



KINDNESS Festival

CELEBRATING OUR DIVERSITY

Proudly sponsored by



DARWINWATERFRONT

[www.kindness-shake.com.au /festival](http://www.kindness-shake.com.au/festival)

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Dear valued sponsor,

On behalf of the Kindness Shake (KS), I am pleased to invite you to attend and support our biggest event in 2021: The Kindness Festival. A free, inclusive, creative and comprehensive event designed for everyone in the Northern Territory (NT) who wants to learn and embrace diversity and the importance of international students and multicultural communities in Australia. Join us to celebrate the NT as a melting pot of cultural diversity and experience the power of youth empowerment, community engagement and social inclusion at an evening with family-friendly activities, cultural performances, international food stalls, an art expo, and more. By international students. For EVERYONE!

Darwin is now more multicultural than Australia as a whole. The NT's rich history of multiculturalism is shaped by Aboriginal and Torres Strait Islander people, newly arrived migrants from all across the world, as well as established multicultural communities. 29% of Northern Territorians are from a CALD or migrant background, **over 100 language groups** are represented, and **60+ community groups** are active. When it comes to international education, in 2019, this industry contributed more than \$40 billion to the Australian economy, making it the country's fourth-biggest export after iron ore, coal and gas. In the same year, international students represented \$145 million in export revenue, supported 613 jobs and reported a \$40,969 annual expenditure per student in the NT alone. More importantly, international students will continue to provide additional benefits and shape our community through population growth, economic prosperity and cultural diversity, contributing to a socially enriched Territory.

In 2020, the "cheeky" COVID-19 pandemic affected our community massively. At a time where retail and hospitality businesses had to close down and let some of their staff go, KS turned this challenging situation into an opportunity to bring the community together by providing free meals and food parcels as well as employment, networking and cultural engagement opportunities for international students. Since its launch, KS has served over **6,000 meals**, assisted **800 individuals**, partnered with more than **30 organisations and local businesses**, recruited more than **100 volunteers**, raised over **\$200,000**, and it is now a charity and an incorporated association.

The NT is a place of opportunities where we welcome people to work, study and live. As a not-for-profit organisation, our efforts focus on making international students feel welcome and proud of their contributions to the Territory. The Kindness Festival is an opportunity for you to demonstrate support, interest and commitment to the international education sector and international students in the NT. Thanks to the support of the Northern Territory Government and the Darwin Waterfront Corporation, there will be an annual Kindness Festival until 2023. With your support, we want our Festival to run for decades and become one of Darwin's signature events in the Dry Season.

It is my pleasure to present this year's festival sponsorship proposal to you, and I welcome your contributions with open arms. This document has been released on our website, so feel free to circulate it around your networks.

I look forward to seeing you at the inaugural **Kindness Festival** on **Saturday 31 July 2021** at the **Darwin Waterfront Precinct**.

Kindest regards,

Ben Poveda-Alfonso

Co-Founder - Kindness Shake Inc.



WHEN AND WHERE



 **DARWIN WATERFRONT**

 **4PM - 10PM, 31ST JULY 2021**

WHAT'S ON

1. Showcases
2. Thematic spaces
3. Performances
4. Entertainment activities
5. Food stalls

**TASTE
THE NT
CULTURE**



**WELCOME
TO
DARWIN NT**



**KINDNESS
Festival**
CELEBRATING OUR DIVERSITY

**FANTASTIC
GAMES
ZONE**



**DISPLAYING
NT TO THE
WORLD**





ABOUT

The Kindness Festival “Celebrating Our Diversity” is a multicultural, creative, comprehensive and welcoming festival designed for everyone in the NT to show our diversity as international students in Australia.

Kindness Festival will be held on Saturday 31st July 2021 at Darwin Waterfront Precinct. The aim of the festival is to showcase the importance and value of the international student community in the NT while portraying the boundless ways the local community can get together, regardless the difficult time the world is experiencing.



WHY SPONSOR THIS EVENT

- One of the biggest multicultural events in Darwin this year and is aiming to attract a diverse target audience.
- Going to be the largest event ever organized by international students in the Northern Territory and is therefore a unique opportunity for your business to find new potential customers.
- A fantastic opportunity to network with more than 4,500 international students in Darwin who could later become an employee or business partner.



IT WILL BE A FESTIVAL WHERE INVOLVED COMPANIES CAN DEMONSTRATE LEADERSHIP IN TERMS OF MULTICULTURALISM AND EQUALITY AND HOW THEY CONTRIBUTE TO DARWIN BEING A VERY SPECIAL PLACE WHERE SO MANY DIFFERENT NATIONS LIVE TOGETHER. PRESENT YOURSELF AND YOUR BUSINESS TO PEOPLE OF MORE THAN 60 NATIONALITIES, LOCALS, FAMILIES AND STUDENTS AND BE PART OF THE KINDNESS FESTIVAL.

YOU ARE INVITED TO SPONSOR THE KINDNESS FESTIVAL

“Celebrating Our Diversity”

Objectives

1. Enhance international student wellbeing and resilience.
2. Appreciate and acknowledge the student and community groups, local business/employers and others who have supported and continue to support international students during COVID-19.
3. Connect international students with employers and/or the local community.
4. Encourage students to experience life as a Territorian.
5. Increase community understanding of the benefits and value of international students, including population growth and other economic, social and cultural contributions and strengthen partnerships and collaborations between international students and the Territory.

SPONSORSHIP





THROW
Kindness
AROUND LIKE
confetti

Proudly sponsored by



For more information, please contact

festival@kindness-shake.com.au

M. 0411 063 694 or 0491 607 431

 kindness-shake.com.au

 [@kindnessshake](https://www.instagram.com/kindnessshake)

 info@kindness-shake.com.au

 [@Kindness Shake - Darwin NT](https://www.facebook.com/KindnessShake-Darwin-NT)

SPONSORSHIP OPPORTUNITIES

The Kindness Festival allows your organisation to:

- Demonstrate support, interest and commitment to the international education sector and international students.
- Gain exposure at Northern Territory's premier festival devoted to international students.
- Build and reinforce strategic relationships.
- Present the latest innovations, ideas and services to a pertinent audience.
- Gain real insights on the issues and challenges facing international students.
- Affiliate your brand with a unique and dynamic student festival.
- Advertise your business to more than 2,500 individuals across Darwin.
- Opportunity to interact with a diverse student community, and potential future employees.
- Enjoy the multiculturalism of the NT in a first hand basis.
- Interact with key international student influencers.

PACKAGES	PLATINUM SPONSOR \$3,000	GOLD SPONSOR \$1,000	SILVER SPONSOR \$500
Pre-event recognition			
Name and logo in Festival Brochure	✓	✓	✓
Acknowledgment in pre-event information on social media, emails	✓	✓	✓
Support the international students community	✓	✓	✓
On-Site Recognition			
Acknowledgment in programm booklet	✓	✓	✓
Recognition on Sponsor Wall	✓	✓	✓
Space for a stall	✓	✓	
Your flag or banner displayed	✓	✓	
Your brochure/give-away in goodie bag	✓	✓	
Premium stall location	✓		
5 mins speech at the Festival	✓		
3 mins video played at the festival	✓		
Verbal acknowledgments at welcome remarks and during the festival	✓		
Post-event recognition			
Acknowledgement in "thank you" email, social media coverage	✓	✓	✓

We also invite any new proposals you may wish to put forward; the Committee is happy to negotiate a package that will be of maximum benefit to your organisation. Please contact festival@kindness-shake.com.au to discuss sponsorship opportunities. All costs are in Australian Dollars and include GST.