SPONSORSHIP OPPORTUNITIES
BE A PART OF SOMETHING SPECIAL!

“This is the Best Blackfella Festival in Victoria!”
Bart Willoughby - Indigenous Singer Song Writer

EARLY 2020
The annual Melbourne Didgeridoo and Cultural Festival is unique in this town. It is a free, family friendly, not-for-profit event that explores and celebrates Aboriginal culture and its iconic Australian instrument – the Didgeridoo!

**FESTIVAL CONCEPT**

**CULTURAL EXPERIENCES**
The festival's Cultural Activity Program facilitates interaction between Aboriginal Artists and visitors keen to learn more about Bush Food, Hunting Tools, Weaving, Didgeridoo Making and Art and Craft.

At Cultural Activity Stalls, visitors can observe processes, listen to presentations and engage in activities.

This is a rare opportunity to work directly with Aboriginal artists in the Greater Melbourne area.

**LIVE MUSIC**
The Live Music program showcases traditional Aboriginal song and dance, as well as contemporary music styles incorporating Didgeridoo. This highlights the instrument’s musical calibre, providing not only high quality entertainment, but an opportunity to participate in Aboriginal dancing!

**CHILDREN ACTIVITIES**
The festival will feature several entertaining and educational children's activities: Aboriginal face painting; games of Marngrook (the Aboriginal version of Footy), didgeridoo and clap sticks workshops, Aboriginal dancing, boomerang painting, dreamtime storytelling and Didgeridoo meditation.

**VENDOR STALLS**
A great variety of stalls will include food trucks, bush tucker, Aboriginal arts and crafts and, of course, didgeridoos.
This year is the festival’s 10th anniversary!

To mark this significant event, a group of Aboriginals from the didgeridoo’s traditional home, Arnhem Land, will meet with local Wurundjeri people, traditional custodians of the land on which the festival is held.

In addition to regular live music, children’s activities and vendor stalls, this year will focus strongly on interactive cultural experiences, facilitating visitors’ engagement with Aboriginal artists.

It’s an unmatched experience of Aboriginal culture and Didgeridoo in Melbourne!

THE MISSION

What the Melbourne Didgeridoo & Cultural Festival aims to achieve:

1. Recognition, acknowledgement and promotion of the Traditional Owners of Greater Melbourne

2. Support of cultural education and awareness of local Aboriginal history in our area

3. Local Reconciliation through demonstration of common respect for country, fostering a greater awareness of Indigenous Australians and their Traditional Cultural Values

4. Greater appreciation of the didgeridoo’s cultural significance and traditional use in Aboriginal communities

5. Strengthened cultural linkages between communities in Victoria and Northern Territory (particularly the Wurundjeri people and the Traditional Owners of the Didgeridoo from NT)

All the above outcomes aim to celebrate local culture and diversity in Melbourne, fostering a strong community spirit marked by respect and inclusiveness.
SPONSORSHIP OPPORTUNITIES

The Melbourne Didgeridoo and Cultural Festival has enjoyed consistent major sponsorship from Manningham City Council over the past nine years.

This year, we are seeking additional corporate sponsorships to help transport and accommodate our special Arnhem Land guests.

Be a part of something special and help us!

Sponsors $4,000-$5,000:
- Logo on our two festival banners (5 x 2m; stage banner and banner prominently placed on the building next to the entrance of the festival site)
- Logo on all posters / programs, marketing collateral and media

Sponsors $500-$2,000:
- Logo on all posters / programs and marketing collateral
- Mention at the opening of the festival and any media articles

Proudly Sponsored by:

NT PERFORMERS
You are sponsoring a traditional Aboriginal Song Man, a Master Didgeridoo Player and three Dancers to showcase traditional Aboriginal culture at the festival.
This is THE highlight of the Festival!

$5,000

ACCOMMODATION
You are sponsoring the accommodation of our visitors from the Northern Territory (Aboriginal Dance Troupe and liaison) for the duration of the festival.

$2,000

FOOD
You are sponsoring the food for our Aboriginal performers (traditional Aboriginal Song Man, Master Didgeridoo Player and three Dancers) from the Northern Territory during their stay at the festival in Melbourne.

$1,000

AIRFARES
You are sponsoring the airfares for a 5-person Aboriginal dance troupe and a liaison from the Northern Territory (traditional Aboriginal Song Man, Master Didgeridoo Player and three Dancers) to Melbourne.

$4,000

CEREMONIAL GROUND
You are sponsoring the transformation of the festival location into a traditional ceremonial ground covered in lots of sand. This will provide visitors with a truly authentic experience of traditional Aboriginal song and dance!

$1,000

TRANSPORT
You are sponsoring the vehicle required to pick up the performers from the Northern Territory at Melbourne airport and facilitate their movements during their stay in Melbourne.

$500

Please note: Sponsorships are 100% tax deductible, as we are a Not-For-Profit organisation: The Didge Circle Incorporated (Incorporation No. A0059692V, ABN 39 873 115 929)

For more information please contact Henning Gerlt on 0402 500 475 or email hgerlt@optusnet.com.au
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