



# 2024 SPONSORSHIP PROPOSAL



# ACKNOWLEDGEMENT

On behalf of the Cairns NAIDOC Committee, we extend our acknowledgment to the Traditional Custodians of the land upon which we gather and organise our NAIDOC events. We honour their knowledge of this Country and it's stories.


We pay respect to our Elders who have paved the way and advocate for our rights. Our acknowledgment extends to all individuals present, their families, communities, and respective Countries.

We recognise and thank all volunteers, whose contributions over the years have accredited to the ongoing success of Cairns NAIDOC Week. Due to their work, we are able to grow our celebrations every year.

Lastly, the Cairns NAIDOC Committee would like to acknowledge our First Nations community members - as this week is about celebrating them. Together we will embrace this year's theme, Keep the Fire burning! Blak, Loud & Proud!



# CONTACT DETAILS


 (07) 4253 7011

 <https://diydg.org.au/cairns-naidoc>

 [naidoc Cairns@diydg.org.au](mailto:naidoc Cairns@diydg.org.au)


 16-18 McCormack St, Cairns

 @naidoc.cairns

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 0432 186 950

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 0411 347 898

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 0403 411 051

 [georgiana.thomas-peddell@diydg.org.au](mailto:georgiana.thomas-peddell@diydg.org.au)



# ABOUT US

## CAIRNS NAIDOC COMMITTEE

The Cairns NAIDOC Committee, composed of passionate volunteers, is at the forefront of organising a dynamic and engaging weeklong NAIDOC celebration. Our committee, driven by a passion for promoting the rich culture, heritage, and contributions of Aboriginal and Torres Strait Islander communities in the Cairns region, is dedicated to creating unity and understanding, advocating for social justice, and ensuring that the vibrant Indigenous cultures of the region are both honoured and cherished. Join us throughout NAIDOC Week as we celebrate, learn, and appreciate the unique stories and traditions of our region's First Nations people.



# OUR PARTNER

## DEADLY INSPIRING YOUTH DOING GOOD

Deadly Inspiring Youth Doing Good is focused on transitioning the Cairns NAIDOC delivery and programming into our operations. Our shared objective remains steadfast: to empower our community to actively participate in volunteer committee roles, with a focus of building an ongoing succession plan. Through this collaboration, we are reinforcing shared systems that enable the smooth transfer of knowledge and responsibilities, ensuring a sustainable framework for continued success and community impact. Our ongoing alliance exemplifies our commitment to the cultivation of a diverse leadership pipeline within our community and the continued delivery of high calibre events.

Learn more about DIYDG - [diydg.org.au](http://diydg.org.au)



# LETTER TO SPONSORS

Dear Potential Sponsor,

I am extending an invitation to you to partner with the Cairns NAIDOC Committee in support of our upcoming NAIDOC Week events.

As one of the most celebrated and recognised events in the Aboriginal and Torres Strait Islander calendar, NAIDOC Week holds great significance in our community. Throughout the week, we curate a diverse range of events aimed at fostering cultural exchange, community engagement, and the recognition of Indigenous achievements. From traditional ceremonies to contemporary showcases, our events cater to a broad audience, creating inclusive and meaningful experiences for everyone.

Cairns NAIDOC Week 2024 Signature Events include:

- Friday in the Park, Elders Luncheon, NAIDOC Breakfast, NAIDOC Gala Dinner, NAIDOC Trivia Night, Edor Competition and MANY MORE

As a sponsor, you play a crucial role in helping us create meaningful experiences for our community. Moreover, your company has the opportunity to demonstrate a commitment to meaningful connections, fostering partnerships and opportunities for collaboration that can have lasting positive impacts. Overall, sponsoring NAIDOC not only supports the celebration and preservation of Indigenous cultures but also yields tangible benefits for sponsors in terms of reputation, networking, and community involvement.

We would be honoured to discuss this opportunity further. Your company can select from one of our sponsorship packages or tailor a sponsorship package that aligns with your company's goals and values. Please feel free to contact us at [naidoc Cairns@diydg.org.au](mailto:naidoc Cairns@diydg.org.au) to arrange a meeting or discuss any questions you may have.

Thank you for considering our invitation. We look forward to the possibility of partnering with you in making NAIDOC Week 2024 a memorable and culturally enriching experience for all.

Sincerely,

Nicole Caelli  
Cairns NAIDOC Committee Chair



# SPONSOR PACKAGES

## Platinum

**\$10,000**

- Company logo and profile prominently featured on NAIDOC website and social media
- Large and prominent placement of logo on all marketing materials during NAIDOC Week
- Acknowledgement as platinum sponsor at all events
- Special mentions in media release as platinum sponsor
- An opportunity to deliver a short address at the Cairns NAIDOC in the park
- A 3x3 stall at the Cairns NAIDOC in the Park
- A table of 8 to the Cairns NAIDOC Breakfast
- 4x Tickets to the NAIDOC Gala Dinner
- A table of 6 at the Trivia Night

## Gold

**\$5,000**

- Company logo and profile prominently featured on NAIDOC website and social media
- Prominent placement of logo on all marketing materials during NAIDOC Week
- Acknowledgment as Gold Sponsor at all events
- A 3x3 stall at the Cairns NAIDOC in the Park
- 4x Tickets to the NAIDOC Gala Dinner

## Silver

**\$3,000**

- Company logo featured on NAIDOC website and social media
- Placement of logo on all marketing materials during NAIDOC Week
- 2x Tickets to the NAIDOC Gala Dinner

## Bronze

**\$500**

- Company logo featured on NAIDOC website and social media
- Placement of logo on all marketing materials during NAIDOC Week



# EVENT SPONSOR PACKAGE

## NAIDOC in the Park

**\$7,000**

- Company logo and profile featured on NAIDOC website and social media
- Prominent placement of logo on all NAIDOC in the park marketing materials
- Acknowledgment as NAIDOC in the Park sponsor
- An opportunity to deliver a short address at the Cairns NAIDOC in the Park
- A 3 x 3 Stall at NAIDOC in the Park

## NAIDOC Breakfast

**\$5,000**

- Company logo and profile featured on NAIDOC website and social media
- Prominent placement of logo on all NAIDOC Breakfast marketing materials
- Acknowledgment as NAIDOC Breakfast sponsor
- An opportunity to deliver a short address at the NAIDOC Breakfast
- A table of 10 tickets at the NAIDOC Breakfast

## NAIDOC Gala Dinner

**\$5,000**

- Company logo and profile featured on NAIDOC website and social media
- Prominent placement of logo on all NAIDOC Gala Dinner marketing materials
- Acknowledgment as NAIDOC Gala Dinner sponsor
- An opportunity to deliver a short address at the NAIDOC Gala Dinner
- 4 x Tickets to the NAIDOC Gala Dinner

## Edor Competiton

**\$5,000**

- Company logo and profile featured on NAIDOC website and social media
- Prominent placement of logo on all Edor Competition marketing materials
- Acknowledgment as NAIDOC Edor Competition sponsor
- Present the trophy to the winning team
- An information stall



# EVENT SPONSOR PACKAGE

## Youth Leadership Forum

**\$5,000**

- Company logo and profile featured on NAIDOC website and social media
- Prominent placement of logo on all Youth Leadership Forum marketing materials
- Acknowledgment as Youth leadership Forum sponsor

## Trivia Night

**\$3,000**

- Company logo and profile featured on NAIDOC website and social media
- Prominent placement of logo on all Trivia Night marketing materials
- Acknowledgment as NAIDOC Trivia sponsor
- A table of 6 at the NAIDOC Trivia Night
- A free answer

## Elders Luncheon

**\$3,000**

- Company logo and profile featured on NAIDOC website and social media
- Prominent placement of logo on all Elders Luncheon marketing materials
- Acknowledgment as NAIDOC Elder's Luncheon sponsor
- An opportunity to deliver a short address at the elders luncheon
- 2 x Tickets to the Elders Luncheon

## NAIDOC Volleyball Competition

**\$3,000**

- Company logo and profile featured on NAIDOC website and social media
- Prominent placement of logo on all NAIDOC volleyball competition marketing materials
- Acknowledgment as NAIDOC volleyball competition sponsor
- Present the shield to the winning team
- An information stall





# SPONSORSHIP FORM

## Organisation Details

CONTACT PERSON NAME: \_\_\_\_\_

EMAIL: \_\_\_\_\_

ORGANISATION: \_\_\_\_\_

PHONE: \_\_\_\_\_

MOBILE NUMBER: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

ABN: \_\_\_\_\_

## SPONSORSHIP OPTIONS

Please tick your chosen sponsorship option.

### Sponsor Packages

- Platinum Sponsorship Package
- Gold Sponsorship Package
- Silver Sponsorship Package
- Bronze Sponsorship Package

### Event Sponsor Packages

- NAIDOC in the Park Sponsorship Package
- NAIDOC Breakfast Sponsorship Package
- NAIDOC Edor Competition Sponsorship Package
- NAIDOC Gala Dinner Sponsorship Package
- NAIDOC Youth Leadership Forum Sponsorship Package
- NAIDOC Elders Luncheon Sponsorship Package
- NAIDOC Trivia Night Sponsorship Package
- NAIDOC Volleyball Competition Sponsorship Package

I hereby declare I have read, understood and agree to the sponsorship benefits set forth in the sponsorship information kit.

Date: \_\_\_\_\_

Name: \_\_\_\_\_

Signature: \_\_\_\_\_



# BOOKING & PAYMENT CONDITIONS

1. Sponsors will be required to enter into a Sponsorship Agreement with the Cairns NAIDOC Committee through Deadly Inspiring Youth Doing Good (DIYDG) Aboriginal & Torres Strait Islander Corporation.
2. The Australian Goods and Services Tax (GST) of 10% is applicable to all goods and services offered in this Sponsorship Prospectus. All prices in this document are exclusive of GST. A valid tax invoice will be provided to sponsors once their Sponsorship Agreement has been executed by DIYDG.
3. All monies are payable in Australian dollars. EFT transfers are preferred.
4. All monies due and payable must be received by the due date provided on the invoice. Failure to do so may result in sponsorship opportunities being offered to an alternate organisation.

For more information or to secure a sponsorship package, please email the Cairns NAIDOC Committee: [naidoc Cairns@diydg.org.au](mailto:naidoc Cairns@diydg.org.au) or contact the committee for further discussions.

