



# YELO OVERVIEW 2026

Sunshine Coast live music discovery

Helping locals decide what's worth going to

# WHAT YELO DOES

YELO turns attention into attendance.  
Locals wait to be shown what's worth going  
to.

## Each week YELO influences:

- last-minute plans
- group decisions
- repeat venue habits

### How people decide where to go

- Weekend plans form late
- Groups follow one confident suggestion
- Familiar venues win repeat choices

**They wait for a trusted shortlist.  
YELO becomes that shortlist.**

# BOOKING OPTIONS

## WEEKLY REMINDER

**Stay visible before Friday hits  
For venues with regular shows**

- **Appears in weekly gig guide**
  - **Social reminder before weekend**
  - **Keeps your venue in consideration**
- From \$80/week**

## ONGOING PRESENCE

**Be known, not just announced**

- **Become part of people's regular rotation**
    - **Monthly feature coverage**
    - **Priority positioning**
- From \$320/month**

## SPONSORSHIP PLACEMENT

**Become part of the scene identity**

**For venues wanting default recognition. Enquire for availability.**

Note: Most venues start with Weekly Reminder, then move to Ongoing Presence once they see attendance grow.