



2026 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

 whichway@cairnsnaidoc.com

 @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

 0403 411 051

 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 writing to invite you to partner with the Cairns NAIDOC Committee in support of NAIDOC Week 2026.

NAIDOC Week is one of the most significant celebrations in the Aboriginal and Torres Strait Islander calendar. It recognises culture, history, and achievement while strengthening understanding, respect, and connection across the broader community.

In recent years, our sponsors have benefited from strong visibility and engagement, with branding featured across well-attended events and local media. Supporting NAIDOC demonstrates a genuine commitment to reconciliation, cultural respect, and meaningful partnerships with community.

The 2026 theme, "50 Years of Deadly," marks five decades since NAIDOC's inception in 1976. This milestone celebrates the enduring advocacy, resilience, and achievements of Aboriginal and Torres Strait Islander peoples, and the powerful space NAIDOC continues to create for culture, voice, and truth-telling.

As a sponsor, your organisation will play a vital role in delivering this milestone celebration while gaining valuable exposure, networking opportunities, and a strengthened connection with the Cairns community. A range of sponsorship packages are available and can be tailored to align with your organisation's values and objectives.

We would welcome the opportunity to discuss this partnership further. Please contact us at whichway@cairnsnaidoc.com to arrange a conversation or request additional information.

Thank you for your time and consideration. We look forward to working together to make NAIDOC Week 2026 a meaningful and memorable celebration.

Sincerely,

Nicole Caelli
Cairns NAIDOC Committee Chair



SPONSOR PACKAGES

Platinum

\$5,000

- 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
- Promote a media clip of your organisation. This will be shared on all Cairns NAIDOC Social media platforms and the Cairns NAIDOC Website.
- 3x3 Stall at Friday in the Park
- A table of 8 to the Cairns NAIDOC Breakfast
- A table of 6 at the Trivia Night
- Cairns NAIDOC 2026 Report provided post NAIDOC week

Gold

\$3,500

- Company logo and profile prominently featured on NAIDOC website and social media
- Prominent placement of logo on all marketing materials during NAIDOC Week
- Promote a media clip of your organisation. This will be shared on all Cairns NAIDOC Website.
- 6 x Tickets to the Cairns NAIDOC Breakfast

Silver

\$1,500

- Company logo featured on NAIDOC website and social media
- Placement of logo on all marketing materials during NAIDOC Week
- 4x Tickets to Cairns NAIDOC Breakfast

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
- Multiple Acknowledgments as NAIDOC in the Park sponsor throughout the day
- An opportunity to deliver a short address at the Cairns NAIDOC in the Park
- Promote a media clip of your organisation. This will be shared on all Cairns NAIDOC Social media platforms.
- A 3 x 3 Stall at NAIDOC in the Park
- Cairns NAIDOC 2026 Report provided post NAIDOC week

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
- Promote a media clip of your organisation. This will be shared to all attendees of the Cairns NAIDOC Breakfast
- 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
- Sponsor of the "50 Years of Deadly Community Table"
- Cairns NAIDOC 2026 Report provided post NAIDOC week

Elders Luncheon

\$4,000

- Company logo and profile featured on NAIDOC website and social media
- Prominent placement of logo on all Elders Luncheon marketing materials
- Acknowledgment as NAIDOC Elders Luncheon sponsor
- An opportunity to deliver a short address at the Elders Luncheon
- Tickets to the Elders Luncheon
- Cairns NAIDOC 2026 Report provided post NAIDOC week

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.
- Cairns NAIDOC 2026 Report provided post NAIDOC week

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 Elders Luncheon Sponsorship Package
- NAIDOC Trivia Night Sponsorship Package



Please email expressions of interests to Whichway@cairnsnaidoc.com or daniel.rosendale@diydg.org.au

