



National Multicultural Festival

Sponsorship Prospectus

6 to 8 February 2026

Canberra CBD

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





Welcome to the 2026 National Multicultural Festival

Held annually on Ngunnawal Country in the heart of Canberra, the National Multicultural Festival is Australia's largest and most inclusive celebration of cultural diversity. For over 25 years, this beloved event has united communities through the vibrant exchange of food, music, dance and storytelling - honouring the traditions that shape our multicultural nation.

Across three unforgettable days, up to 400,000 attendees come together to celebrate the creativity, customs, and contributions of hundreds of cultures and communities from across Australia. With live performances, market stalls, parades and meaningful conversations, the festival is a joyful reflection of who we are - and the values that unite us.

The festival proudly champions inclusion, respect, equality, participation and a deep sense of belonging. It's a welcoming space where every culture is celebrated and every story has a place.

Why partner with us

- > **Boost brand visibility:** Showcase your brand to a broad, engaged audience representing hundreds of cultural communities from across Australia.
- > **Demonstrate your commitment to diversity:** Align your brand with values of inclusion, social responsibility and

cultural celebration - making a visible and meaningful impact.

- > **Drive business growth:** Connect with potential customers who actively support brands that reflect their values and contribute to their communities.
- > **Create memorable brand moments:** Bring your brand to life through creative activations that highlight your innovation, values, and cultural awareness.
- > **Build valuable connections:** Network with community leaders, government stakeholders and industry peers - locally, regionally and nationally.
- > **Enhance employee engagement:** Inspire your team by aligning your sponsorship with internal diversity, inclusion or volunteer initiatives.
- > **Be part of something bigger:** Support a national platform that celebrates who we are - fostering unity, connection and pride in our multicultural identity.

2026 festival dates

- > **Friday, 6 February:**
5pm - 11pm
- > **Saturday, 7 February:**
10am - 11pm
- > **Sunday, 8 February:**
10am - 5pm



We wish to acknowledge the Ngunnawal people as traditional custodians of the land on which the National Multicultural Festival is held. We pay our respects to their Elders past and present and extend that respect to all First Nations peoples and families with a continuing connection to the lands of the ACT and surrounding region. We honour their enduring cultures and the valuable contributions they make to the life of this city and beyond.



Festival by the numbers

The 2025 National Multicultural Festival was one of Canberra's most celebrated events, drawing huge crowds and delivering significant cultural and economic impact.



329,000+
attendees

over three days of food, culture, music and celebration.



\$19.5
million

in economic benefit to the ACT.



37,661
visitor nights

highlighting strong tourism appeal.



89%
local attendance

from Canberra and surrounding regions.



91%
satisfaction rating

with an average rating of 4.2 out of 5.



87% of attendees
plan to return in 2026

showing a strong vote of confidence from the community.



18.9% first-time visitors

showing growing reach and engagement.

Who's coming

The festival attracts a diverse, engaged, and growing audience - a true reflection of Canberra's multicultural community.

- > **55% women, 44% men** - a notable increase in gender diversity from 2024.
- > **30% aged 35-44**, and **25% aged 25-34** - strong appeal among younger adults.
- > **34% attended with children under 18**, with families making up over one-third of the total audience.
- > **46% of attendees identified as multicultural or culturally and linguistically diverse.**



Sponsorship packages at a glance

Sponsorship benefit	Platinum	Gold	Silver	Bronze
Number of sponsors	1	1	1	2
Investment (+GST)	\$40,000	\$25,000	\$10,000	\$5,000
Exclusive naming rights as the festival's presenting partner	Yes	No	No	No
Exclusive naming rights as the festival's volunteer sponsor	Yes	No	No	No
Exclusive welcome and speaking opportunity on the main stage on opening night	Yes	No	No	No
Exclusive opportunity to sponsor and/or host the festival media launch (held one week prior)	Yes	No	No	No
Acknowledgement as stage sponsor by MCs at your named festival stage. (i.e Ngunnawal stage sponsored by...)	Yes	Yes	Yes	No
Opportunity for a sponsor representative to MC or deliver a welcome message on your named stage	Yes	Yes	Yes	No
Opportunity to display a branded banner on the front of your designated stage (at sponsor's expense)	Yes	Yes	Yes	No
Acknowledgement as festival sponsor by MCs across various activations and stages throughout the event	Yes	Yes	Yes	Yes
Official naming rights of one high-profile workshop, cooking demonstration or cultural activation	Yes	Yes	Yes	No
Invitation for two guests to attend the official media launch , with networking opportunities with media, performers, and government stakeholders	Yes	Yes	Yes	Yes
6m x 3m stall in premium stall space for all three days	Yes	Yes	No	No
3m x 3m stall in premium stall space for all three days	No	No	Yes	Yes
Branding benefits				
Logo placement on all festival volunteer t-shirts	Yes	No	No	No
Logo placement on the printed 3-day festival program	Yes	Yes	Yes	Yes
Logo placement on the printed festival map and the wall map on all information tents	Yes	Yes	Yes	Yes

Sponsorship benefit	Platinum	Gold	Silver	Bronze
Logo placement on signage across all festival precincts throughout the festival footprint	Yes	Yes	Yes	Yes
Logo placement on digital signage throughout the festival footprint	Yes	No	No	No
Logo placement on sponsor page on festival website - 5.5k visitors/month annually, average 10k week of the festival	Yes	Yes	Yes	Yes
Logo placement on one paid media insert (e.g. Canberra Weekly)	Yes	Yes	Yes	Yes
Logo placement on festival promotional poster distributed to businesses across Canberra CBD	Yes	Yes	Yes	Yes
Opportunity to include branded collateral or giveaway in volunteer tote bags (at sponsor's expense)	Yes	Yes	Yes	Yes
Inclusion in the festival e-newsletter				
Solo sponsor announcement via festival social media channel	Yes	Yes	Yes	No
Full sponsor list announcement with logo and website link pre-event	Yes	Yes	Yes	Yes
Full sponsor list acknowledgement with logo and website link post-event	Yes	Yes	Yes	Yes
Opportunity to share a 250-word story highlighting your connection to the festival values	Yes	No	No	No
Logo featured in the sponsor logo lock-up at the bottom of all festival email communications	Yes	Yes	Yes	Yes
Social media				
Organic posts per sponsor, per platform (Instagram & Facebook)	4	3	2	1
Full sponsor list announcement pre-event	Yes	Yes	Yes	Yes
Full sponsor list acknowledgement post-event	Yes	Yes	Yes	Yes

Additional sponsorship opportunities

A limited number of tailored sponsorship packages are available to help elevate your brand and connect with diverse audiences at the 2026 National Multicultural Festival. We're currently seeking sponsors for key program areas including:

- > **Parade sponsor:** Align your brand with one of the festival's most iconic and high-visibility events.
- > **Family sanctuary:** Create a welcoming space for families to relax, engage, and enjoy the festival together.
- > **Silent disco:** Be part of a unique and exclusive experience that brings people together.
- > **Accommodation partners:** Help visitors feel at home while supporting the festival's tourism footprint.
- > **Friends of the festival:** A simple way for brands to show their support and align with the festival's mission, with light-touch recognition included.



Build your own sponsorship experience

At the 2026 Multicultural Festival, we understand that every partnership is unique. That's why we offer the flexibility to create bespoke sponsorship packages tailored to your brand's goals, audience, and values.

Please note: Some opportunities are limited and available on a first-come, first-served basis. Due to production timelines and high demand for certain options, not all requests can be accommodated - so we encourage early engagement to secure your ideal package.

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

Custom 'a la carte' benefits may include:

- > Onsite activation and branded experience space in high-traffic zones.
- > Competitions or giveaways offering unique experiences or high-value prizes.
- > Inclusion of branded items (e.g. sunglasses, water bottles, sunscreen), in volunteer kits to help beat the summer heat.
- > Branding and sampling opportunities at the dedicated cooking stage.
- > Wi-Fi branded connect and recharge stations (at sponsor's expense).
- > High-impact street campaign to reach festival-goers across the city.

Special offers for sponsors

We're pleased to offer exclusive incentives to our valued sponsors - designed to maximise your brand's visibility and long-term engagement with the festival. Take advantage of these limited time offers to secure the best value and lock in your place at future events.

- > Early bird discounts - Secure your sponsorship before **31 August 2025** to access early bird discounts.
- > Multi-year sponsorship packages - Lock in your presence at future festivals with discounted multi-year packages, ensuring consistent exposure and deeper community connection.

Get involved

Partnering with the 2026 National Multicultural Festival is more than just sponsorship - it's an opportunity to champion multiculturalism, support meaningful community engagement, and elevate your brand's visibility and reputation.

Contact us:

Johnna Ehmke

Sponsor and Partner Liaison Officer
0432 670 607

johnna.ehmke@act.gov.au
multiculturalfestival.com.au

You can also reach the festival team directly:

(02) 6207 8698

NMFsponsorship@act.gov.au



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

Sponsorship agreement

CONTRACT DETAILS

ITEM 1. PARTIES

Territory	
Name:	AUSTRALIAN CAPITAL TERRITORY , the body politic established under section 7 of the Australian Capital Territory (Self-Government) Act 1988 (Cth) represented by the National Multicultural Festival (Territory).
Address:	National Multicultural Festival Health and Community Services Directorate GPO Box 158 Canberra ACT 2601
Territory Contact details:	Name: Petra McNeilly Rutledge Position: Senior Director, National Multicultural Festival, Health and Community Services Directorate Address: GPO Box 158, Canberra ACT 2601 Phone: (02) 6205 9729 0411 826103 Email: Petra.McNeillyRutledge@act.gov.au

Sponsor	
Sponsor contact details:	Name:
	ABN:
	Name:
	Position:
	Address:
	Phone:
	Email:

ITEM 2. DATE OF AGREEMENT

Date of Agreement:	
---------------------------	--

ITEM 3. TERM

Term:	This agreement is for the 2026 National Multicultural Festival.
--------------	---

ITEM 4. EVENT

The National Multicultural Festival (the “**Event**”) is to be held from Friday 6 February to Sunday 8 February 2026 in Canberra’s CBD.

ITEM 5. SPONSORSHIP

Sponsorship:

The Sponsor will commit to the sponsorship arrangement:

Platinum

Gold

Silver

Bronze

**Volunteer
Partner**

**Parade
Partner**

**Accommodation
Partner**

**Friend of
the Festival**

**Custom
package**

ITEM 6. SPONSORSHIP RIGHTS

The Territory grants to the Sponsor, the following Sponsorship Rights:

1. SPONSORSHIP

- > Inclusion on the National Multicultural Festival website, linking to the sponsors website.

2. BRANDING

- > Shared logo lockup with National Multicultural Festival sponsors on print, website and visual material.

*Please note, we do not place logos on small digital assets when the size will compromise the legibility of your logo.

3. ONSITE

- > Site signage within the event space.
- > The ability to undertake additional promotional opportunities within the event at sponsor’s expense.

4. ONLINE

- > Direct link to the sponsor’s website from the National Multicultural Festival website sponsors’ page.
- > Social posts promoting sponsor using agreed content.

5. ACCESS TO INTELLECTUAL PROPERTY

- > Access to National Multicultural Festival sponsor branding toolkit for use on the sponsors’ social channels, website, and promotional material.

GENERAL CONDITIONS OF CONTRACT

IT IS AGREED AS FOLLOWS:

1. INTERPRETATION

1.1 Definitions

In this Agreement, unless a contrary intention is expressed:

Claim means any claim, action, demand, suit or proceeding (including by way of contribution or indemnity) made:

- (1) under or in connection with this Agreement;
- (2) in connection with the Sponsorship Rights; or
- (3) at Law or for specific performance, restitution, payment of money (including damages), an extension of time or any other form of relief.

Event Logo means the Event logo provided by the Territory to the Sponsor as part of the Sponsorship Rights.

GST has the same meaning as in the A New Tax System (Goods and Services Tax) Act 1999 (Cth).

Intellectual Property Rights means:

- (1) all copyright and analogous rights;
- (2) all rights in relation to inventions (including patent rights), plant varieties, registered and unregistered trademarks, design (whether or not registrable), confidential information (including trade secrets and know-how), and all other rights resulting from intellectual activity in the industrial, scientific or artistic fields; and
- (3) all rights to register, rights in applications for the registration of and rights to extend or renew the registration of any of the foregoing, whether created or in existence before, on or after the date of this Agreement and whether existing in Australia or otherwise.

Law means those principles of common law and equity established by decisions of courts, and all legislation, statutes, rules, regulations, by laws, ordinances and subordinate legislation of the Commonwealth or the Territory including but not limited to:

- (1) *Food Act 2001*;
- (2) *Public Health Act 1997*;
- (3) *Liquor Act 2010*;
- (4) *Work Health & Safety Act 2011*; and
- (5) The Australia New Zealand Food Standards Code.

Liability means any debt, obligation, claim, action, cost, (including legal costs, deductibles or increased premiums) expense, loss (whether direct or indirect), damage, compensation, charge or liability of any kind (including fines or penalties), whether it is:

- (1) actual, prospective or contingent; or
- (2) currently ascertainable or not,

and whether under or arising out of or in any way in connection with this Agreement or arising at Law.

Moral Rights has the meaning given in the Copyright Act 1968 (Cth) and any corresponding or similar rights granted under any other laws anywhere in the world.

Promotional Material means the part of the Sponsorship Material intended for distribution in a public forum in exercise of the Sponsorship Rights.

Sponsorship Material means all material provided by the Sponsor to the Territory in the exercise of the Sponsorship Rights, including documents, information and data stored by any means.

Territory means:

- (1) in a geographical sense, the Australian capital Territory; and
- (2) in any other sense, the body politic established by section 7 of the Australian Capital Territory (Self Government) Act 1988 (Cth).

Event, Sponsorship, Sponsorship Rights and **Term** have the meanings set out in the Contract Details.

1.2 Interpretation

In this Agreement, unless a contrary intention is expressed:

- (1) references to a party include any officers, employees, agents or subcontractors of that party;
- (2) references to legislation or to provisions in legislation include references to amendments or re-enactments of them and to all regulations and instruments issues under the legislation;
- (3) words in the singular include the plural and vice versa;
- (4) headings are for convenience only and do not affect the construction or interpretation of this Agreement;
- (5) an obligation imposed on more than one person binds them jointly and severally; and
- (6) the word 'include' and any derivation is not to be construed as a word of limitation.

2. SPONSORSHIP

In consideration of the Territory granting the Sponsorship Rights to the Sponsor, the Sponsor must pay or provide (as the case may be) to the Territory the Sponsorship in the manner set out in **Item 5**.

3. SPONSORSHIP RIGHTS

- (1) The Territory grants to the Sponsor the Sponsorship Rights during the Sponsorship Periods on the terms of this Agreement.
- (2) In exercising any of its Sponsorship Rights, the Sponsor must not harm the good name, good will or reputation of the Territory or the Event or otherwise bring the Territory or the Event into disrepute.
- (3) The Sponsor must submit all Promotional Material to the Territory for approval at least 14 days prior to its release and distribution by the Sponsor.
- (4) The Sponsor agrees to immediately withdraw, delete, correct or otherwise amend the Promotional Material as directed by the Territory in writing at any time.
- (5) The Sponsor acknowledges that unless otherwise stated, the Sponsorship Rights are not exclusive to the Sponsor, and other parties, including competitors of the Sponsor, may have sponsorship rights in relation to the Event.

4. CANCELLATION OR POSTPONEMENT

- (1) The Territory reserves the right to postpone, reschedule or cancel the Event.
- (2) If the Territory exercises its right in accordance with this clause, the Territory will:
 - (a) use all reasonable endeavours to notify the Sponsor of the cancellation or postponement of the Event as soon as it becomes aware of the cancellation or postponement; and
 - (b) in the event of a cancellation of all or part of the Event, refund to the Sponsor an amount which is, in the reasonable opinion of the Territory, equivalent to the value of any Sponsorship Rights not provided by the Territory by reason of the cancellation.
- (3) Other than as provided in this clause, the Territory is not liable for any Claim or Liability in relation to the cancellation or postponement of any of the Event.

5. INTELLECTUAL PROPERTY RIGHTS

5.1 Ownership of rights

- (1) Ownership of the Sponsorship Material, including all Intellectual Property Rights vests in the Territory.
- (2) Ownership of the Event Logo including all Intellectual Property Rights vests in the Territory.

5.2 Licence

- (1) The Sponsor grants to the Territory an irrevocable, perpetual, royalty free licence to use the Sponsorship Material provided to the Territory under this Agreement for the purpose of the Event, and its internal administrative and reporting purposes.
- (2) Subject to **clause 3(3)** and **3(4)**, the Territory grants to the Sponsor a royalty free, non-exclusive, limited licence for the Term, to reproduce, publish, and communicate the Event Logo for the purposes of exercising the Sponsorship Rights. This does not affect the Territory's ownership of the Intellectual Property Rights in the Event Logo.

5.3 Warranty

The Sponsor warrants the Territory's use of any Sponsorship Material under this Agreement will not infringe the Intellectual Property Rights or Moral Rights of, or create any obligations for the Territory in connection with any third party.

5.4 Meaning of 'use'

For the purposes of this **clause 5**, 'use' means, in relation to the Sponsorship Material, the accessing, possessing, using, storing, reproducing, communicating to the public, copying, translating, adapting, modifying, customising and enhancing the Sponsorship Material, and includes the incorporation of the Sponsorship Material with other material and the creation of new versions of or derivations from the Sponsorship Material.

5.5 Moral Rights Consent

Where the Sponsor is the author of the Sponsorship Material, the Sponsor consents to and authorises the Territory to exercise all copyrights subsisting in the Sponsorship Material including but not limited to, the right to use the Sponsorship Material in accordance with this **clause 5**:

- (a) without attribution of authorship; and
- (b) bearing the Territory's name.

6. INDEMNITY

- (1) The Sponsor indemnifies the Territory from and against any Claim or Liability suffered or incurred by the Territory in connection with any breach by the Sponsor of this Agreement.
- (2) The Sponsor indemnifies the Territory from and against any Claim or Liability suffered or incurred by the Territory in connection with:
 - (a) any loss or damage to or of property, including any real or personal property, including property belonging to the Territory;
 - (b) any injury to, illness, or death of, any person; or
 - (c) any third party actions brought against the Territory,to the extent caused or contributed to by the Sponsor in connection with the Sponsorship Rights.

7. TERMINATION

(1) A party (first party) may terminate this Agreement at any time by notice to the other if the other party is in breach of a provision of this Agreement, where that breach:

- a. if capable of being remedied, is not remedied within the period specified in a notice by the first party; or
- b. is not capable of being remedied.

(2) The Territory may terminate this Agreement immediately at any time by notice to the Sponsor if in the Territory's reasonable opinion, an act or omission of the Sponsor is likely to damage the reputation of the Territory or the Event.

(3) If the Agreement is terminated in accordance with this **clause 7**, the Sponsor is not entitled to a refund of any Sponsorship provided, and must not represent or otherwise hold out that it has any association or affiliation by way of the Event with the Territory.

8. General

8.1 Entire Agreement

This Agreement comprises the entire agreement between the Territory and the Sponsor in relation to the Sponsorship Rights and supersedes any prior representations, negotiations, writings, memoranda and agreements.

8.2 Variation

This Agreement may only be varied by the written agreement of the Territory and Sponsor prior to expiration of this Agreement.

8.3 No employment, partnership, or agency relationship

Nothing in this Agreement constitutes the Sponsor as employees, partners or agents of the Territory or creates any employment, partnership or agency for any purpose and the Sponsor must not represent itself and must ensure its employees, agents and subcontractors do not represent themselves as being employees, partners or agents of the Territory.

8.4 Governing Law

This Agreement is governed by and construed in accordance with the law for the time being in force in the Territory and the parties submit to the non-exclusive jurisdiction of the courts of the Territory.

8.5 No assignment or subcontracting

The Sponsor must not subcontract the performance of its obligations under this Agreement or assign the whole or part of this Agreement without the prior written consent of the Territory. If the Territory gives its consent, the Territory may impose at conditions.

8.6 Survival of clauses

Clauses **4(2)**, **4(3)**, **5**, and **6** survive the expiration or earlier termination of this Agreement.

8.7 Vendor Obligations

If the sponsor activation includes vendor space, the Vendor must, and must ensure that its employees, contractors, invitees and guests;

- (1) use the Trading Site only for the purpose of conducting the Business;
- (2) use the Trading Site and any Equipment in a safe and proper manner; and comply with the Territory's Floriade Vendor Conditions for trading at the Event attached to this Agreement at **Attachment A** (as varied by the Territory by notice in writing from time to time).

SIGNATURE PAGE:

SIGNED for and on behalf of the **AUSTRALIAN CAPITAL TERRITORY** by:

Signature of Territory delegate

Signature of witness

Date

Date

Print name

Print name

SIGNED for and/or on behalf of:

Name

ABN

Signature of Director

Signature of witness

Date

Date

Print name

Print name

Note

Company:

Must be signed in accordance with section 127 of the Corporations Act 2001 (Cth), for example, by the Sole Director if the company has only one Director, or by two Directors or a Director and a Secretary.

Individual:

Must be signed by the individual Sponsor and witnessed by a person over the age of 18.

Incorporated Association:

Must be signed in accordance with the Sponsor's constitution, which may or may not require the common seal to be affixed. As a minimum, two authorised officers must sign.

Terms and Conditions

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

Each sponsorship agreement will be formalised through a contract outlining:

- > Sponsorship financials
- > Terms and conditions
- > Sponsorship rights and responsibilities
- > Assignment and usage of sponsorship materials
- > Non-disclosure and indemnity clauses
- > Termination provisions
- > General terms and conditions
- > Schedule of sponsorship activities
- > Special conditions (including COVID-19 safety protocols).

The sponsorship contract must be signed before payment is accepted. Full payment is required within 30 days of contract acceptance.