Garma is Australia’s premier Indigenous event, a celebration of the cultural, artistic and ceremonial traditions of the Yolngu people. Over 4 days in remote Arnhem Land, guests are immersed in the rich cultural heritage of Yolngu hosts, experiencing traditional miny’tji (art), ancient story-telling, manikay (song), and bunggul (dance). The over-riding vision and cultural mission of Garma is to provide a contemporary environment for the expression and presentation of traditional Yolngu knowledge systems and customs, and to share these practices in an authentic Yolngu setting. Garma is a window into a slice of Australian life not often seen outside of remote communities, and guests often describe it as a life-altering experience.

Garma has the ability to transcend colour, creed and race. Many of our supporters recognise how valuable these ingredients are in shaping our nation’s future.

The Yothu Yindi Foundation has a longstanding track-record in the successful delivery of Garma, made possible through the engagement of corporate sponsors, funders, private donors, philanthropic foundations and through self-generated income streams such as ticketing and registration fees, advertising and merchandise sales. Garma is a completely Indigenous driven event, managed and directed by the Foundation’s local Yolngu board of directors.

With your assistance and support, together we can build momentum in shaping our nation’s future for the better.

ABOUT Garma

Garma is Australia’s premier Indigenous event, a celebration of the cultural, artistic and ceremonial traditions of the Yolngu people. Over 4 days in remote Arnhem Land, guests are immersed in the rich cultural heritage of Yolngu hosts, experiencing traditional miny’tji (art), ancient story-telling, manikay (song), and bunggul (dance). The over-riding vision and cultural mission of Garma is to provide a contemporary environment for the expression and presentation of traditional Yolngu knowledge systems and customs, and to share these practices in an authentic Yolngu setting. Garma is a window into a slice of Australian life not often seen outside of remote communities, and guests often describe it as a life-altering experience.

Garma has the ability to transcend colour, creed and race. Many of our supporters recognise how valuable these ingredients are in shaping our nation’s future.

FESTIVAL FEATURES

The Garma Key Forum has become the premier platform for the discussion and debate of Indigenous issues and policy, attracting political, business, academic and philanthropic leaders from Australia and overseas, while the Youth Forum brings together students from schools across Australia, both near and far, remote and metropolitan for 4 days of engaging educational activities. Garma also features a jam-packed program of an array of cultural activities, fireside chats, women’s healing, nightly bunggul, the spectacular outdoor Gapan gallery, film festival, expo stalls, astronomy, along with performances from local national and international musicians.

“Garma... has become the premier annual gathering for expressing Indigenous aspirations and concerns, whether, political, cultural or social.”
Stephen Fitzpatrick, The Australian

“At Garma, Yolngu clans share their stories with Australians who make the trek to the Top End for this important forum overseen by the Yothu Yindi Foundation.”
Bridget Brennan, ABC
A Net Promoter Score (NPS) is used to rate a company’s customer service and how likely they would recommend the company to the people they know. An NPS above 50 is considered excellent.

2019 Garma
BY THE NUMBERS

- **4 DAYS & NIGHTS** + **2,600 ATTENDANCES**
- **13 BUNGUL DANCE TROUPES** + **135 PERFORMERS**
- **7 ART CENTRES FROM REMOTE NORTH** + **23 EXPO STALLS**
- **2 YOLNU BOOK LAUNCHES** + **4 YOLNU HEROES**
- **21 CORPORATE PARTNERS** + **150 INDIGENOUS EMPLOYEES**
- **35 FLEET VEHICLES** + **29,750 MEALS**
- **40 GARMA VOLUNTEERS** + **1 SHOUTOUT FROM SESAME STREET’S BIG BIRD IN YOLNU MATHA**

Garma GUESTS

WHERE OUR GUESTS COME FROM

- **22.1% NORTHERN TERRITORY**
- **73.1% INTERSTATE**
- **4.8% OVERSEAS**

GUEST BREAKDOWN BY AGE

- **15 - 17**: 1.9%
- **18 - 24**: 10.4%
- **25 - 34**: 22.6%
- **35 - 44**: 14.2%
- **45 - 54**: 20.8%
- **55 - 64**: 17%
- **65 - 74**: 11.3%
- **75+**: 1.9%

NET PROMOTER SCORE

71

A Net Promoter Score (NPS) is used to rate a company’s customer service and how likely they would recommend the company to the people they know. An NPS above 50 is considered excellent.
MAKE MEANINGFUL CONNECTIONS

Garma has become a beacon, a symbol and a leader in celebrating what is working across Indigenous affairs throughout the country.

The Yothu Yindi Foundation and Garma brand is strong, with a solid national and international reputation that consistently leverages a unique authentic message synonymous with cultural integrity. By sponsoring Garma, your organisation can strengthen brand credibility, opening the door to long-lasting cultural and business connections that cannot be replicated by any other event sponsorship opportunity in Australia.

By partnering with the Yothu Yindi Foundation in the delivery of Garma, your organisation will develop a genuine understanding of the exceptional opportunities that stem from a vibrant and remote Indigenous pocket of Australia.

From urban, regional and remote companies working across Australia, Garma will provide your organisation with priceless opportunities for sound corporate citizenship and improved relationships and associations with Indigenous Australians.

We offer a premium platform in the following areas:

- Corporate social responsibility
- Business to Business networking
- Government relations
- Community engagement
- Staff engagement and professional development
- Cultural awareness and immersion.

Demonstrate your leadership and take this opportunity to highlight your commitment to Indigenous Australia.
LEVERAGE YOUR SPONSORSHIP

The Yothu Yindi Foundation brand name is strong and has a solid reputation. As a flagship program of the Foundation, Garma is a sell-out event each year and is currently operating at capacity maxing out the Gulkula site of 2,500 guests each year. Garma is positioned as an exclusive event to the general public. Education is the target of the Yothu Yindi Foundation, and we are on track to ensuring the goals of our Board are achieved in a timely manner.

It is well worthwhile surfing our YouTube channel to hear what our Board have to say:

> click to view DJAWA YUNUPINGU’S SPEECH

Major business opportunities stem from Garma each year. Senior executives come from some of Australia’s largest organisations as they merge business networking with cultural education. Garma has proven to be a meeting ground of outcomes pertinent to a contemporary Australian business in today’s society. The focus on Indigenous business opportunities and economic development is evident each Garma, and often business links and business development opportunities overflow well into the night around the campfire. Your investment will provide tangible outcomes, a wealth of networking connections and practical advice to fold into your business model.

HEALTH AND SAFETY A PRIORITY AT GARMA

Garma will be a COVID-safe event with strict compliance measures in place to protect the health and safety of those on site. YYF consults widely with the relevant authorities and agencies in the development and delivery of the COVID-safe plan.

ENGAGING CORPORATE AUSTRALIA

Garma attracts senior executives from some of Australia’s largest organisations as they merge business networking with cultural immersion. Our unique set of activities and programs delivered through Garma and our proven results means that our event is importantly placed to play a vital role in today’s national debate across a broad range of poignant matters. Garma has its finger on the pulse of Australia’s heartbeat, and we look to your support to build on new and like-minded partners to build Australia’s future.

OUR 2019 SPONSORS


[Image of Garma event]

[Image of Yothu Yindi Foundation logo]
**SPONSORSHIP TIERS**

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Investment Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Principal</td>
<td>$150,000 - $300,000</td>
</tr>
<tr>
<td>Platinum</td>
<td>$100,000 - $149,000</td>
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<tr>
<td>Gold</td>
<td>$80,000 - $99,000</td>
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<tr>
<td>Silver</td>
<td>$50,000 - $79,000</td>
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<tr>
<td>In-kind Supplier</td>
<td>$50,000 - $70,000</td>
</tr>
<tr>
<td>Media Partner</td>
<td>$100,000 - $300,000</td>
</tr>
</tbody>
</table>

**TAILORED OPPORTUNITIES**

Garma offers a tremendous opportunity. With this in mind, we will work with each sponsor to create a tailored package in line with your investment.

**CORPORATE HOSPITALITY**

As a major partner you will receive exclusive invitations from the Yothu Yindi board of directors to the Garma VIP Breakfast and Garma Corporate Dinner under the stars. The Garma Corporate Dinner is an exceptional networking event featuring a thought provoking keynote address from a prominent guest. Speakers have included Danny Gilbert, Business Council of Australia, Richard Flannagan, Man Booker Prize Winner and Michelle Guthrie former Managing Director, ABC.
SILVER SPONSOR

Sponsorship benefits include:

- Six (6) complimentary VIP tickets.
- Opportunity for a senior representative from your organisation to either speak at a Key Forum, or chair a session.
- Invitation to the Garma VIP breakfast and Corporate Dinner.
- Your organisation featured in the official Garma Festival Program Booklet.
- Inclusion of your organisation’s logo in all Garma promotional material, including in advertisements published in the national media.
- Your organisation’s logo and link featured on the Yothu Yindi Foundation’s website.
- Your organisation’s logo featured on prominent Sponsor Acknowledgement signage located at the Key Forum.
- Opportunity for brand exposure through signage and promotional banners upon approval.
- Logo acknowledgement in the Garma Report.

GOLD SPONSOR

Sponsorship benefits include:

- Two (2) complimentary Corporate tickets.
- Your organisation featured in the official Garma Festival Program Booklet.
- Inclusion of your organisation’s logo in all Garma promotional material, including in advertisements published in the national media.
- Your organisation’s logo and link featured on the Yothu Yindi Foundation’s website.
- Your organisation’s logo featured on prominent Sponsor Acknowledgement signage located at the Key Forum.
- Opportunity for brand exposure through signage and promotional banners upon approval.
- Logo acknowledgement in the Garma Report.

PLATINUM SPONSOR

Sponsorship benefits include:

- Four (4) complimentary Corporate tickets.
- Invitation to the Garma VIP breakfast and Corporate Dinner.
- Your organisation featured in the official Garma Festival Program Booklet.
- Inclusion of your organisation’s logo in all Garma promotional material, including in advertisements published in the national media.
- Your organisation’s logo and link featured on the Yothu Yindi Foundation’s website.
- Your organisation’s logo featured on prominent Sponsor Acknowledgement signage located at the Key Forum.
- Opportunity for brand exposure through signage and promotional banners upon approval.
- Logo acknowledgement in the Garma Report.

PRINCIPAL SPONSOR

Sponsorship benefits include:

- Six (6) complimentary VIP tickets.
- Opportunity for a senior representative from your organisation to either speak at a Key Forum, or chair a session.
- Invitation to the Garma VIP breakfast and Corporate Dinner.
- Your organisation featured in the official Garma Festival Program Booklet.
- Inclusion of your organisation’s logo in all Garma promotional material, including in advertisements published in the national media.
- Your organisation’s logo and link featured on the Yothu Yindi Foundation’s website.
- Your organisation’s logo featured on prominent Sponsor Acknowledgement signage located at the Key Forum.
- Opportunity for brand exposure through signage and promotional banners upon approval.
- Logo acknowledgement in the Garma Report.
IN-KIND SUPPLIER

Sponsorship benefits include:

- Your organisation featured in the official Garma Festival Program Booklet.
- Inclusion of your organisation’s logo in all Garma promotional material, including in advertisements published in the national media.
- Your organisation’s logo and link featured on the Yothu Yindi Foundation’s website.
- Your organisation’s logo featured on prominent Sponsor Acknowledgement signage located at the Key Forum.
- Logo acknowledgement featured in the Garma Report.
- Unrestricted access to the Garma site for the purpose of site preparation and management.

MEDIA SPONSOR

Sponsorship benefits include:

- Two (2) complimentary Corporate tickets.
- Discounted rate on media passes.
- Your organisation featured in the official Garma Festival Program Booklet.
- Inclusion of your organisation’s logo in all Garma promotional material, including in advertisements published in the national media.
- Your organisation’s logo and link featured on the Yothu Yindi Foundation’s website.
- Your organisation’s logo featured on prominent Sponsor Acknowledgement signage located at the Key Forum.
- Logo acknowledgement featured in the Garma Report.
For further information regarding sponsorship please contact:

Denise Bowden
Director of Garma + Chief Executive Officer
Yothu Yindi Foundation
Ph: (08) 8945 5055
E: denise.bowden@yyf.com.au