



# National Multicultural Festival

Sponsorship Prospectus  
7 to 9 February 2025  
Canberra CBD

Winner of the  
Australian Event  
Awards 2023  
Best Community Event





# 2025 National Multicultural Festival

Step into the spotlight at the 2025 National Multicultural Festival, Australia's premier event celebrating cultural diversity and inclusion. This iconic 3-day event brings together more than 170 multicultural communities, offering a rich tapestry of culture, history, and heritage through food, art, song, and dance. Your brand will be at the forefront of this award-winning celebration that attracts thousands of attendees from all walks of life, providing a unique opportunity to demonstrate your commitment to social responsibility and support a festival that embodies community and inclusivity.

As a sponsor, you'll not only boost your visibility among a diverse audience but also affirm your company's dedication to multicultural engagement. Your sponsorship will position your brand as a key player in fostering a more inclusive Australia, connecting you with other forward-thinking organisations and community leaders.

In 2024, our festival reached new heights with over 417,000 attendees over three action-packed days. Key highlights included:

- 300 performance groups, showcasing 24 diverse cultural traditions
- 264 bustling stalls
- A vibrant 700-metre parade
- Over 41,000 complimentary light rail trips

Partnering with us offers exposure to diverse audiences, enhancing your community presence and building brand loyalty. It's a powerful way to connect with industry peers who share your values and generate valuable leads. We're excited to collaborate with you to craft a partnership that reflects your commitment to diversity, equity, and inclusion. Reach out to explore exciting partnership opportunities or create a unique collaboration that highlights your dedication and commitment to these essential values.

## Contact Information

National Multicultural Festival Sponsor Liaison Officer

0432 670 607

johnna.ehmke@act.gov.au

#MultiCulti2025

## Festival Dates

Friday, 7 February	5:00pm – 11:00pm
Saturday, 8 February	10:00am – 11:00pm
Sunday, 9 February	10:00am – 5:00pm

*We wish to acknowledge the Ngunnawal people as traditional custodians of the land we are meeting on and recognise any other people or families with connection to the lands of the ACT and region. We wish to acknowledge and respect their continuing culture and the contribution they make to the life of this city and this region.*

## Our 2024 Audience at a Glance



66.2% of attendees were **women**



29.6% of attendees were aged **25-34**



87.1% of attendees were from **Canberra and surrounding regions**



40% identified as **multicultural or linguistically diverse**



Average attendee satisfaction was **4.3 out of 5**



**Top countries** represented outside of Australia were **India, China** (excluding the Special Administrative Regions & Taiwan), **Germany, Italy and the Philippines**



88.1% of attendees expressed intent to return in 2025

## Our 2024 Reach at a Glance



292,897 unique attendees attracted



46% of Canberra households participated



38,397 interstate and overseas visitors attracted



33,940 visitor nights generated in the ACT



\$21.2 million contributed to the ACT economy



## Our 2025 Festival

Immerse your brand in the vibrant heart of Canberra's CBD at the 2025 National Multicultural Festival. This dynamic event offers a unique opportunity to connect with a diverse audience amidst the city's lively atmosphere and picturesque surroundings. Please note that the 2025 site plan is still being finalised, so some details may change as we approach the event.



*This is a great event to share and learn about different cultures. It's very important to participate in this kind of event, as it brings communities together.*

*It's such a wonderful event for people of all ages and celebrates our beautifully diverse city and country. There's something for everyone there and it can be an affordable and fun day out.*

*Really enjoyable atmosphere, free entry and entertainment, easy to get around, delicious food.*



## Why Sponsor the 2025 National Multicultural Festival?

Engaging with the 2025 National Multicultural Festival is a great way to align your brand with the values of diversity, inclusion, and community that resonate with so many organisations. With over 50% of Australia's population either born overseas or with a parent born overseas\*, this event offers a direct pathway to connect with a diverse and rapidly growing audience.

We recognise that every sponsor has unique goals and needs. That's why we offer both pre-packaged Major Sponsorships and bespoke packages, tailored to ensure your participation delivers maximum impact and aligns with your strategic objectives.

### Key Benefits:

- **Boost Brand Visibility:** Reach a multicultural audience and elevate your brand's recognition across 170 diverse communities.
- **Demonstrate Commitment to Diversity:** Highlight your dedication to inclusion and social responsibility by supporting a major cultural event.
- **Drive Business Growth:** Engage potential customers who value brands that support multiculturalism and community.
- **Build Valuable Connections:** Network with community leaders and industry peers, strengthening relationships locally, regionally, and nationally.
- **Showcase Innovation:** Leverage creative activation opportunities to highlight your brand's innovations, cultural awareness and contributions.
- **Enhance Employee Engagement:** Align your sponsorship with internal diversity or volunteer initiatives, fostering employee pride and engagement.

*\*Australian Bureau of Statistics, Cultural diversity of Australia, September 2022.*



# 2025 Sponsorship Packages



	Platinum	Gold	Silver	Bronze
<b>Investment (+ GST)</b>	<b>\$50,000</b>	<b>\$40,000</b>	<b>\$20,000</b>	<b>\$15,000</b>
<b>Number of sponsors</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>
Exclusive rights and announcements as the National Multicultural Festival Platinum Sponsor across all event stages <sup>1</sup>	X			
Recognition as a National Multicultural Festival Sponsor on stage sponsor banners <sup>1</sup>	X	X	X	X
Recognition as a National Multicultural Festival Sponsor on promotional material <sup>1</sup>	X	X	X	X
Naming rights and banner display on stage of official Opening Concert <sup>1</sup>	X			
Speaking opportunity at the official Opening Concert	X			
Naming rights to choice of one of the Exclusive Title Activation Sponsorships <sup>1</sup>			X	
Opportunity for sponsor staff to MC on key festival stage across the weekend.	X	X		
Exclusive Host Sponsor of festival media launch event	X			
VIP Invitation to festival media launch event		X	X	X
Premium located stall on the festival footprint:				
6m x 3m stall <sup>2</sup>	X	X		
3m x 3m stall <sup>3</sup>			X	X
Inclusion in Festival Enewsletter:				
150-word story in one of the monthly enewsletters	X			
Full Sponsor List announcement, logo and website link	X	X	X	X
Logo placement on National Multicultural Festival map	X			
Logo and website link on Sponsor Page on National Multicultural Festival website (ave. ~5,500 visitors/ month, increasing to 10,000+ visitors/day during the festival)	X	X	X	X
Social Media - Instagram and Facebook:				
2 organic posts per sponsor, per platform	X	X	X	
1 organic posts per sponsor, per platform				X
Full Sponsor List and logos announcements	X	X	X	X
Post-event Full Sponsor appreciation post, per platform	X	X	X	X
Additional logo placement during event:				
Posters	X	X	X	X
Directional signage across festival footprint	X	X	X	X

<sup>1</sup> The National Multicultural Festival Opening Concert/Parade/Volunteer/etc. supported by 'your business name'.

<sup>2</sup> Includes 4x 10amp power outlets.

<sup>3</sup> Includes 2x 10amp power outlets.





## Exclusive Title Sponsorships

### Water Sponsor - 1 available

### Investment: \$10,000

#### Inclusions:

- Exclusive naming rights as the festival Water Sponsor on festival promotional material.<sup>1</sup>
- Recognition as a National Multicultural Festival Water Sponsor on stage sponsor banners.<sup>1</sup>
- VIP Invitation to festival media launch event a week prior to the event.
- 3m x 3m stall to be located near a water point for a water bar activation for all 3 days of the festival.<sup>2</sup>
- Opportunity to bring in branded Hydration Station water fountains across the festival footprint with your branding (at sponsor's cost).
- Exclusive brand activation in your booth where attendees can decorate your branded water bottles with unique cultural-inspired designs to be used throughout the festival.
- Branded "chill zones" cooling marquee with misting fans for attendees to walk through to cool off.
- Inclusion in Festival Enewsletter
  - Full Sponsor List announcement, logo and website link.
- Logo and website link on Sponsor Page on National Multicultural Festival website
  - Ave. ~5,500 visitors/ month, increasing to 10,000+ visitors/day during the week of the festival.
- Social Media - Instagram and Facebook
  - 1 organic post per platform.
  - General sponsor acknowledgment posts, inclusive of all sponsorships.
  - Post-event Full Sponsor appreciation post, per platform
- Additional logo placement during event:
  - Posters
  - Directional signage across festival footprint

<sup>1</sup> The National Multicultural Festival Opening Concert/Parade/Volunteer/etc. supported by 'your business name'.

<sup>2</sup> Includes 4x 10amp power outlets.





## Exclusive Title Sponsorships

Parade Sponsor - 1 available

Investment: \$10,000



### Inclusions:

- Exclusive naming rights as the festival Parade Sponsor on festival promotional material.<sup>1</sup>
- Recognition as a National Multicultural Festival Parade Sponsor on stage sponsor banners.<sup>1</sup>
- VIP Invitation to festival media launch event a week prior to the event.
- Opportunity to be involved in volunteer management of the pedestrian parade in sponsors branded shirts (at Sponsor's cost) to assist with marshaling or acting as the crowd Cheer Captain.
- Opportunity to MC the parade calling the countries as they depart the starting point or as they arrive at the finishing point.
- Teaser promotional parade route street art marketing - i.e. "One Street, Many Cultures – The Parade is Coming!" and your logo with the festival logo.
- Exclusive brand activation during the parade to showcase your organisation to festival attendees. (at the sponsor's expense).
- Inclusion in Festival Enewsletter
  - Full Sponsor List announcement, logo and website link.
- Logo and website link on Sponsor Page on National Multicultural Festival website
  - Ave. ~5,500 visitors/ month, increasing to 10,000+ visitors/day during the week of the festival.
- Social Media - Instagram and Facebook
  - 1 organic post per platform.
  - General sponsor acknowledgment posts, inclusive of all sponsorships.
  - Post-event Full Sponsor appreciation post, per platform
- Additional logo placement during event:
  - Posters
  - Directional signage across festival footprint

<sup>1</sup> The National Multicultural Festival Opening Concert/Parade/Volunteer/etc. supported by 'your business name'.





## Exclusive Title Sponsorships

### Volunteer Sponsor - 1 available

Investment: \$10,000

#### Inclusions:

- Exclusive naming rights as the festival Volunteer Sponsor on festival promotional material.<sup>1</sup>
- Recognition as a National Multicultural Festival Volunteer Sponsor on stage sponsor banners.<sup>1</sup>
- VIP Invitation to festival media launch event a week prior to the event.
- Logo placement on 2024 official festival volunteer t-shirts, hats and tote bags.
- Branding showcased on the festival's centrally located 3m x 3m Information Tent.
- Launch the festival at the volunteer training pre-party, hosted at the event or your place of business, putting your brand in the spotlight to over 300 volunteers.
- Promote your brand's visibility by having your team lead and inspire volunteers, all while sporting your company-branded shirts (at sponsor expense).
- Inclusion in Festival Enewsletter
  - Full Sponsor List announcement, logo and website link.
- Logo and website link on the Sponsor Page on the National Multicultural Festival website
  - Ave. ~5,500 visitors/ month, increasing to 10,000+ visitors/day during the week of the festival.
- Social Media - Instagram and Facebook
  - 1 organic post per platform.
  - General sponsor acknowledgment posts, inclusive of all sponsorships.
  - Post-event Full Sponsor appreciation post, per platform
- Additional logo placement during the event:
  - Posters
  - Directional signage across the festival footprint

<sup>1</sup> The National Multicultural Festival Opening Concert/Parade/Volunteer/etc. supported by 'your business name'.



**Exclusive Title Sponsorships**  
**Accessibility Sponsor - 1 available**  
**Investment: \$10,000**



**Inclusions:**

- Exclusive naming rights as the festival Accessibility Sponsor on festival promotional material.<sup>1</sup>
- Recognition as a National Multicultural Accessibility Sponsor on stage sponsor banners.<sup>1</sup>
- VIP Invitation to festival media launch event a week prior to the event.
- Branding and logo placement on the 2025 official festival shuttle bus.
- Logo placement on the 2025 National Multicultural Festival map.
- Branded transport pick-up and drop-off locations with sponsor's signage and promotional materials.
- Branded and logo placement on festival staff and volunteers buggies.
- Inclusion in Festival Enewsletter
  - Full Sponsor List announcement, logo and website link.
- Logo and website link on Sponsor Page on National Multicultural Festival website
  - Ave. ~5,500 visitors/ month, increasing to 10,000+ visitors/day during the week of the festival.
- Social Media - Instagram and Facebook
  - 1 organic post per platform.
  - General sponsor acknowledgment posts, inclusive of all sponsorships.
  - Post-event Full Sponsor appreciation post, per platform
- Additional logo placement during event:
  - Posters
  - Directional signage across festival footprint

<sup>1</sup> The National Multicultural Festival Opening Concert/Parade/Volunteer/etc. supported by 'your business name'.



## Festival Friend a la Carte Opportunities

### *Opportunities to customise an exclusive sponsorship package*

At the 2025 Multicultural Festival, we understand that every partnership is unique. That's why we offer the flexibility to create bespoke sponsorship packages tailored to your specific goals. Keep in mind, that some of these opportunities are limited and available on a first-come, first-served basis. Due to production requirements and the high demand for certain options, not all requests can be accommodated, so act quickly to secure your ideal package.

Let's collaborate to build a package that not only meets but exceeds your expectations.

#### **BRANDING:**

- Logo and branding on Festival Information tents, seating stickers, and more.
- Inclusion of branded items, such as sunglasses, water bottles, or cooling towels, in festival volunteer bags to help beat the summer heat.
- Special festival tote bags featuring sponsor products or other environmentally friendly items.
- Branding and sampling opportunities at the cooking stage.

#### **EVENTS / ACTIVATIONS:**

- Wi-Fi branded connect and recharge stations (at sponsors' expense).
- Family space sponsorship, featuring amenities like a rest area, nappy change stations and privacy for feeding.
- Experiential activation partnerships with key community groups.
- Stage or workshop naming rights and speaking opportunities for your leaders.
- Instagram/photo booth activations.
- Other exciting and immersive activations tailored to your vision.

#### **PROMOTIONAL:**

- Organisation's promotional slide displayed on the festival's digital screen.
- Promotion of sponsorship providing volunteer meals and water.
- Opportunity to host a competition offering an experience or high-value prize.
- Street Team - Have your brand ambassadors act as human billboards, distributing giveaways to attendees in designated high-traffic areas.
- Footpath chalk stencils for bold brand visibility.
- High-impact Street campaign to reach festival attendees.

*\*We are also eager to talk to organisations interested in unique and aligned In-kind sponsorships. Examples of opportunities would be digital/print advertising, discounted or complimentary rooms, printing festival programs, catering for volunteers, stage equipment, etc.*



## Terms and Conditions

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

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

- 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 a signed sponsorship contract.

### Sponsor Contact Information

National Multicultural Festival Sponsor  
Liaison Officer  
0432 670 607  
[NMFsponsorship@act.gov.au](mailto:NMFsponsorship@act.gov.au)

The Festival Team can also be contacted by calling (02) 6207 8698 or emailing [inbox@multiculturalfestival.act.gov.au](mailto:inbox@multiculturalfestival.act.gov.au).

If English is not your first language and you require translating and interpreting services, please call 13 14 50.



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