



# THE SPIRIT OF THE PLANET



## Dubbo Australia

*"Let culture and tradition awaken your senses  
with colours and music!"*

## SPONSORSHIP PROSPECTUS



# The Spirit of the Planet

The **Spirit of the Planet** Festival, Dubbo Australia, will bring traditional, Indigenous people from around the world, to share Culture and Traditions first hand.

The Festival is a 3 day event held in Dubbo, NSW, running from 30<sup>th</sup> November to 2<sup>nd</sup> December 2018. It has been inspired by “Lo Spirito Del Pianeta”, a festival that has successfully run in Milan, Italy for over 17 years.

The Festival is a *Free Entry* event, aiming to provide everybody with the opportunity to cast a glance at the world, that they may not otherwise get to see, and to experience and build a greater sense of connection through cultural exchange.

**The Spirit of the Planet** brings the traditions, sounds, lifestyles, past and present, of people who are different from one another, but who are all working towards building reciprocal respect across nations.



***Sarawak Group from Malaysia***

The Festival is therefore, not a mere showcase of choreographed songs and dances, but so much more: the groups represent the actual life of their people and their age old traditions, and creates the opportunity for real exchange between individuals and community.

The Festival provides a variety of performances, activities and interactive presentations, as well as a “Tribal Village” and “Awakening Of The Senses”, which all work to foster this unique first-hand, close experience. Further they enhance the many opportunities to learn about the different Indigenous groups, while highlighting the differences that exist between us, as well as, the similarities that can bring us together.

You will be engrossed in the spirit of this festival and the sense of unity, hope, togetherness, inclusion, understanding and acceptance it brings.

***Aztec Group  
Mexico City***



# Sponsorship Benefits



As the world continues to struggle with increased acts of terrorism and cultural violence, this festival is happening at a critical time and is therefore a worthwhile sponsorship opportunity for anyone

Sponsorship investment, is worth being considered by corporate, government, non-government, small/large businesses and philanthropic organisations, as this Festival offers, not only local and regional promotion, but also national and international networks and awareness, as the Festival is promoted Globally. Further and possibly most fulfilling is the feeling that yourself, your team, colleagues, and/or community will get, as it provides opportunities for priceless cultural connections, and improved relationships.

If you want to create this greater connection or develop a deeper understanding, of Indigenous peoples of the world, **The Spirit of the Planet Festival** provides a unique, hands-on experience to walk with, learn and engage first-hand with many different individuals and groups from across the globe.

The private invitation to attend the welcoming event will allow you an enhanced experience of interacting and engaging with all the different Indigenous groups intimately.

As national service delivery places ongoing emphasis on improved services, access and opportunities for Aboriginal and Torres Strait Islander people, and people from Culturally and Linguistically diverse backgrounds, sponsorship investment, will speak volumes for your company, business or organisation.

It is hoped that as the Festival continues for years to come, that it will become a leading beacon in promoting reconciliation, and unity, by continually working towards the eradication of stereotypes. This festival is a fundamental vehicle for transmitting this knowledge, and building understanding and mutual respect, as it brings people together to learn from each other, regardless of their backgrounds, beliefs and traditions,

If your organisation is outcome focussed, you will appreciate **The Spirit of the Planet's** teams' determination to tackle the hurdles of engaging and connecting with the traditional Indigenous people of the world and the enormity of bringing this festival together.

This is a truly unique experience and there are no true words to describe the power of what is created through celebrating, learning, and communicating first-hand with people from around the world.

Your sponsorship is crucial in ensuring this event is successful and we look forward to working with you in supporting us in bringing this Festival to life.

***Don't delay Sponsor today.***



***Maasai Group from Kenya Africa***



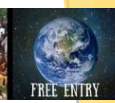
# Partnership Tiers



Platinum	\$60,000 +
Gold	\$30,000 - \$59,999
Silver	\$20,000 - \$29,999
Bronze	\$10,000 - \$19,999
Baby Bronze	\$5,000 - \$ 9,999
In-Kind Sponsor	See page 9
Media Sponsor	See page 9
Donations	See page 10

***Or contact us for a Personally Tailored Partnership!!***

# Sponsorship at a glance



Sponsorship offers	Platinum Package \$60,000++ 1 available	Gold Package \$30,000 - \$60,000 3 available	Silver Package \$20,000- \$30,000 5 available	Bronze Package \$10,000- \$20,000 11 available	Baby Bronze Package \$5,000+ unlimited
VIP Passes (Private Event)	10 passes ✓	6 passes ✓	4 passes ✓	2 passes ✓	
Logo on BACK of all volunteer clothing	✓	(Only available with Platinum Package)			
“Major” Sponsor Recognition	✓	(Only available with Platinum Package and for Donations over \$40,000)			
Logo on FRONT of volunteer clothing	✓	✓			
Article in Festival Program Booklet	Full page ✓	½ page ✓	5 sponsors on 1pg ✓		
Verbal Recognition throughout festival	“Major” ✓	✓	✓		
Listed as Sponsor on Social Media	“Major” ✓	✓	✓		
Logo Displayed on Main Stage	Large Logo ✓	Large logo ✓	Medium Logo ✓		
Logo displayed on small stage	✓	✓	✓	✓	
Logo at entry and around venue	✓	✓	✓	✓	
Logo on promotional poster s/flyers	✓	✓	✓	✓	
Exposure on signage at the festival	✓	✓	✓	✓	
Private presentation/show for your org	60mins ✓	35mins ✓	25mins ✓		
Your info listed on the official website	✓	✓	✓	✓	✓
Listed as sponsor in all email signatures	✓	✓	✓	✓	✓
Listed as sponsor in Festival booklet	✓	✓	✓	✓	✓
At least 1 post on social media	✓	✓	✓	✓	✓
Acknowledge in post Festival report	✓	✓	✓	✓	✓



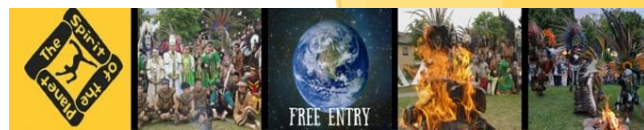
# Platinum Package

- **10 VIP passes** to the Official Welcoming and Dinner of The Indigenous Peoples of the World. (NB: Tickets cannot be purchased for this event). 4 extra VIP passes for every \$10,000 sponsored over \$60,000.
- Recognition as a “Major” Sponsor in **ALL TV, Newspaper and Radio Promotions** (only available with Platinum and sponsorship over \$45,000)
- **60 minute Private Session** with a representative/s of a World Indigenous group. Q&A and opportunity for 1:1 personal learning and interaction (max 25 participants)
- Logo on front and back of staff and volunteer T-shirts (**only sponsor displayed on back**)
- **Full page** article about your business/organisation/company in festival program booklet.
- Verbal Acknowledgement in **ALL** introduction/thankyou speeches during the festival.
- Acknowledgement, recognition by being listed as a “major” sponsor through all social media platforms.
- Large Logo displayed on main stage for the duration of the festival
- Logo displayed on small stage for the duration of the festival
- Logo displayed at festival entry and on signage at the venue prior/during the festival.
- Listed / acknowledged as “Major” sponsor during NSW promotional tour
- Listed as “Major” Sponsor in all email signatures from date sponsorship is received until completion of the festival
- Exposure on **all** Signage at the Festival
- Logo on all promotional posters and flyers
- Special Thanks / recognition (with logo displayed) in festival program
- Listed as “major” sponsor on the official website.
- Acknowledgement in post festival report.



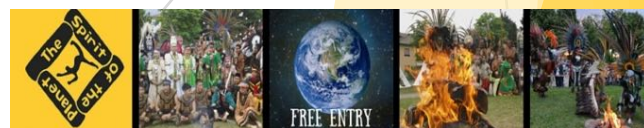
# Gold Package

- **6 VIP passes** to the Official Welcoming and Dinner of The Indigenous Peoples of the World. (NB: Tickets cannot be purchased for this event)
- Recognition as a Sponsor in **TV, Newspaper and Radio Promotions** (*only* available for sponsorship over \$45,000)
- **35 minute Private Session** with a representative/s of a World Indigenous group. Q&A and opportunity for 1:1 personal learning and interaction (max 20 participants)
- Logo on front of staff and volunteer T-shirts
- **Half page** article about your business/company /organisation in festival program booklet.
- Verbal Acknowledgement as sponsor during introduction/thank you speeches during the festival.
- Acknowledgement, recognition or listed as a sponsor through all social media platforms.
- Large Logo displayed on main stage for the duration of the festival
- Logo displayed at festival entry and on signage at the venue prior + during the festival. Logo displayed on small stage for the duration of the festival
- Listed/acknowledged as a sponsor during NSW promotional tour
- Listed as Sponsor in all email signatures from date sponsorship is received until completion of the festival
- Exposure on **all** Signage at the Festival and on promotional materials
- Special Thanks/recognition (with logo displayed) in festival program
- Listed as sponsor on the official website.
- Acknowledgement in post festival report



# Silver Package

- **4 VIP passes** to the Official Welcoming and Dinner of The Indigenous Peoples of the World. (NB: Tickets cannot be purchased for this event)
- **25 minute Private Session** with a representative/s of a World Indigenous group. Q&A and opportunity for 1:1 personal learning and interaction (max 15 participants)
- 1/5<sup>th</sup> page article about your business, company, organisation in the festival program booklet.
- Verbal Acknowledgement as sponsor during introduction/thank you speeches during the festival.
- Acknowledgement, recognition or listed as a sponsor through social media platforms.
- Medium Logo displayed on main stage for the duration of the festival
- Logo displayed at festival entry and on signage at the venue prior + during the festival.
- Logo displayed on small stage for the duration of the festival
- Listed as Sponsor in all email signatures from date sponsorship is received until completion of the festival
- Exposure on Signage at the Festival
- Logo on promotional posters and flyers
- Special Thanks/recognition (with logo displayed) in festival program
- Listed as sponsor on the official website.
- Acknowledgement in post festival report





# Bronze Package

- **2 VIP passes** to the Official Welcoming and Dinner of The Indigenous Peoples of the World. (NB: Tickets cannot be purchased for this event)
- Logo displayed at festival entry and on signage at the venue prior + during the festival.
- Logo displayed on small stage for the duration of the festival
- Listed as Sponsor in all email signatures from date sponsorship is received until completion of the festival
- Exposure on Signage at the Festival
- Recognition on promotional posters and flyers
- Special Thanks/recognition (with logo displayed) in festival program
- Listed as sponsor on the official website.
- At least 1 post/listing on Social media
- Included in post festival report

## *Yellow Bird Group from Arizona USA*



# Baby Bronze

- Listed as Sponsor in all email signatures from date sponsorship is received until completion of the festival
- Special Thanks/recognition (no logo) in festival program
- Listed as sponsor on the official website (name only, no logo)
- At least 1 post/listing on Social media
- Included in post festival report

## *Aztec Group Mexico*





# Other Ways to Sponsor

## IN-KIND SPONSOR

This sponsorship package, allows you the opportunity to support the festival in other ways, as sometimes we know that financial support is not an option for everyone.

Your in-kind sponsorship will be acknowledged and promoted to the same monetary value given. E.g. – donation of stage and lighting (valued at \$5500) would give you the sponsorship offers in the baby bronze package.

We are organising every facet of the festival including but not limited to travel, accommodation, staging, lighting, sound, food, waste and security, so any idea for in-kind sponsorship and support will always be considered!

## MEDIA SPONSOR

**This sponsorship package includes:**

- 2 VIP passes to the official Welcoming and Dinner of The Indigenous Peoples of the World. (NB: Tickets cannot be purchased for this event).
- Your organisations link & information on website (only sponsor with a link)
- 2x complimentary meal passes per day (maximum 2 per day, total 6).
- unrestricted access to film elements of the festival (in accordance with the guidelines & conditions of media registrations) at no charge, subject to the Sponsor being wholly responsible for obtaining third party releases, clearances & consents. This is subject to the Sponsor observing any festival filming protocols. All media arrangements to be negotiated under the direction of the Festival Directors.
- All material published to be owned by & copyright of The Spirit of the Planet, Dubbo Australia.
- 1/5<sup>th</sup> page article about your business, company, organisation in the festival program booklet.
- Verbal Acknowledgement as sponsor during introduction/thank you speeches during the festival.
- Acknowledgement, recognition or listed as a sponsor through social media platforms.
- Logo displayed on small stage for the duration of the festival
- Listed as Sponsor in all email signatures from date sponsorship is received until completion of the festival
- Special Thanks/recognition (with logo displayed) in festival program
- Exposure on Signage at the Festival
- Logo on promotional posters and flyers
- Acknowledgement in post festival report



# Tax Deductible Donations

Should you want to still support the festival but feel you cannot assist in a sponsorship capacity, please consider donating.

Any donation over \$2.00 is tax deductible through the Australia Cultural Fund. Please visit the link below and follow the steps for making your donation online.

<https://australianculturalfund.org.au/projects/spirit-of-the-planet-festival-dubbo-2018/>



*Don't wait, Donate!*



## Contact Details

**The Spirit of The Planet Festival – Dubbo Australia**

The Spirit of The Planet Indigenous Corporation ICN (8462)

**Volunteer Festival Director**

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<https://www.facebook.com/thespiritoftheplanet/>

***Remember sponsorship packages have limited numbers!  
Please be quick so you don't miss out on the opportunity of  
supporting this Festival in Dubbo, NSW, Australia!***

***Don't delay Sponsor today!***