

2024

National Multicultural Festival

Sponsorship Prospectus



National
Multicultural
Festival



ACT
Government

The National Multicultural Festival

The National Multicultural Festival is Australia's biggest celebration of cultural diversity and one of the Territory's most beloved events. This **nationally recognised award-winning Community Event***, takes place over 3 days and is built on the key pillars of inclusion, connection, participation and diversity.

Dating back to the 1990s, the festival is an important part of Canberra's multicultural history and reflects the more than **170 multicultural communities** that are a part of our community today. The festival's continued success is because of the dedication and support of the hundreds of community groups, diplomatic missions and local and private businesses that actively support and participate in the festival.

In 2023 more than **380,000 people attended** the event, with almost 18,000 interstate and overseas visitors travelling specifically to attend the festival, boosting the ACT economy by close to **\$21M**.

You are invited to partner with us in 2024. Your sponsorship will guarantee high visibility for your organisation. It will elevate the festival experience and offer more opportunities to our community groups.

We are seeking sponsors whose values and objectives align with the values, goals and essence of the festival. Contact us to explore all the opportunities available or let's create something together that showcases your commitment to diversity, equity and community.

***Winner of Australian Event Awards 2023
– Best Community Event**

Contact Information

National Multicultural Festival Team
02 6207 8698
inbox@multiculturalfestival.com.au



Quotes from 2023

“

It was brilliant!... on so many levels, the audience participation, the volunteers, the sponsors, the performers, the organizers and of course the City itself, what a class act! It was magnificent!

This festival was the highlight of my Canberra year!

It is honestly the best executed event I've attended of that scale in a very very long time.

”

What we achieved in 2023



Attendance

- > More than 380,000 attendees
- > Visitors spent a total of 595,000 hours at the festival, up from 207,000 hours in 2020
- > 1 in 3 attendees stayed for longer than 4 hours



Entertainment

- > 8 stages
- > 3 pop-up locations
- > 2 workshop venues
- > 3 partner venues
- > Roving performers



Performers

- > 325 groups
- > 2,511 individual performers
- > 30 cultural showcases
- > 34 workshops
- > 16 cooking demonstrations



Stalls

- > 266 stalls in total
 - 104 stalls on Friday
 - 184 stalls on Saturday
 - 175 stalls on Sunday
- > Used street light network to reduce generator usage



Family spaces

- > CMAG offered workshops, yoga, facepainting, play and support spaces for nearly 1900 visitors with 100% satisfaction for studio sessions
- > Civic Library visitors enjoyed bilingual story time and craft
- > Glebe Park playgrounds provided shade and were popular



Parade

- > Record breaking size
- > More than 40 entrant groups
- > More than 1000 participants

Our reach

The 2023 media campaign drove a **high level of awareness** of the festival. Some highlights include:

- > Campaign achieved an exceptional 92% KPI strike rate overall, meeting 12 out of 13 KPIs.
- > Performance-based channels (social, search and discovery) delivered reach and engagement at scale.
- > The festival exceeded their attendance goal of 200,000.
- > More than 350k people were reached.
- > 3.4m+ impressions across digital and social channels.



Sponsorship Opportunities



Packages	Investment (ex GST)	Number of packages available
Platinum Sponsor	By negotiation	Exclusive
Gold Sponsor	\$40,000	2
Silver Sponsor	\$20,000	4
Bronze Sponsor	\$15,000	8
Festival Friends	\$2,000 to \$5,000	



Platinum Sponsor

Investment: By negotiation

The **platinum sponsorship** package provides an unrivalled opportunity to showcase your businesses services, products, and culture to festival attendees. The package includes exclusive rights as the festival's key sponsor and the opportunity to connect directly to the Canberra community at the opening concert, over the festival weekend and by hosting the media launch event.

Inclusions:

- > Exclusive rights as the National Multicultural Festival Platinum Sponsor.
- > Recognition as the National Multicultural Festival Platinum Sponsor on all promotional material.
- > Naming rights of the official Opening Concert ³.
- > Speaking opportunity at the official Opening Concert.
- > Exclusive opportunity to host the festival media launch event one week prior to the event.
- > Opportunity for sponsor staff to MC on key festival stages across the weekend.
- > Opportunity to display a banner on stage at the official Opening Concert.
- > A 6m x 3m stall⁴ in a premium location on the festival footprint to promote your business.
- > Inclusion in the National Multicultural Festival program:
 - A double page, colour advertisement and logo included in the centrefold of our program (finished artwork to be supplied by printing deadlines).
- > Acknowledgement logo placement on:
 - National Multicultural Festival [website](#) (averages ~5,500 visitors per month across the year, increasing to over ~10,000 visitors per day in the week of the festival)
 - The official National Multicultural Festival program
 - Posters
 - Directional signage across festival footprint
 - Volunteer shirts for the 300+ volunteers.
- > Acknowledgement as the official Platinum Sponsor by MCs across all stages of the festival.
- > Opportunity to speak directly to festival stakeholders via a 250-word piece in one of the monthly mail outs.
- > Opportunity to partner with the festival on branded collateral, for example reusable cutlery or picnic blankets (at sponsors cost).

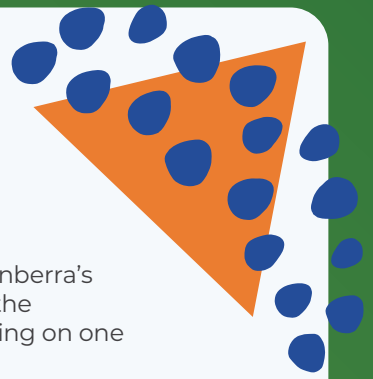
³ The National Multicultural Festival Opening Concert supported by 'your business name'

⁴ Includes 4x 10amp power outlets



Gold Sponsor

Investment: \$40,000 plus GST



Gold sponsorship provides a high-visibility opportunity to showcase your support of Canberra's community with exclusive naming rights to one of the festival's key events. Be seen by the community at one of the key events, by supporting a 'cultural hub' or 'village' or by naming one of the stages – focal points of the festival.

Gold sponsors also receive a stall on the festival footprint to connect directly with attendees.

Inclusions:

- > Naming rights to one high profile event, activation⁵.
- > A 3m x 3m6 stall in a premium location on the festival footprint.
- > Inclusion in the National Multicultural Festival program.
- > Logo placement on:
 - National Multicultural Festival [website](#) (which averages ~5,500 visitors per month across the year, increasing to over ~10,000 visitors per day in the week of the festival)
 - The official National Multicultural Festival program
 - Posters
 - Directional signage across festival footprint.
- > Acknowledgement by the MCs at the named event, activation or stage of the festival.
- > Opportunity for Gold Sponsor representative to MC on one of the stages at the festival.
- > Opportunity to partner with the festival on branded collateral (at sponsors cost).

⁵ i.e. the 2023 National Multicultural Festival Parade supported by 'your business name'

⁶ Includes 2x10amp power outlets



Silver Sponsor

Investment: \$20,000 plus GST

Silver sponsorship gives you the opportunity to raise your profile within the Canberra community with naming rights as a water, accessibility, volunteer or parade sponsor. The festival is known to fall on the hottest weekend in February, and water is a key resource for all attendees. The festival manages close to 400 volunteers who could all be dressed in official shirts featuring your logo or brand. The festival parade is the highlight of the festival for many communities as they celebrate their unique cultures, and your investment could see your company aligned with diversity, inclusion and celebration.

Inclusions:

- > Exclusive naming rights as either the:
 - National Multicultural Festival Water Sponsor; or
 - National Multicultural Festival Volunteer Partner; or
 - National Multicultural Festival Parade Partner; or
 - National Multicultural Festival Accessibility Partner.
- > Acknowledgment and logo placement on the:
 - National Multicultural Festival [website](#) (which average ~5,500 visitors per month across the year, increasing to over ~10,000 visitors per day in the week of the festival)
- > Water Sponsor:
 - Opportunity to bring in branded water fountains across the festival footprint with your business branding (at sponsors cost)
 - Opportunity to provide branded water bottles/boxes to be provided to all festival volunteers and performers (at sponsors cost)
 - A 3mx3m stall to be located near a water point for a water bar activation
 - Branding of a cooling marquee with misting fans for attendees to walk through to cool off.
- > Volunteer Partner
 - Opportunity for branding and logo placement on 2024 official festival volunteer t-shirts and hats.
 - Opportunity for your company to provide community training for volunteers – such as public speaking empowerment, event coordination training, customer liaison training
 - A 3mx3m stall to be located near the info tent for Volunteer support & company branding
 - Opportunity to partner with the festival on other branded collateral (at sponsors cost) such as sunscreen bottles, bum-bags, and more.
- > Parade Partner
 - Opportunity to align with the festival parade of more than 170 different nationalities
 - Festival parade to be acknowledged as the 2024 Festival Parade presented by **YOUR COMPANY NAME**
 - A 3mx3m stall to be located near the Parade finish line to provide free water and treats (at sponsors cost) for parade participants
 - Opportunity to be involved in volunteer management of the parade in sponsors branded shirts (at Sponsor's cost) to assist with marshalling, driving of floats or acting as crowd 'hype man'
 - Opportunity to MC the parade calling the countries as they depart the starting point or as they arrive in the finishing point.
- > Accessibility Partner
 - Opportunity for branding and logo placement on the 2024 official festival shuttle bus
 - Opportunity for your company to provide (at sponsors cost) branded seating for accessibility
 - Opportunity for your company to brand (at sponsors cost) a shaded garden village installation "Shade proudly provided by YOUR COMPANY"
 - Opportunity for Auslan interpreted opening ceremony presented by your company.

Bronze Sponsor

Investment: \$15,000 plus GST

Bronze sponsorship allows you to demonstrate your support of the Canberra community by raising your profile with festival attendees.

Inclusions:

- > Acknowledgement as a National Multicultural Festival Bronze Sponsor.
- > Acknowledgment and logo placement on the:
 - National Multicultural Festival [website](#) (which averages ~5,500 visitors per month across the year, increasing to over ~10,000 visitors per day in the week of the festival)
 - The official National Multicultural Festival 25th anniversary program.
- > Acknowledgement by festival MCs as a bronze sponsor.
- > Opportunity to partner with the festival on branded collateral (at sponsors cost).
- > 3mx3m stall for opening night (Friday) only for your company activation (at sponsor cost).

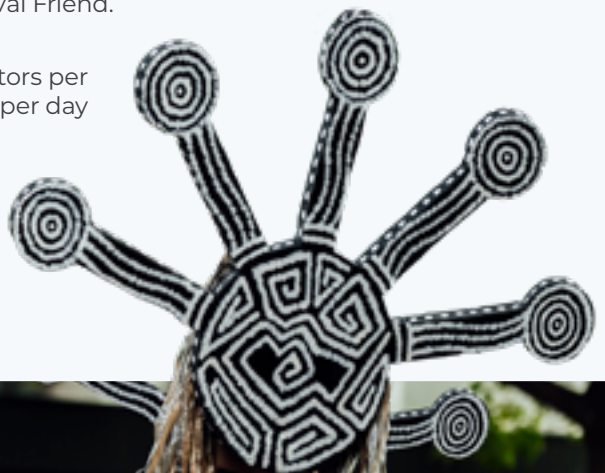
Festival Friends

Investment: \$2,000 to \$5,000 plus GST

Festival Friends is the perfect entry level sponsorship to show your support of this award-winning event.

Inclusions:

- > Acknowledgement as a 2024 National Multicultural Festival Friend.
- > Acknowledgment and logo placement on the National Multicultural Festival [website](#) (which averages ~5,500 visitors per month across the year, increasing to over ~10,000 visitors per day in the week of the festival).
- > Acknowledgement by festival MCs as a Festival Friend.
- > Opportunity for activations (at sponsors cost) – note, only experiential activations will be accepted under this level.



Additional benefits to create a bespoke sponsorship package at a negotiated price:

Branding:

- > Logo and branding on Information tents
- > Apparel, lanyards, tote bags, refillable water bottles, cups, picnic blankets, reusable cutlery
- > Special festival tote bags with inclusions such as sponsor product and branded water bottles
- > Cooking stage branding and sampling opportunities
- > Wi-Fi branded connect and recharge stations
- > Water dispensers and water directional feather flags for stallholders and general public
- > Festival seating, tables, umbrellas
- > Water bottles at media launch and for festival performers
- > Festival shuttle bus – logo/brand on bus wrap and a shuttle bus ride around Canberra for staff/clients.

Events / activations:

- > Activation of the family marquee that could feature a rest area, nappy change, feeding privacy, fans, water and fruit station
- > Activation of the Festival Accessible Dance tent, with weighted vests and headphones for patrons
- > Experiential activation partnerships with key community groups
- > Stage or workshop naming rights and speaking opportunities for your team members
- > Instagram/photobooth activation
- > Family space sponsorship – chairs, sunscreen, hats, umbrellas & cultural drawing or colouring-in.

Promotional:

- > Organisation's promotional video played on festival LED screens
- > Promotion of sponsorship that provides volunteer meals and water
- > Inclusion in the National Multicultural Festival program - A double page, colour advertisement and logo included in the centrefold of our program (finished artwork to be supplied by printing deadlines)
- > Social media acknowledgement as major festival sponsor
- > Opportunity for competition to win an experience by the sponsor.

Do you have an innovative idea to make an impact at the 2024 National Multicultural Festival? Please get in touch and we will be happy to discuss an individualised sponsorship package to suit your organisations objectives.

Contact Information

National Multicultural Festival Team
02 62057 8698
inbox@multiculturalfestival.com.au

The National Multicultural Festival reserves the right to refuse applications for sponsorship if deemed insensitive to the diversity of community members participating in or attending the 2024 festival, or not aligned with the ACT Government's values.



Terms and conditions

The National Multicultural Festival reserves the right to reject any application for sponsorship if deemed insensitive to the diversity of community members participating in or attending the festival, or not aligned with the ACT Government's values.

The National Multicultural Festival will in negotiation with the sponsor develop a sponsorship contract that details the:

- > Sponsorship financials
- > Terms and conditions
- > Sponsorship rights
- > Assignment
- > Sponsorship material
- > Non-disclosure
- > Indemnity
- > Termination
- > General terms
- > Schedule of sponsorship
- > General and special conditions (including COVID-19 safety protocols).

The sponsorship contract must be signed before payment is accepted by the National Multicultural Festival. Full payment is required within 30 days of acceptance and signed sponsorship contract.

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