

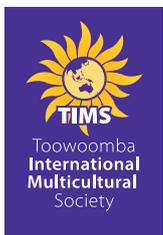
TOOWOOMBA LANGUAGES and CULTURES FESTIVAL  
*One World Many Faces*

10 year anniversary



9 AUGUST 2015  
 QUEENS PARK TOOWOOMBA

**SPONSORSHIP PROSPECTUS**



Supported by





# Celebrate our region's cultural diversity

The Toowoomba region has a proud history of cultural diversity.

From the traditional Indigenous landowners and early European settlers to the many new arrivals from overseas today, our region has benefited from the contribution that diversity has made to our wellbeing and prosperity.

Diversity in culture, language and origin is now part of Toowoomba's economic powerhouse.

Our region's population is increasing, with overseas immigration the main driver of growth. Over a hundred languages, including English, are spoken in our community. People from over 200 cultural backgrounds now live and work and raise their families here.

## Toowoomba Languages and Cultures Festival

The Toowoomba Languages and Cultures Festival has become an iconic event on our region's events calendar. It attracts and brings together state and regional government representation, regional business, tertiary institutions, schools and a diverse range of community groups and their representatives - as well as an ever-evolving crowd from the broader public.

Held annually in August in beautiful and historic Queens Park Toowoomba, the Festival is a community-based event of performances, food stalls, family activities, traditional handcrafts, health stalls, art works, information marquees and cultural experiences.

The Festival attracts around 15,000 Festival-goers. It offers over 65 performances by over 2,000 performers, along with over 150 stall holders.

Over 40 communities from all corners of the world take part, including Asia and the Middle East, Africa, South America, Europe and our nearest neighbours in the Pacific Region, as well as our own Indigenous communities.

At the 2010 festival the Governor-General Her Excellency Ms Quentin Bryce AC expressed her 'greatest admiration and praise' for the Festival organisers and community for their 'support and nurture of human dignity and unique language and culture, for encouraging each of us to give and receive, generously and graciously'.



## 10th Anniversary in 2015

2015 is a very special year for the festival marking the 10th anniversary of a vibrant, fun-filled and family-oriented celebration of community diversity and harmony – as well as the rich cultural benefits brought by people from all over the world who now call Queensland home.

## The Festival's reach

The Festival reaches across the Darling Downs and further afield to Brisbane, the Gold and Sunshine Coasts and regional southern Queensland.

Our marketing campaign is an integrated package of print, online and television media which has increased Festival attendance each year and given wide exposure to our supporters. Our marketing collateral includes posters, flyers, banners and programs, with ample opportunity for sponsor branding. Our email circulation includes over 6000 primary contacts, with further distribution through secondary networks.

# Join the celebration

Sponsorship of the Festival offers many unique and exceptional opportunities to benefit your organisation.

Festival sponsorship enables your organisation and staff to engage directly with the growing diversity of consumers and clients in our region.

## Sponsorship benefits

- Highly desirable exposure to thousands of residents from across the region's cultures
- New customers for your products and services among growing communities
- Greater reach of your reputation and visibility within the region's new communities
- Alignment of your corporate profile with the aims of an iconic and growing regional event
- Increased skills in building customer relationships with culturally diverse residents
- Premium networking opportunities with the opinion makers and leaders of the region's emerging communities
- Enhanced reputation as a culturally inclusive employer

As a sponsor, your organisation will also experience wonderful hospitality, the delights of rarely-seen cultural performances and money-can't-buy access to a growing region's cultures.





## Choose your sponsorship category

We are committed to promoting your business under our Festival Sponsorship Package.

Our Festival Sponsorship Package offers four categories through which your organisation can participate in the Festival.

- Festival Sponsor
- Festival Contributor
- Media Partner
- Feature Supporter (Headline Artist)
- Friend of the Festival

Each sponsorship category contains a value-adding array of exciting benefits that reward your investment in our celebration of the region's diversity.

Select a category that suits your organisation's objectives and budget and join the celebration!

If you would like to discuss an approach to supporting the Festival which is more tailored to your needs, please contact us. We would love to hear from you.

**Our sponsorship contact is:**

**Gitie House**  
Chair TLC Festival & President TIMS  
07 46309175  
[gitie@tims.org.au](mailto:gitie@tims.org.au)

# Sponsorship categories:

## Platinum Sponsor

**Toowoomba Regional Council is the Platinum Sponsor for the Festival.**

## Gold Sponsor

**The Queensland State Government and the University of Southern Queensland are the Gold Sponsors for the Festival.**

## Ten Year Celebration Partner

### Your investment

\$10,000 one-off (1 available)

*This is a unique and exclusive opportunity to be recognised as the festival's Ten Year Celebration Partner - the sole sponsor celebrating Ten Years of TLC in Toowoomba!*

This particular sponsorship enables the festival and the sponsor to really glow in the spotlight of its Ten Year Anniversary – offering an opportunity to profile as the Ten Year Partner at every media juncture (online and print media stories etc.) around the Ten Year Anniversary.

The Ten Year Celebration Partner is one of our major sponsorship categories offering naming rights to the Festival Ten Years of TLC Retrospective Stall in the Exhibition Lane, in addition to a range of benefits.

### Your benefits

- Naming rights to the VIP Marquee, Information Display Marquee and Language Activities Marquee
- An opportunity to host a corporate stall with your banners, merchandising, promotional material and giveaways, in a prominent Festival location
- Speaking opportunity for your representative at a selected time on your named stage
- The opportunity for company signage to be prominently displayed on your named stage, throughout the Festival area and at all entrances promoting you as the Festival's Gold Sponsor
- Acknowledgement of your sponsorship throughout the day by the MCs on all Festival stages
- Invitation to two of your representatives to the VIP Marquee, where you will have an opportunity to engage with leaders from the region's communities and Festival dignitaries and major supporters
- Logo recognition on all pre-Festival marketing collateral, including online and press platforms
- Significant media campaign (television, radio, print and online) acknowledging you as a Gold Sponsor
- Media opportunities for your organisation to promote your involvement in this signature event
- Opportunity for your organisation to leverage your marketing activities and collateral with the Festival Ten Year-Celebration Partner logo
- Recognition on the Festival website as a Ten Year-Celebration Partner, including link to your homepage
- Framed Certificates of Sponsorship for your boardroom and reception area



## Silver Sponsor

### Your investment

\$2,500 per year (3 available)

### Your benefits

- An opportunity to host a corporate stall with your banners, merchandising, promotional material and giveaways
- Invitation to one of your representatives to the VIP Marquee, where you will have an opportunity to engage with leaders from the region's communities and Festival dignitaries and major supporters
- The opportunity for company signage to be prominently displayed throughout the Festival area and at all entrances promoting you as the Festival's Silver Sponsor
- Acknowledgement of your sponsorship throughout the day by the MCs on all Festival stages
- Invitations to one of your representatives to the VIP Marquee, where you will have an opportunity to engage with leaders from the region's communities and Festival dignitaries and major supporters
- Logo recognition on all pre-Festival marketing collateral, including online and press platforms
- Significant media campaign (television, radio, print and online) acknowledging you as a Silver Sponsor
- Opportunity for your organisation to leverage your marketing activities and collateral with the Festival Silver Sponsor logo
- Recognition on the Festival website as a Silver Sponsor, including link to your homepage
- Framed Certificate of Sponsorship for your reception area



## Bronze Sponsor

### Your investment

\$1,000 per year (6 available)

### Your benefits

- Acknowledgement of your sponsorship throughout the day by the MCs on all Festival stages
- Invitation to one of your representatives to the VIP Marquee, where you will have an opportunity to engage with leaders from the region's communities and Festival dignitaries and major supporters
- Logo recognition on all pre-Festival marketing collateral, including online and press platforms
- Significant media campaign (television, radio, print and online) acknowledging you as a Bronze Sponsor
- Opportunity for your organisation to leverage your marketing activities and collateral with the Festival Bronze Sponsor logo
- Recognition on the Festival website as a Bronze Sponsor, including link to your homepage
- Framed Certificate of Sponsorship for your reception area



## Activities Sponsor

### Your investment

Up to \$2,500 per year

Activities Sponsors contribute to the Festival through sponsorship of individual headline performances and activities during the Festival.

There is a wide array of vibrant and exciting performances and activities on the Festival program that you can choose from to support.

This is a popular and conspicuous level of sponsorship – offering a clear view of the sponsor's contribution – reflected in all the collateral as well as announcements at the event. It is also a very valuable level, ensuring that the festival crowd are treated to something truly memorable as a final experience to take home with them.

### Your benefits

- Acknowledgement of your sponsorship by the MC before and after the performance or activity that you are supporting
- Opportunity for your organisation to leverage your marketing activities and collateral with the Festival Performance Sponsor logo
- Recognition on the Festival website as a Festival Performance Sponsor, including link to your homepage
- Framed Certificate of Support for your reception area

## Festival Contributor

Festival Contributors provide in-kind support to the Festival, through a range of resources and activities.

### Major contributor

Over \$30,000 in-kind support per year (available for 3 year period)

### Your benefits

- Acknowledgement of your contribution throughout the day by the MC's on all Festival stages
- Invitation to one of your representatives to the VIP Marquee, where you will have an opportunity to engage with leaders from the region's communities and Festival dignitaries and major supporters
- Logo recognition on all pre-Festival marketing collateral, including online and press platforms
- Significant media campaign (television, radio, print and online) acknowledging you as a Festival Contributor
- Opportunity for your organisation to leverage your marketing activities and collateral with the Festival Contributor logo
- Recognition on the Festival website as a Festival Contributor, including link to your homepage
- Framed Certificate of Contribution for your reception area

### Contributor

Up to \$30,000 in-kind support per year (available for 3 year period)

### Your benefits

- Acknowledgement of your contribution throughout the day by the MCs on all Festival stages
- Opportunity for your organisation to leverage your marketing activities and collateral with the Festival Contributor logo
- Recognition on the Festival website as a Festival Contributor, including link to your homepage
- Framed Certificate of Contribution for your reception area





## Friend of the Festival

Friends of the Festival play a valued role in ensuring our celebration is vibrant, engaging and family friendly.

Our Friends of the Festival category recognises the in-kind support given by organisations and individuals.

Our Friends of the Festival category is available for one year.

### Your investment

In-kind support to the value of \$2,500 or more per year (available for 1 year period)

### Your benefits

- Opportunity for your organisation to leverage your marketing activities and collateral with the Friend of the Festival logo
- Recognition on the Festival website as a Friend of the Festival, including link to your homepage
- Framed Certificate of Recognition for your reception area

## Media Partner

We offer a Festival partnership for media outlets.

Our Media Partnership provides a unique opportunity to cover a good news story of wide appeal across all media platforms.

### Your investment

In-kind media support of \$2,500, per year for one year period, across print and online media platforms

### Your benefits

- Priority access to the Festival's most interesting stories, sponsors and participants for your media platform
- Prime position from which to cover the Festival
- Media Partner logo recognition on all pre-Festival marketing collateral and across online and press platforms
- Invitations to one of your representatives to the VIP Marquee, where you will have an opportunity to engage with leaders from the region's communities, Festival dignitaries and major supporters
- Opportunity for your organisation to leverage your marketing activities and collateral with the Festival Media Partner logo
- Recognition on the Festival website as the Festival Media Partner, including link to your homepage
- Framed Certificate of Partnership for your reception area





# About the Toowoomba Languages and Cultures Festival

Celebrating its 10th year in 2015, the Toowoomba Languages and Cultures Festival continues to promote positive, harmonious and engaged relations across our communities through the celebration of cultural diversity and its contribution to the region's social and economic strength and wellbeing.

The Festival is a community-based and community-led event which enables our region's residents to express their culture and its place in the region's social fabric. The Festival is run by the Toowoomba International Multicultural Society in partnership with the Toowoomba Regional Council, Queensland State Government, Multicultural Development Australia, Modern Languages and Teachers Association of Queensland, Centacare, University of Southern Queensland, and over a hundred community groups, service agencies, businesses and individuals who have dedicated their support to the organisation and ethos of the festival.

The Modern Language Teachers Association of Queensland Inc (MLTAQ) is a founder member of the Festival dedicated to increasing the profile of language learning and showcasing the diversity of languages spoken as well as studied in our local community.

The Festival values the high level of volunteer work from within the community that goes into making the Festival a success.



# About the Toowoomba International Multicultural Society

The Toowoomba International Multicultural Society (TIMS) is a multi-award winning non-profit community organisation serving people from all cultural backgrounds. TIMS aims are:

- to promote fellowship and amicable relationships amongst people of all cultural and linguistic backgrounds.
- to strive towards making Toowoomba and region an increasingly inclusive multicultural society, that honours, and makes place for, the contributions towards these goals from all cultures of the people of the region.
- to engage with the community through initiating and participating in social, cultural and educational activities.
- to promote research, learning, and information exchange in support of these goals and of peace, friendship and understanding.

TIMS is made up of individual and group members and acts as the peak body for community organisations supporting cultural diversity in the Toowoomba region.

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For further information:

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