



2025 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 its 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, The Next Generation: Strength, Vision and Legacy.

CONTACT DETAILS



cairns-naidoc-committee



naidoc Cairns@diydg.org.au



@naidoc.cairns



<https://cairnsnaidoc.com>



16-18 McCormack St, Cairns



@cairnsnaidoc



Chairperson, Nicole Caelli



0432 186 950



nicole.caelli@diydg.org.au



Treasurer, Daniel Rosendale



0411 347 898



daniel.rosendale@diydg.org.au



Secretary, Georgiana Thomas-Peddell



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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



LETTER TO SPONSORS

Dear Potential Sponsor,

I am extending an invitation for you to partner with the Cairns NAIDOC Committee in support of our upcoming NAIDOC Week 2025 events.

NAIDOC Week remains one of the most significant and widely recognised celebrations in the Aboriginal and Torres Strait Islander calendar. It is a time to honour our culture, history, and achievements while fostering greater understanding and connection within the broader community.

In 2024, our sponsors received significant exposure and engagement through NAIDOC Week, with their brands prominently featured across events that attracted widespread community participation and media coverage. Sponsoring NAIDOC not only amplifies your company's commitment to cultural respect and reconciliation but also strengthens relationships with community leaders, organisations, and stakeholders.

This year's theme, "The Next Generation: Strength, Vision and Legacy," calls us to invest in the future, empowering young leaders and ensuring the ongoing vitality of our cultures. As a sponsor, you have the unique opportunity to contribute to this vision while showcasing your organisation's values and dedication to positive social impact.

By becoming a sponsor, your company will not only help us create meaningful and culturally enriching experiences, but you will also gain valuable exposure, networking opportunities, and a strengthened connection with the community. We offer a range of sponsorship packages that can be tailored to align with your goals and values.

We would love to discuss this opportunity further with you. Please feel free to contact us at naidoc Cairns@diydg.org.au to arrange a meeting or ask any questions.

Thank you for your time and consideration. We look forward to the possibility of working together to make NAIDOC Week 2025 an unforgettable celebration.

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
- Naming rights to our vox pops for Cairns NAIDOC week
- 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
- A 3x3 stall at the Cairns NAIDOC in the Park
- 2x Tickets to the NAIDOC Gala Dinner
- 2x Tickets to the Cairns NAIDOC Breakfast
- A table of 6 at the Trivia Night

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 Cairns NAIDOC Breakfast
- A table of 6 at the Trivia Night

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 Gala Dinner

\$7,000

- 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

NAIDOC Breakfast

\$7,000

- 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

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
- Opportunity to share marketing material at event
- Acknowledgment as Youth leadership Forum sponsor
- Short address at the beginning of the event



EVENT SPONSOR PACKAGE

Elders Luncheon

\$4,500

- 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

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
- Short address at the beginning of the event
- Present medals to winners throughout the event.
- Opportunity to share marking material at event (e.g. Pens)
- Acknowledgment as NAIDOC Trivia sponsor
- A table of 6 at the NAIDOC Trivia Night
- Sponsor to draw a free answer each round.



EXPRESSION OF INTEREST FORM

Organisation Details



CONTACT PERSON NAME: _____

EMAIL: _____

ORGANISATION: _____

PHONE: _____

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 Gala Dinner Sponsorship Package
- ☐ NAIDOC Youth Leadership Forum Sponsorship Package
- ☐ NAIDOC Elders Luncheon Sponsorship Package
- ☐ NAIDOC Trivia Night Sponsorship Package



Please email expressions of interests to naidoc Cairns@diydg.org.au or daniel.rosendale@diydg.org.au

