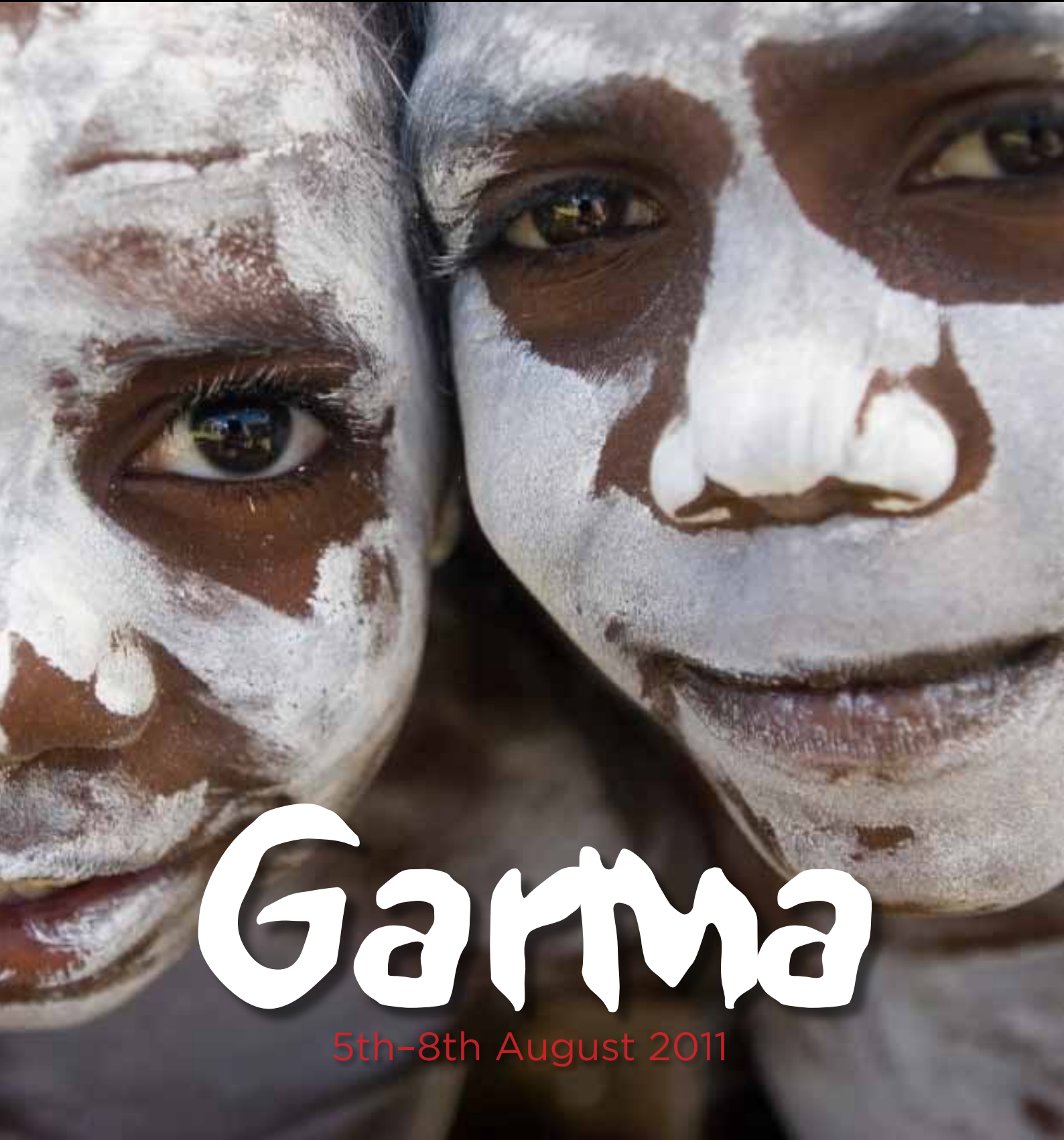


# Sponsorship Prospectus

Key Forum Theme: Academic Excellence & Cultural Integrity



# Garrma

5th-8th August 2011



## About the Garma Festival

Every August about 2,500 Indigenous and non-Indigenous Australians and international visitors gather and camp at Gulkula, a stunning bush site on Aboriginal land fifty kilometres from Nhulunbuy in north-east Arnhem Land.

They gather to experience the annual Garma Festival – Australia's largest Indigenous and cultural exchange event; to learn from and listen to one another and watch an extraordinary range of Indigenous cultural performances.

They come together in a spirit of harmony, enriched with an array of dance, music, craft, art and traditional indigenous knowledge.

The Garma experience is unique.

It projects a special image, message and impression. It is a spectacular display of real reconciliation, congruence of cultures, and two-way cultural learning.

It is a rare privilege and a unique opportunity, considered to be one of Australia's premier Indigenous attractions.

Little has changed about the Festival in a desire to maintain the unique character, purpose and essence of the event. With only a limited number of places, demand to attend Garma each year is enormous.

Each year the Garma Festival has a particular theme, combined with a major educational forum, and also has a perennial set of features such as the Key Forum, music workshops and seminars, daily Bunggul, a leaders forum, and crafts classes and expeditions, business and industry expo, art displays, nightly indigenous dance performances, youth forum and a host of informal gatherings and exchanges.

Up to 250 Yolngu people are trained and employed each year and as the host, the Yothu Yindi Foundation manages and finances a range of employment and economic programs through the Festival.

**The extensive networking amongst policy makers and practitioners provides significant benefits and alliances each year to participants from the corporate, government, non government and philanthropic sectors.**



**Garma has become a beacon, a symbol and a leader in celebrating what is working across Indigenous affairs throughout the country.**

## Sponsorship benefits

As Australia's leading Indigenous cultural event, Garma is a superb and worthwhile sponsorship opportunity for corporate, government, non-government and philanthropic organisations.

For companies wishing to make a connection with Indigenous Australia, the annual Garma Festival provides a unique opportunity to gain links into its rich and authentic culture, and to connect and reciprocate with Yolngu customs, language and practices.

For companies right across Australia, be it in urban, regional or remote Australia, a Garma sponsorship offers cultural connections, good corporate citizenship credibility, and improved relationships and associations with Indigenous Australians.





## Corporate Benefits

Rights to exclusive packages for the Garma Festival: Instead of the usual Management “retreat”, human development or leadership course and event, a select number of a management can experience Garma and participate in a custom-designed Indigenous Cultural Tourism Program.

These packages would provide the Partner with a rare, exclusive opportunity for a unique learning and development experience for selected senior executives, management or staff.

## Corporate Marketing

The Yothu Yindi Foundation brand name is strong and has a solid reputation. As a flagship program of the Foundation, Garma is a sell out event every year and is currently operating at capacity. It is positioned as an exclusive event to the general public.

The uniqueness of the set of activities and programs delivered means that the Garma Festival continues to play a vital role and to gain widespread support.

As an official sponsor for Garma, the Yothu Yindi Foundation provides extensive marketing and publicity. This includes your logo and information posted prominently on the official Yothu Yindi Foundation website and relevant promotional material.





**The suite of sponsorship opportunities and benefits for a particular sponsor will be carefully calibrated to reflect the nature and desires of the sponsor and the category of sponsorship.**

**Cash and/or in-kind support**

<b>Principal</b> (no more than two)	\$150,000 +
<b>Platinum</b>	\$100,000 - \$149,000
<b>Gold</b>	\$80,000 - \$99,000
<b>Silver</b>	\$50,000 - \$79,000
<b>Official Supplier</b>	Organisation Specific
<b>Media Partner</b>	Organisation Specific



## Principal Sponsor

**(no more than two)  
\$150,000 +**

The sponsorship package includes:

- Six complimentary tickets to Garma as official guests of the Garma festival
- Invitation to the VIP dinner hosted by Yothu Yindi Foundation Chairman, Galarrwuy Yunupingu and family.
- 10% discount on Garma Charter flight
- Representatives from your company will be invited to give a presentation or alternatively, chair a session at the Key Forum.
- An article describing your company included in the official Program.
- Inclusion of your organisations promotional items to be included in official Garma Festival 2011 VIP bags.
- Logo on all promotional material
- Organisational link and information on official Garma Festival website
- Exposure through signage and promotional banners
- A logo and company description will be featured in the official Garma Festival program.





## Platinum

**\$100,000 - \$149,000**

The sponsorship package includes:

- Six complimentary tickets to Garma as official guests of the Garma festival
- Invitation to the VIP dinner hosted by Yothu Yindi Foundation Chairman, Galarrwuy Yunupingu and family.
- 10% discount on Garma Charter flight
- An article describing your company included in the official Program.
- Inclusion of your organisations promotional items to be included in official Garma Festival 2011 VIP bags.
- Logo on all promotional material
- Organisational link and information on official Garma Festival website
- Exposure through signage and promotional banners





## Gold

\$80,000 - \$99,000

The sponsorship package includes:

- Six complimentary tickets to Garma as official guests of the Garma festival
- Inclusion of your organisations promotional items to be included in official Garma Festival 2011 VIP bags.
- Logo on all promotional material
- Organisation link and information on official Garma Festival website
- Exposure through signage and promotional banners





## Silver

**\$50,000 - \$79,000**

The sponsorship package includes:

- Logo on all promotional material
- Organisation link and information on official Garma Festival website
- Exposure through signage and promotional banners



## Official Supplier

The sponsorship package includes:

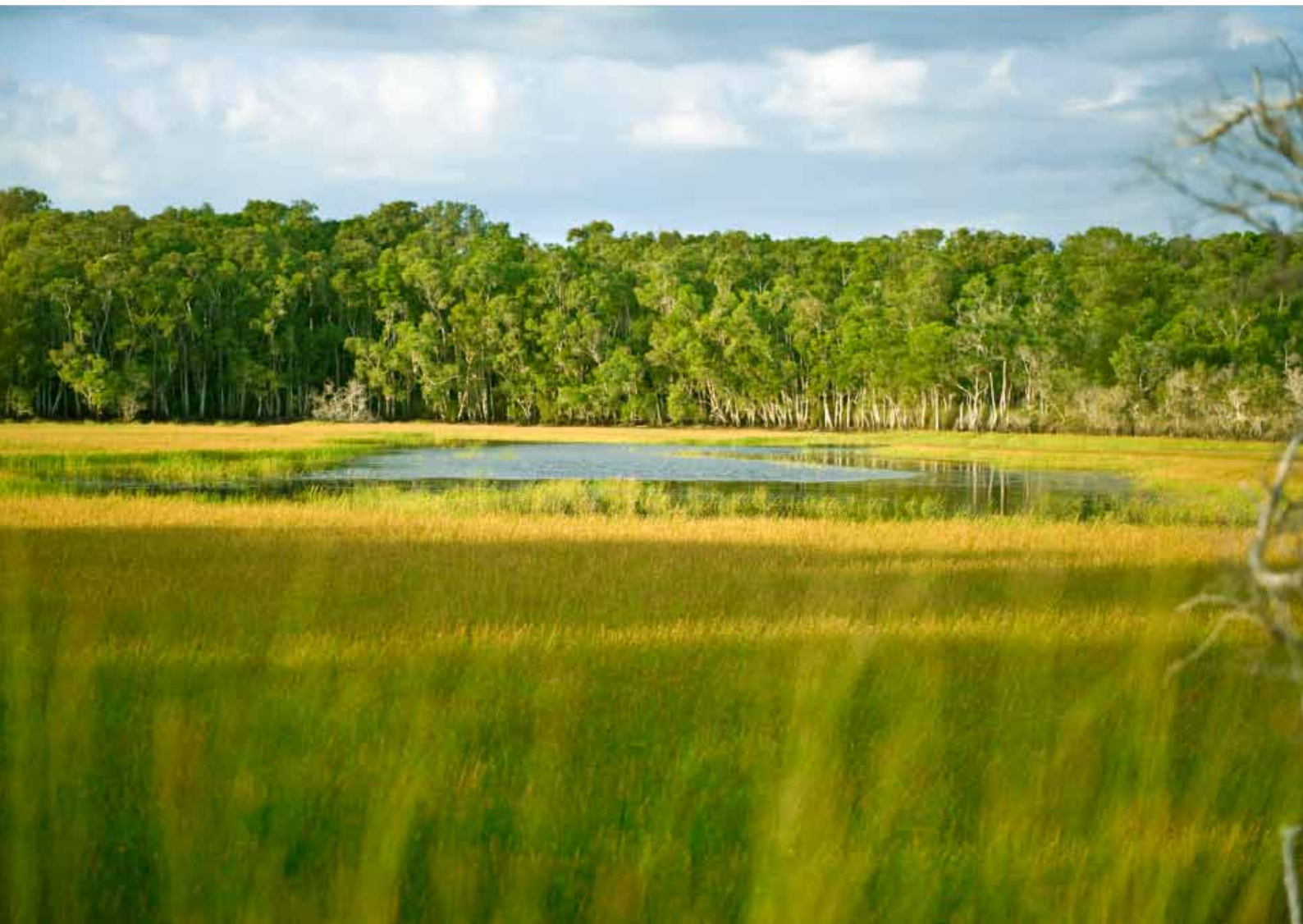
- Organisation link and information on official Garma Festival website
- Exposure through signage and promotional banners
- Provide the Sponsor with unrestricted access to Garma site for the purpose of site preparation and management.



## Media Sponsor

The sponsorship package includes:

- Organisation link and information on official Garma Festival website
- Logo on all promotional material
- Logo on the sponsors page of the Garma website
- Invite key Sponsor's staff to attend the Festival as guests of the Festival through the issue of 2 Community Rate tickets (\$385 per Sponsor attendee to cover food and camping accommodation during the Festival).
- Provide the Sponsor with access to record elements of the Festival at no charge (in accordance with the guidelines and conditions of media registrations and negotiated agreements)



For further information regarding sponsorship please contact:

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**YOTHU YINDI**  
FOUNDATION

