



THE MELBOURNE
DIDGERIDOO
AND CULTURAL FESTIVAL
www.didgefestival.com

Saturday, 3 March 2012
11am – 10pm
Westerfolds Park
Templestowe
@
Mia Mia Gallery

Fact Sheet and Sponsorship Opportunities

Overview

The Aboriginal Artists Development Fund Inc., in conjunction with The Didge Circle, with major sponsorship from Mia Mia Gallery and Manningham City Council are proud to bring you the third annual Melbourne Didgeridoo and Cultural Festival.

The Festival will be a day long celebration and showcase of one of the world's oldest wind instruments, the didgeridoo. It will be a day of entertainment for the whole family with stalls, workshops, activities and a concert featuring world-class performers and musicians.

It is a celebration that will recognise, acknowledge and respect the Wurundjeri people as the traditional owners of the land on which the Festival is being held. It will also recognise, acknowledge and respect the Yolngu people of NE Arnhem Land as the traditional owners and custodians of the didgeridoo.

The Festival is part funded through Manningham City Council's Community Development Grant Program for which we appreciate their ongoing support and runs from 11am to 10pm at Mia Mia Aboriginal Gallery and Arts precinct in Westerfolds Park, Templestowe.

Workshops and activities will be held during the festival. They will give festival attendees the opportunity to learn about the techniques involved in playing the didgeridoo and well as other Aboriginal cultural experiences including painting, dance and boomerang throwing.

There will be a variety of stalls including great food and beverages through to art and crafts and more. There will be much on offer at the festival. If you would like information on setting up your own stall (limited amount of spots available) please contact us.

Cultural entertainment and activities for the kids will run during the festival. Activities will include, boomerang throwing, story telling, and face painting. You will also have the opportunity to meet some of Australia's most renowned Indigenous Artists and experience first hand their emotional journey through their paintings.

The main concert will commence at 7pm and go through to 10pm. It will be opened with a traditional 'Welcome to Country' and will feature performances by high profile acts such as Mark Atkins, Ganga Giri, Bruce Rogers, One Fire Dance Troupe, Wilbur Wilde and more.

For more information on our sponsorship packages please see over the page or alternatively contact us at admin@aadf.org.au to discuss the opportunities available.

Festival Facts

- Date:** Saturday, 3 March 2012
- Time:** 11am – 10pm
- Location:** Mia Mia Aboriginal Gallery and Arts Precinct
- Audience:** General Public, All ages, Family Orientated. Expected attendance: 5000 – 7000 minimum.
- Demographic:** People interested in cultural, indigenous, music, didgeridoo, art, sculpture, crafts, food, entertainment
- Vendor type:** Varied, including: Didgeridoo makers, performers, artists, food, craft, activities, service providers, retailers
- Website:** www.didgefestival.com
- Marketing:** Website, Poster placement throughout district and beyond, flyer mailout, Real Estate board placement throughout district and neighbouring municipalities, web banner placement on relevant sites, listings on What's On websites, email newsletters to database and networks. Manningham Council mailout and Calendar entry. A newspaper feature in the Leader newspaper is planned.
- Highlights:** World-class performers including: Bruce Rogers, Mark Atkins, Ganga Giri, Richard Perso, Wilbur Wilde and One Fire Dance Troupe, plus great performances by Stax, Rachel Shields and heaps more.
- Welcome ceremony by the traditional land owners, the Wurundjeri Council along with Manningham Council.
- Great stalls with a wide variety of food and products.
- Workshops and activities providing a greater insight into Aboriginal culture.
- Festival Directors:** Colin McKinnon Dodd (Curator – Mia Mia Gallery, Founder and Chairman - Aboriginal Artists Development Fund Inc.)
Peter Matic (Founder and Coordinator, Didge Circle)

2012 Melbourne Didgeridoo and Cultural Festival

Sponsorship Opportunities

As a not-for-profit organisation, the AADF relies on the support of the community, government and the corporate sector to enable it to generate the revenue required to hold such a fantastic and professionally organised and presented festival. Though the focus is a clear benefit to the local community this festival has national recognition and reach and has attendees, performers and stall holders travelling from all over Australia to attend.

Please find below a summary of the sponsorship opportunities available for the 2012 Melbourne Didgeridoo and Cultural Festival. Furthermore there are many ways that you are able to show your support for this event and the positive work that the AADF is doing to sustain Aboriginal artists and their communities. If you are interested in supporting us please contact us at admin@aadf.org.au to discuss these opportunities.

Major Sponsorship – \$5,000

There are limited opportunities to obtain a major sponsorship package for the Festival.

As a major sponsor:

- Your logo will be placed on all marketing collateral and signage promoting the event and listed as a major sponsor.
- Your logo will appear on every page on the Festival website and in any feature advertising organised with media publications.
- Your logo will appear on the sponsor banner that will be displayed at the two stages during the Festival.
- You will be provided with a premium location at the Festival to set up a stall or have a promotional activity based on your requirements (to be discussed with the organisers).

Stage Sponsor (Main Stage – \$3,000 / Mullum Mullum Stage – \$1,500)

There are two stage sponsorships available. You have the opportunity to sponsor either the Main Stage, which will feature the evening concert or the Mullum Mullum Community Stage featuring a diverse program of activities and performances throughout the Festival. Your sponsorship will include signage at the stage, promotion as the stage sponsor on the Festival website and marketing material where available. Announcements will be made from the stages during the Festival acknowledging you as the stage sponsor.

- Your logo will feature prominently at the stage as well on marketing and promotional material and signage where available
- You will be listed on the Festival website as a stage sponsor
- Your logo will appear on the sponsor banner that will be displayed at the two stages during the Festival.

Kids Area Sponsor (\$500 each – 5 available)

The Kids Area will be the centre of attention for families with a range of planned activities for children including jumping castle, giant slide, reptile display, workshops for kids in indigenous art and craft, and loads more family fun.

Black Stump Sculpture Sponsor – \$1,500

On display at the Festival will be local sculptor, Leigh Conkie. Leigh's fantastic work is already proudly on display at the front of Mia Mia Gallery with his amazing sculpture, the Creation Story, featuring the wedgetail eagle and other native animals. He is currently in the final stages of completing this significant icon and will be showcasing his talents at the Festival. You have the opportunity to sponsor this display during the Festival. You will be able to place signage promoting your brand at the display and you will be listed as the Black Stump Sculpture Sponsor on the Festival website and on marketing material where possible.

Artist in Residency / Exhibition Sponsor

During the Festival there will be a showcase of Indigenous art through onsite Aboriginal artists painting and conducting workshops. There will also be an Exhibition featuring the work of recent Artists in Residence as well as local artists as part of the Aboriginal Artists Development Funds Inc's work in promoting and developing artists and their work. Please contact the organisers at admin@aadf.org.au to discuss how you can support this important aspect of the Festival.

Charity Auction

During the Festival the organisers will be conducting a fundraising Charity Auction with proceeds contributing towards the finances required to hold the Festival. As an organisation or as an individual, you have the opportunity to provide an item of value that will be offered during the Charity Auction. This is a fantastic way to help support the AADF and the Festival while also promoting your products and services. If you would like to contribute a product or service to the Charity Auction please contact the organisers at admin@aadf.org.au to organise your contribution.

Supporters and donations

There are many ways to help grow this significant cultural event. If you would like to volunteer your services or provide a donation to assist in the running of the Festival please contact the organisers at admin@aadf.org.au and we will be happy to accept your support. We look forward to your involvement at the 2012 Melbourne Didgeridoo and Cultural Festival and thank you for your support.

Stall holders, Activities and Workshops

If you would like to book at stall at the Festival, or conduct a workshop, or organise an activity during the Festival please contact the organisers at admin@aadf.org.au and we will be happy to organise your involvement.

Organisers

The 2012 Melbourne Didgeridoo and Cultural Festival is organised by the Aboriginal Artists Development Fund Inc., and the Didge Circle and can be contacted via email at admin@aadf.org.au or phone 03 9846 4636.