - First right of renewal in 2027
- INVESTMENT

Partnership level	Naming Rights	Gold	Silver	Bronze	Festival Friend
Number available per year	1	2	4	8	10
Festival naming rights	✓				
Major event naming rights for 2026 (Tussock Stage, Tussock Country Late Night etc)		✓			
Exclusive signage placement at event		✓			
Exposure across promotional and social media advertising mediums	✓	✓			
Full page ad in the programme	✓	✓			
VIP festival event attendance for four	✓	✓			
Event commentary mentions	✓	✓			
Ten tickets to NZ Country Music Festival Trust managed events	✓	✓	✓		
Partnership graphics supplied for use on your social media, newsletters	✓	✓	✓		
Business profile on www.tussockcountry.nz	✓	✓	✓		
Half page ad in the programme			✓		
Minor event naming rights for 2026 (GoreGeous Country Breakfast, single workshop etc)			✓		
Silver level commentary mentions			✓		
Exclusive signage placement at event			✓		
Bronze level commentary mentions				✓	
Quarter page ad in the programme				✓	
VIP event attendance for two			✓	✓	✓
Inclusion in the programme list of sponsors				✓	✓
Four tickets to NZ Country Music Festival Trust managed events				✓	✓
Two tickets to NZ Country Music Festival Trust managed events					✓
Merchandise pack	✓	✓	✓	✓	✓
First right of renewal in 2027	✓	✓	✓	✓	✓
INVESTMENT	\$ 35,000.00	\$20,000	\$7,000	\$3,000	\$500

Thank You To Our 2025 Partners



A woman wearing a yellow hat, yellow glasses, and a sequined jacket is smiling and holding up a beer bottle. She is sitting at a table in a restaurant or bar with other people in the background. The scene is lit with warm, ambient lighting.

Thank You

Tussock Country is experiencing rapid growth momentum. With increasing national media coverage, and a proven \$2.5M economic impact in 2025, the opportunity is clear.

The next five years will determine how far we can take Gore's story onto the national and international stage.

Now is the moment to partner with us.

Contact:

NZ Country Music Festival Trust

team@tussockcountry.nz

www.tussockcountry.nz

