

SSI PRESENTS

# NEW BEGINNINGS FESTIVAL

2024

Partnership  
Opportunities

Sydney's flagship  
multicultural  
festival dedicated to  
showcasing the  
talents of artists and  
entrepreneurs from  
refugee and migrant  
backgrounds



Venue Partner

**MU  
SEA  
UM**  
AUSTRALIAN NATIONAL  
MARITIME MUSEUM

**SSI**

For equality  
of life.

# New Beginnings Festival

## Saturday 27 January 2024 ■ 3–10pm

Australian National Maritime Museum, Darling Harbour

New Beginnings Festival is the unique celebration of the creative work of diverse artists, performers and craftspeople including First Nations, refugee and migrant backgrounds. Now entering its eighth year, this one-day, family-friendly festival is a well-loved staple of the arts & culture calendar in Sydney and beyond.

This free one-day family-friendly event will once again liven up Darling Harbour at the Australian National Maritime Museum. Following its successful debut, the event will return for its second year as part of the Sydney Festival.

New Beginnings Festival is a celebration of hope, unity and new beginnings for refugees and people seeking asylum; a festival that aims to counter negative sentiments and encourage people to celebrate the creative contributions artists and communities bring to Australia – regardless of their background.



### Acknowledgement of Country

SSI acknowledges the Aboriginal and Torres Strait Islander peoples as the First Australians and Traditional Custodians of the lands where we live, learn and work. We pay respect to Elders past and present and recognise their continuous connection to Country.

### Previous event highlights:

- 6,000+ people attended
- 50+ emerging and established artists engaged
- 20+ cultures from around the world represented
- 10 entrepreneur businesses involved
- 317 mentions in media with potential reach of **575 million**
- Social media reach of **188K+** followers
- Paid social media campaign reach of **363K+**

### Who you'll likely reach\*:

- 64% women
- 35% aged 25-34
- 73% identified as being from a culturally and linguistically diverse background

\* Based on previous audience surveys.



# How New Beginnings Festival can support YOU as a 2024 partner

*"We were privileged to partner with SSI to support New Beginnings Festival. The festival allowed our staff from across the organisation to engage with the community at a grass roots level and share in the celebration of the creative contributions that newcomers bring to society."*

Malini Raj,  
Head of Community Engagement  
Group Customer Advocacy and Vulnerability  
Commonwealth Bank

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## How New Beginnings Festival can support YOU as a 2024 partner

- **Promote your brand** to a diverse and multicultural audience at Sydney's iconic Darling Harbour
- **Directly market to an estimated 6,000+ attendees** at this free, all-ages event as well as the **420,000+ attendees of the Sydney Festival**
- **Engage the audience** with prominent and impressive activations for your brand
- **Align your business with a large-scale, established arts and culture festival** that supports human rights and a commitment to social justice for Australia's thriving diverse communities
- **Champion and demonstrate your company's values** to help communities build capacity, overcome inequality and empower them to change their lives
- **Be part of the movement towards a more harmonious, inclusive and culturally enriched Australia**



Everyone is welcome at  
#NewBeginningsFest

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## Principal Partner

As Principal Partner, you will have premium brand placement at New Beginnings Festival. Your brand will be recognised as a strong champion of diversity, inclusion and the multicultural arts communities.

**\$30,000 +GST**

*"In 2017 I arrived in Australia after fleeing my hometown in Northern Syria. New Beginnings Festival has provided me valuable opportunities for artistic growth and to perform my music to appreciative and welcoming audiences."*

George Karam,  
Performer at New Beginnings Festival

### Highlights include:

- Exposure to an expected 6,000+ New Beginnings Festival attendees in the heart of Sydney
- Opportunity to address the audience on stage in a 3-5-minute speaking slot
- Prominent branding on large screen throughout the event
- Prominent acknowledgement of brand on New Beginnings Festival website
- Logo featured on printed marketing materials and event collateral (subject to timing)
- Inclusion in 2x social media event posts across SSI and New Beginnings Festival accounts (totalling 43,000+ followers)
- Acknowledgement in PR and media releases
- Recognition of support in 2x SSI monthly newsletters
- Acknowledgment as New Beginnings Festival Principal Partner in event speeches

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## Stage Partner

As a Stage Partner, your brand will prominently feature on the New Beginnings Festival stage alongside emerging and established multicultural artist and performers. Your brand will sit front and centre for audience as they celebrate and enjoy the creative contributions of the participating multicultural communities.

**\$15,000 + GST**

*“Every refugee and migrant represents a valuable thread in the rich tapestry of multicultural Australia. New Beginnings Festival provides a platform that gives artists from diverse backgrounds an opportunity to be seen, heard and appreciated.”*

Shyamla Eswaran,  
New Beginnings Festival Ambassador

### Highlights include:

- Exposure to an expected 6,000+ New Beginnings Festival attendees in the heart of Sydney
- Prominent branding on large stage screen throughout the event
- Prominent acknowledgement of brand on New Beginnings Festival website
- Inclusion in 2x social media event posts across SSI and New Beginnings Festival accounts (totalling 43,000+ followers)
- Acknowledgement in PR and media releases
- Recognition of support in 2x SSI monthly newsletters
- Acknowledgment as New Beginnings Festival Stage Partner in event speeches

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## Marketplace Partner

As a Marketplace Partner, your brand will prominently feature at the New Beginnings Festival Marketplace. Your brand will be showcased alongside tantalising international delicacies, multicultural businesses and artists who have the opportunity to sell their wares, goods and food to an engaged audience.

**\$10,000 +GST**

### Highlights include:

- Exposure to an expected 6,000+ New Beginnings Festival attendees in the heart of Sydney
- Prominent branding on large screen throughout the event
- Branding on marketplace marquees
- Inclusion in 2x social media event posts across SSI and New Beginnings Festival accounts (totalling 43,000+ followers)
- Recognition of support in 2x monthly SSI newsletters
- Acknowledgment as New Beginnings Festival Marketplace Partner in event speeches

*"I started Aunty's Ginger Tonic to try to give something back to the country that gave me a new beginning. New Beginnings Festival has given me the opportunity to sell my product, share my story and help steer me on a pathway to success."*

Yarrie Bangura,  
Ignite entrepreneur, Aunty's Ginger Tonic

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## Experience Partner

As an Experience Partner, your brand will be a prominent feature at the New Beginnings Festival Experience space. Your brand will sit alongside the interactive, thoughtful and provocative experiences that showcase the creative works of artists and performers from diverse backgrounds.

**\$5,000 + GST**

### Highlights include:

- Exposure to an expected 6,000+ New Beginnings Festival participants at a central Sydney location
- Prominent branding on a large stage screen throughout the event
- Branding signage in or near Experience space
- Inclusion in social media event posts across SSI and New Beginnings Festival accounts (totalling 43,000+ followers)
- Recognition of support in 2x monthly SSI newsletters
- Acknowledgment as New Beginnings Festival Experience Partner in event speeches

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## Additional Partnership

We have a limited number of additional sponsorship packages to elevate your brand at Sydney's flagship multicultural event. Working alongside SSI, we are seeking a:

- Accessibility & Inclusion Partner
- Sustainability Partner
- Beverage Partner

## Custom Partnership

Got some ideas of your own?  
We'd love to hear from you!

We are keen to work together to unlock a unique sponsorship opportunity for your brand! Contact us today to discuss your objectives and we'll build a tailored package aligned to your budget.

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SSI is a national not-for-profit organisation providing dedicated human and social services to a diverse Australia.

With community at the heart of everything we do, our purpose is to create a world in which everyone has access to equal opportunities.



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If you are interested in sponsoring New Beginnings Festival in 2024 or would like further information, please contact:

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