



- PAINTING
- SCULPTURE
- DRAWING
- CERAMICS
- TEXTILES
- FURNITURE
- METALWORK
- WOODWORK
- UPCYCLING
- MIXED MEDIA
- PHOTOGRAPHY
- PRINTMAKING
- ABORIGINAL ART
- GLASSMAKING
- JEWELLERY

MARGARET RIVER REGION

open
STUDIOS

PARTNERS GUIDE

12 - 27 SEPTEMBER 2026



BECOME A PARTNER

Margaret River Region Open Studios (MRROS), now in its 13th year, has grown into one of the region's major cultural events, widely loved by locals and highly valued by visitors. Each year it attracts around 16,000 attendees, with 54% travelling from outside the region and typically staying 3–4 nights.

In 2025, more than 100,000 studio visits generated over \$2 million in art sales direct to artists, and a further \$7 million in accommodation, dining, and retail spend, contributing an estimated \$9 million to the local economy.

Here are some words visitors regularly use to describe the event.

LOVELY
WONDERFUL
BEAUTIFUL

DIFFERENT
NEW
DIVERSE

FRIENDLY
AMAZING

A partnership with MRROS can help build strong brand awareness, align with your organisation's cultural values, generates goodwill, and demonstrates a genuine commitment to our creative community.

THE OPEN STUDIOS AUDIENCE

“The Art Appreciators”

- 80% female
- 65% aged 50 years+
- Couples and families
- 53% of visitors were non-locals
- 4% visitors travelled from interstate to attend
- Acknowledged as Cultured: *Regularly visit galleries and exhibitions*

Source: Visitor Survey / Carat Media

Thank you for considering Margaret River Region Open Studios as a vibrant and meaningful way to connect your business with thousands of locals and visitors across our region. It's a wonderful opportunity to support our creative industries with opportunities to meet with artists at special in-house events.



PERSONALISED SUITE OF BENEFITS

Partnerships can be personalised to suit your business needs, and we welcome discussions about how your organisation can help us continue to grow the event. We are also open to exploring alternative partnership approaches where they align with our objectives.

MRROS 2026 PARTNERSHIP PACKAGES:

PRESENTING PARTNER

\$20,000 +GST

The event would be referred to as **Margaret River Region Open Studios, presented by XYZ** in media releases, the event guide, website and long-form marketing.

An MRROS logo with sponsor acknowledgement is used as appropriate.

- Full page inside front cover advert in our Event Guide (worth \$2,800 +GST)
- Premium visibility on all event marketing material, including on the cover of the Event Guide
- Premium logo placement on our website home page
- Multiple newsletter acknowledgements (accompanied by MRROS imagery)
- Multiple social media acknowledgements (accompanied by MRROS imagery)
- Use of our logo with Presenting Partner recognition
- Four invitations to our Launch and Wind-Up events
- Two invitations to our exclusive Art Party event.

GOLD PARTNER

\$7,500 +GST

- A full page advert in our Event Guide (worth \$1,950 +GST)
- Prominent positioning on all event marketing material and in the Event Guide
- Logo inclusion on our website home page
- Two newsletter acknowledgements (accompanied by MRROS imagery)
- Two social media acknowledgements (accompanied by MRROS imagery)
- Use of our logo with Gold Partner recognition
- Two invitations to our Launch and Wind-Up events
- Two invitations to our exclusive Art Party event.

SILVER PARTNER

\$5,000 +GST

- A half page ad in our Event Guide (worth \$1100 +GST)
- Logo on all event marketing material and in the Event Guide
- One newsletter acknowledgement (accompanied by MRROS imagery)
- One Social Media acknowledgement (accompanied by MRROS imagery)
- Use of our logo with Silver Partner recognition
- Two invitations to our Launch and Wind-Up events.

BRONZE PARTNER

\$2,500 +GST

- A quarter page ad in our Event Guide (worth \$800 +GST)
- Recognition in our Event Guide
- Logo inclusion in our newsletters
- Use of our logo with Bronze Partner recognition
- Two invitations to our Launch and Wind-Up events.

VENUE PARTNER

\$2,500 +GST

- This is a Venue that hosts a local Artist for the event who does not have a visitable studio
- A quarter page ad in our Event Guide (worth \$800 +GST)
- Recognition in our Event Guide
- Logo inclusion in our newsletters
- Use of our logo with Bronze Partner recognition
- Two invitations to our Launch and Wind-Up events.

Venue partners need to be approved in advance.

All participating artists are required to hold Public Liability Insurance with a minimum cover of \$20 million for the duration of the event. By completing the registration, artists acknowledge and accept responsibility for arranging and maintaining this insurance. MRROS will not be liable for any claims arising from incidents at studios/venues, and it is the artist's responsibility to ensure adequate coverage is in place.

If you or your business would like to become a Margaret River Region Open Studios partner please:

COMPLETE THE FORM BELOW AND EMAIL TO:

Amy Penrose art@mrros.com.au

PARTNERSHIP FORM

PARTNERSHIPS OPTIONS

PRESENTING PARTNER	\$20,000 + GST	
GOLD PARTNER	\$7,500 + GST	
SILVER PARTNER	\$5,000 + GST	
BRONZE PARTNER	\$2,500 + GST	
VENUE PARTNER	\$2,500 + GST	
	TOTAL:	

NAME: _____

BUSINESS NAME: _____

ADDRESS: _____

TELEPHONE: _____

EMAIL: _____ ABN: _____

PAYMENT DETAILS

Pay by direct deposit:

BSB: 633000 Account: 163543473

Account Name: Margaret River Region Open Studios Inc.

Reference: Partners Name

NAME: _____ SIGNATURE: _____

ARTWORK REQUIREMENTS

LOGO

Please provide a high resolution vector version of your logo to
Emily: em@emilyjacksondesign.com.au

Advert design and artwork

Please contact Emily to discuss design and artwork specifications and production:
em@emilyjacksondesign.com.au 0407 199 796

Please note: Advert design and artwork production costs are additional.

Supplied Print Ready Artwork deadline: 18th May 2026

Please email your artwork to Amy: art@art@mrros.com.au



OPEN STUDIOS 12TH EDITION RESULTS 2025

PR 328 STORIES

618k Estimated Views
SevenWest Media Partner

CARAT DIGITAL ADVERTISING

Lower Budget (-20%)
594,543 Reach (- 50%)
CTR 1.76% (+40%)
Prospecting and Lookalike Audiences
10sec video format
87,169 Complete video views

SOCIAL MEDIA

FACEBOOK
3.3m Views (-30%)
49.5k Interactions (+75%)
12,700 Followers (+6%)

INSTAGRAM
1.3m Views (+174%)
15.1k Interactions (+46%)
12,000 Followers (+20%)

JACKSONS PARTNERSHIP

9 stores
8,000 Guides distributed
20,000 eNewsletters

MRROS NEWSLETTERS

10 to 11,300 Database
(+6%)

WEBSITE

56,000 Unique Visitors
(-14%)
74% from mobiles

STRONG VISITOR NUMBERS

Over **100,000**
STUDIO VISITS

Over **\$2 million**
OF ART SOLD
3 YEARS IN A ROW

POSTER GIRLS PERTH

400 Posters
4,000 Leaflets

YAHAVA

40,000 Coffee Cups

SHELTER BREWING

20,000 Pale Ale Cans

A high **54%** Non Local
4% Interstate
21% First time visitors

73% Bought Art

Top Reasons for Attending

Support Local Artists 71%
Enjoy the region 49%
Expand art appreciation 51%
Meet new artists 45%
Experience something unique 43%

3-4 Days

Most usual time spent

8-9 Average number of studios visited

Estimated Economic Benefit

Over \$9 million

VISITOR SATISFACTION SCORES

Strongly Agree/Agree	%
Important event on WA Arts Calendar	96%
Variety of Art Genres and Mediums	95%
Celebrates and promotes local artists	98%
Met Expectations	99%
Likely to attend next year	92%

NET PROMOTER SCORE (-100 to +100)

A Remarkable
+86

Note: The 2025 event was conducted between 13th - 28th September 2025 under normal conditions with, anecdotally, many people overseas.

Sources: 2025 Artist Records, 2025 Online Visitor Survey, PR/Social Media*/Website/Carat Supplier Reports.

*Using Sked Social, Google Analytics and Campaign Monitor. Year on year comparisons adjusted to these databases.