Yothu Yindi Foundation

Garma

2 - 5 August 2019

Australia's Premier Indigenous Event

SPONSORSHIP PROSPECTUS
ABOUT GARMA

Each year about 2500 visitors gather and camp at Gulkula, a traditional ceremonial meeting ground, historically significant to the Yolnu people of the north east Arnhem Land. Its location is remote, forty kilometres on a dusty unsealed road from Nhulunbuy, or Gove as it is also known.

Here, guests from all persuasions gather to experience the August Garma Festival – Australia’s largest Indigenous led, Indigenous programmed cultural exchange. In its 21st year, guests will share ideas and learn from array of Indigenous and non-Indigenous speakers. They will also witness a spectacular culturally unique dance, arts & song scene, specific to the Arnhem region and the rich Arnhemland lifestyle. Garma sets a high benchmark as we pride ourselves on showcasing the treasures of the Northern Territory’s mighty Yolngu clans. This event captures the epitome of Australia as a country.

Garma is enriched with an extraordinary display of dance (bunggel), song (manikay), craft, art (minyti) and traditional indigenous knowledge. Indigenous families from this remote pocket of Australia speak a Yolngu mitha dialect, and the preservation and maintenance of the local Indigenous language is prominent; English being the second language for many.

“Garma was one of the most profound experiences of my life.” Said Julia Baird of Garma last year, “a click, shift and shake of the kaleidoscope.” Garma, over the past two decades has been included as one of the best Australian Arts events on a national scene. The Garma bunggu is hailed as an example of one of the worlds oldest musical traditions and we must do everything to recognise its enormous value to our lives as Australians.

The Garma experience is simply unique. Programming enables guests to choose from over 26 cultural activities per day over the course of this 4 day event – that’s over 100 selections you can choose from. Categories include music, art, dance, song, youth, language workshops, fireside chats, bush crafts, guided bush walks, astronomy, womens healing, cinema, creative writing, Yolngu ceremonies, nightly lectures, poetry recitals, dinner under the stars, policy discussions, cultural awareness workshops & wonderful networking opportunities to meet some amazing people.

Garma is now considered Australia’s equivalent of Switzerland’s Davos – a place for now shaping policy and developing Indigenous business. Garma has also become the venue for discussion and engagement on the matter for Constitutional Reform, and too reconciling, educating and healing the nation’s reconciliation debate. Garma’s impact on the nation is highly significant, and we guarantee you will leave feeling unexpectedly overwhelmed.
Garma projects a professionally slick image, its message resonating internationally; its programming over the course of four days is impressive & unequalled across Australia.

It is a rare privilege to attend Garma and the Yothu Yindi Foundation (YYF) is fiercely proud of our reputation as being one of Australia’s premier Indigenous attractions. Garma has operated successfully for over 20 years, and 2019 brings a groundswell of change to provoke your thought and challenge your thinking. Garma has the remarkable ability to transcend colour, creed and race, and many of our supporters recognise how valuable these unique ingredients are to shape our nations future. In order to heal as a nation, Australians are seeking to pose and progress a myriad of difficult and challenging conversations. You will not be disappointed with the dialogue, often you will finish your day with a new perspective or feel inspired by keynote addresses and motivational speakers. The daily program tempo is often thought provoking and deeply affecting, yet it is ingeniously balanced with uplifting activities that balance your mood.

In order to enhance Garma’s essence, YYF invites you to join with us by sponsoring our event – your investment will not disappoint. With only a limited number of places, demand to sponsor Garma each year is enormous. We are committed to protecting our sponsors brand, and we do ensure that we explore the best way in which to invest your in-kind or financial support. By partnering with the Yothu Yindi Foundation, your brand represents your corporation taking a difficult national conversation global.

The extensive Garma networking & alliances developed amongst policy makers and practitioners provides significant outcomes each year. Participants from the corporate, government, non-government, philanthropic, and university institutions join us from across the nation, as does an international following, each eager to learn from a practical grass roots perspective.

This is the melting pot of Australia’s Indigenous Leaders, where the concept of time challenges you to contemplate a different line of thought. This gathering builds momentum from within the Indigenous space unlike any other - completely indigenous driven, managed and directed.
SPONSORSHIP BENEFITS

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

As Australia’s leading Indigenous cultural exchange event, Garma is a superb and worthwhile sponsorship opportunity, well worth being considered by corporate, government, non-government and philanthropic organisations.

For companies wishing to make an ongoing connection with Indigenous Australia, the annual Garma event provides a unique opportunity to obtain a first class grip on opportunities emerging from a vibrant, energetic and very remote Indigenous pocket of Australia.

For company’s right cross Australia, be it in urban, regional or remote Australia, a Garma sponsorship offers priceless cultural connections, credible corporate citizenship, and improved relationships and associations with Indigenous Australians. Garma has also attracted considerable interest from urban based organisations wishing to gain an insight into professional development experience working within Aboriginal communities. As such your sponsorship investment speaks volumes as the national emphasis shifts towards the delivery of improved services to remote Australia and building Australia’s north.

Increasingly, we are finding Corporate Australia genuinely pursues a commitment to closing the gap targets, and often are unaware of how to extract the best value for their sponsorship dollar.

If your organisation is outcome focussed, you will appreciate the Garma teams determination to tackle the hurdles of Indigenous disadvantage. We encourage your sponsorship today.
AUSTRALIA’S MOST REMOTE, LARGEST, INDIGENOUS-LED, DESIGNED, STAGED & HOSTED EVENT

Ancient culture stretching 50,000 years

Diverse clan representation

Bush arts & craft

From different walks of life

Exhibition stalls
NATIONAL BENEFITS

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 each year and is currently operating at capacity maxing out the Gulkula site of 2500 guests each year. Garma is positioned as an exclusive event to the general public. Education is the target of the Yothu Yindi Foundation, and we are on track to ensuring the goals of our Board are achieved in a timely manner.

It is well worthwhile surfing our YouTube site to hear what our Board have to say:

> click to view DJAWA YUNUPINGU’S SPEECH

Our unique set of activities and programs delivered through Garma and our proven results means that our event is importantly placed to play a vital role in todays national debate across a broad range of poignant matters. Garma has its finger on the pulse of Australia’s heartbeat, and we look to your support to build on new and like-minded partners to build Australia’s future.

2018 GARMA SPONSORS
PRINCIPAL & GOLD SPONSORS

Principal and Gold sponsors are invited each year to the exclusive VIP dinner hosted under the stars by the Yothu Yindi Foundation Board of Directors. Mr Richard Flanagan, author and winner of the Man Booker Prize was our keynote speaker in 2018, this particular night attracted 400 guests, and dinner seats sold out quickly:

> click to view RICHARD FLANAGAN’S SPEECH
CORPORATE BENEFITS

Major business opportunities stem from Garma each year. Senior executives come from some of Australia’s largest organisations as they merge business networking with cultural education. Garma has proven to be a meeting ground of outcomes pertinent to a contemporary Australian business in today’s society. The focus on Indigenous business opportunities and economic development is evident each Garma, and often business links and business development opportunities overflow well into the night around the campfire. Your investment will provide tangible outcomes, a wealth of networking connections and practical advice to fold into your business model.

WHO ATTENDED GARMA 2018?

Australian Broadcasting Corporation
Rio Tinto
Woodside
MMG
Westpac
Telstra
Ernst & Young
Apple Australia
CSIRO
Reconciliation Australia
ANZ
McKinsey & Company
Lendlease
Australia Post
Origin Energy
Sodexo
Flinders University
Sydney University
Blackfella Films
Alrnorth
Developing East Arnhem Land
Energy Australia
Seawifit
Qantas
NAB
The Healing Foundation
Gumatj Corporation
ARDS

Dhimurru Aboriginal Land Corporation
Miwatj Health Aboriginal Corporation
Laynhapuy Homelands Association
Northern & Commonwealth Governments
Buku Larrnggay Art Centre
University of Melbourne
University of Technology Sydney
Charles Darwin University
Jack Thompson Foundation
SPONSORSHIP T I E R S

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<td><strong>Silver</strong></td>
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SPONSORSHIP STRUCTURES

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.
**PRINCIPAL SPONSOR**

This sponsorship package includes:

- Invite Principal Sponsor's senior staff to attend as Garma guests through the issue of 6 VIP complimentary tickets.
- Representative from your company will be invited to give a Key Forum Key Note address or alternatively, chair a session during the main Key Forum sessions.
- An article describing your company included in the official Program Booklet.
- Your organisational logo on all promotional material.
- Your organisational link and information on the official Garma website.
- Your organisation’s exposure through signage and promotional banners.
- Your organisation will be acknowledged within the 2019 Garma Festival Report post-event.

**PLATINUM SPONSOR**

This sponsorship package includes:

- Invite Platinum Sponsor’s senior staff to attend as Garma guests through the issue of 4 complimentary tickets.
- An article describing your company will be included in the official Program Booklet.
- Your organisational logo on all promotional material.
- Your organisational link and information on official Garma Festival website.
- Your organisation’s exposure through signage and promotional banners.
GOLD SPONSOR

This sponsorship package includes:

- Invite Gold Sponsor’s senior staff to attend as Garma guests through the issue of 2 complimentary tickets.
- Your organisational logo on all promotional material.
- Your organisational link and information on the official Garma website.
- Your organisation’s exposure through signage and promotional banners.

SILVER SPONSOR

This sponsorship package includes:

- Your organisation’s logo on all promotional material.
- Your organisation’s link and company information on official Garma website.
- Your organisation’s exposure through signage and promotional banners.
- Your organisation’s logo and company profile will be featured in the official Garma Program Booklet.
IN-KIND SUPPLIER

This sponsorship package includes:

• Your organisation’s link and company information on the official Garma website.

• Your organisation’s exposure through signage and promotional banners.

• Provide the Sponsor with unrestricted access to the Garma site for the purpose of site preparation and management.

• Your organisation will be acknowledged within the 2015 Garma post-event Report.

MEDIA SPONSOR

This sponsorship package includes:

• Your organisational link and information on official Garma website.

• Include the Sponsor’s Company logo (the “Logo”) in printed promotional material including sponsor banner to be displayed at Garma.

• List the Logo on the sponsors page of the Garma website.

• Invite key sponsor’s staff to attend the Garma as guests through the issue of 2 complimentary tickets at nil cost other than the Sponsor agreeing to pay $423.50 (including GST) per Sponsor attendee for accommodation and catering during the Festival.

• Provide the Sponsor with unrestricted access to film elements of the Garma (including but not limited to performers and attendees in accordance with the guidelines and conditions of media registrations) at no charge subject to the Sponsor being wholly responsible for obtaining third party releases, clearances and consents and subject to the Sponsor observing any Garma filming protocols as maybe available to the Yothu Yindi Foundation. All media arrangements to be negotiated under the direction of the Yothu Yindi Foundation Director of Media.

• All material published to be owned by and copyright of Yothu Yindi Foundation.

• Your organisation will be acknowledged within the 2019 Garma post-event Report.
Over 100 program choices over four days. Garma is the home of the Yolngu songlines, Yolngu matha, the ancient sound of the yidaki, Dilthan Yolgunha The Healing Place, bunggul (song), manikay (art) and miny’tji (ceremony).