

YOTHU YINDI  
FOUNDATION

# GARMA

2 - 5 AUGUST 2024

*Australia's Premier Indigenous Event*

**SPONSORSHIP  
PROSPECTUS**

# OUR IMPACT

The Garma Festival is one of the premier fixtures on the Australian calendar.

For four days each year, the nation's gaze turns north to Arnhem Land, to hear from Yolngu and other Indigenous leaders, and celebrate cultural traditions which have nurtured this part of the world for millennia.

What unfolds at Gulkula reverberates around the country – in boardrooms and lounge-rooms, in government departments and inside Parliament.

It is a place where the saltwater and the freshwater meet; where senior Yolngu knowledge-holders share their wisdom with guests from across the country, where new artistic and musical talent rubs shoulders with celebrated house-hold names, where Prime Ministers and other dignitaries deliver landmark speeches.

## Highlights include:

- **Daily bunggul** – watch as the different clans perform traditional dance and song at sunset, as the call of the yidaki (didgeridoo) and the rhythm of the bilma (clapsticks) echo around the site
- **Key Forum conference** – the premier platform for the discussion and debate of Indigenous affairs policy in Australia
- **Gapan Gallery** – stunning art gallery set in a grove of stringybark trees, with a spectacular opening under the stars that is not to be missed
- **Cultural workshops** – delivered by senior Yolngu men and women, including language and kinship lessons, 'learning on country' walks, weaving, spear-making, yidaki instruction and more

In 2023, Garma generated more than 15,600 media mentions on TV, radio, in print, and online - coverage which extended across the world.

Our audience is made up of decision-makers and influencers - in policy and politics, academia and education, and in the corporate and philanthropic worlds. Our reputation is built on cultural integrity and an event that is designed, delivered and led by Yolngu.

In 2023 we employed more than 250 Yolngu and supported 85 NT businesses, more than half of them local in the Arnhem Land region. The event brings about \$15 million into the NT economy each year.

Held on a significant Gumatj ceremonial site about 40km from the township of Nhulunbuy in the NT, Garma offers an unrivalled experience that many guests describe as life-changing.

- **Women's Healing** – for our female guests, a special chance to experience traditional healthcare and healing
- **Youth Forum** – brings together students from around Australia with local youth for four days of fun and activities focussed on leadership and personal development
- **Music stage** – authentic homegrown sounds from Arnhem Land and beyond, often blending traditional and contemporary styles

# YOUR IMPACT

There's more to Partnering Garma than linking your brand with ours.

This is a unique opportunity to make a valuable contribution to an event that is focussed on delivering outcomes for the local community – and your organisation.

## Make meaningful connections

Garma is an important meeting point for the clans and families of the region, who will welcome you with open arms, but it's also a place where Indigenous, political, academic, business and philanthropic leaders merge - to listen, learn, and reflect. As a four-day event held in a remote setting, Garma gives you the time and opportunity to develop more meaningful connections with the local community, and other partner organisations.

## Engage more deeply on Indigenous issues

Many organisations struggle to engage with Indigenous Australia, leading to a distorted view of the life experiences of First Nations people. Garma is a chance to properly understand the challenges and opportunities faced by remote Aboriginal communities, hear first-hand of the success stories playing out on the ground, and establish relationships with Indigenous entrepreneurs and enterprises working in a range of fields.

## Contribute to community and leadership development

Much of Yothu Yindi Foundation's work is about empowering grassroots voices and supporting local leadership development. As a flagship event that is conceived, designed and delivered by Yolngu, Garma is just one example of this capacity-building in action. Your investment will help continue to strengthen the backbone of a region that is transitioning away from a mining-led economy.

## Help preserve important cultural traditions

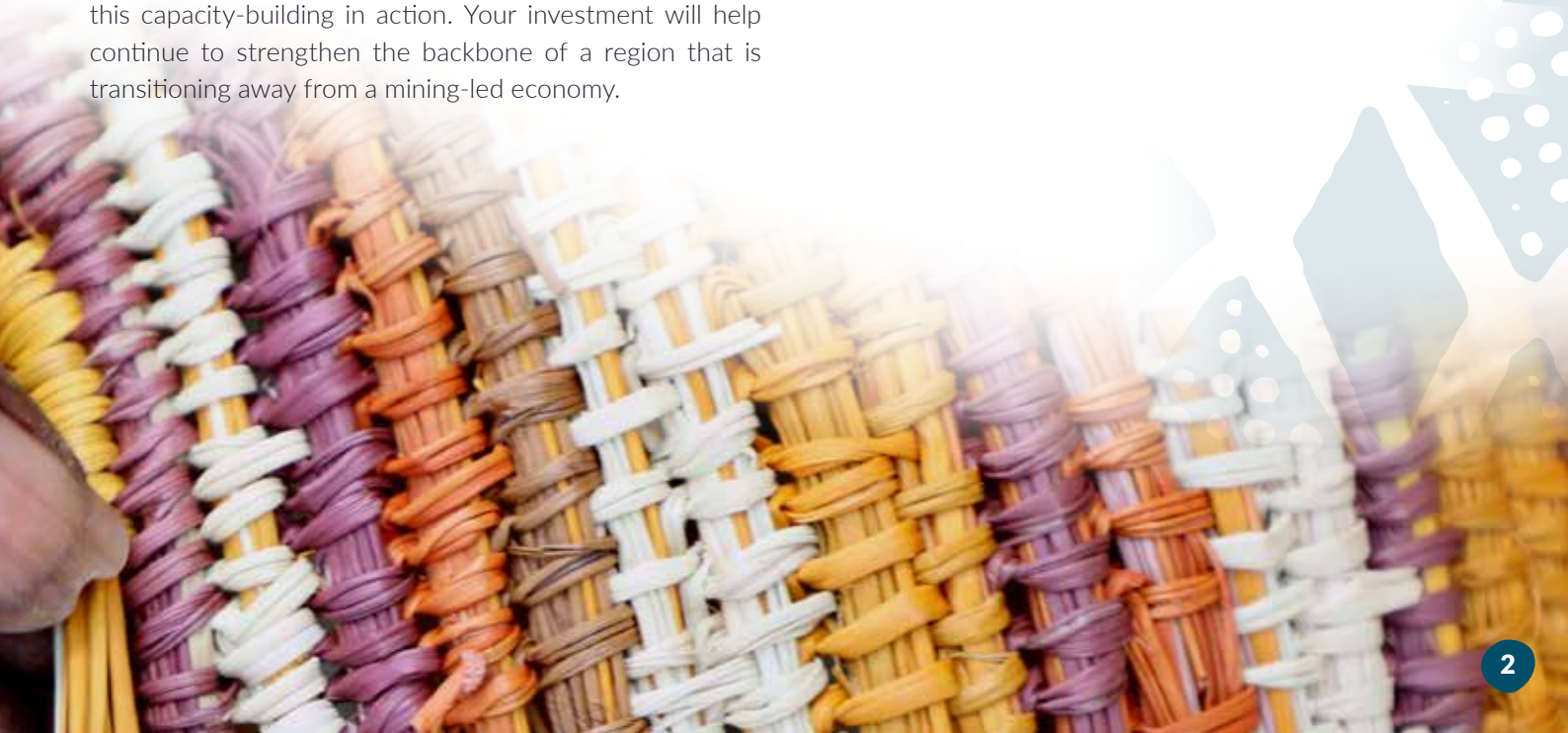
Our Indigenous heritage is the jewel in Australia's cultural crown, a legacy stretching back tens of thousands of years. By providing a platform for the presentation and sharing of Yolngu customs and practices, such as bunggul (traditional dance), manikay (song) miny'tji (art), story-telling and ceremony, Garma is helping preserve these traditions for future generations, ensuring they continue to thrive for many thousands of years more.

## Enable the next generation to flourish

Recognising the vital role education plays in reaching one's potential, much of the 4-day Garma program revolves around our efforts to create a future full of possibility and opportunity for the next generation of young Yolngu men and women. This informs YYF's broader work to improve educational and employment pathways for the local community, including the development of a world-class education hub, on country, in northeast Arnhem Land.

## Build a fairer and more equitable society

Garma brings together Yolngu with people from all walks of life in an intimate bush setting, for a unique cross-cultural exchange that fosters the sharing of knowledge and leads to greater understanding between black and white Australia. This dialogue is essential if we are to complete the "unfinished business" of national reconciliation and create a truly just society.



# Garma

## BY THE NUMBERS

 **4** DAYS & NIGHTS

**5,400**  ATTENDANCES

 **5** ART CENTRES FROM REMOTE NORTH

**20** EXPO STALLS 

**4** YOLNGU HEROES 

 **386** GARMA VOLUNTEERS, CREW, STAFF

**750** CORPORATE GUESTS



**73%** IDENTIFIED AS SHE/HER

**160** LOCAL GUESTS



over **100** VOLUNTEERS

**65** HIGH SCHOOL STUDENTS ATTENDED THE YOUTH FORUM

**79%** WERE INDIGENOUS STUDENTS FROM THE NT



NUMBER OF YOLNGU EMPLOYED

**250**



# Garma GUESTS

## WHERE OUR GUESTS CAME FROM?



12.5%  
NORTHERN  
TERRITORY



85%  
INTERSTATE



2.5%  
OVERSEAS

## AGE BREAKDOWN



79%  
AGED  
35-65 YRS

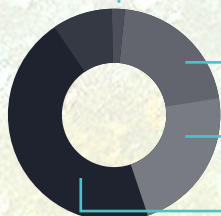
84% GARMA  
FIRST TIMERS

## MEDIA STATS

114 JOURNALISTS  
FROM 23 MEDIA OUTLETS



15,634 MEDIA  
MENTIONS



1.8% PRINT: 276

45.6% TV: 7129

23.4% ONLINE: 3656

29.3% RADIO: 4573

# WHAT THEY SAY ABOUT GARMA

"I came to learn and to listen, and I knew this was going to be a very powerful experience. It has surpassed anything that I expected. I am leaving a changed person, and I hope to take these lessons with me throughout my time in Australia."

**- US Ambassador  
Caroline Kennedy**

"You are all part of our reality. We welcome you here. We listen to you. And we bring you into our ceremony and the life of our people."

**- Djawa Yunupingu,  
Gumatj leader and  
YYF chairman**

"We landed here not knowing anything. Absolutely nothing. But what we have found is so much love, so much culture. A peace. It feels like home, a second home for us."

**- Melonie Matthews, Pueblo/  
Navajo, Organiser of the  
Gathering of Nations  
Powwow,  
New Mexico,  
USA**

"The festival ... has become a centrepiece in the Indigenous cultural calendar. It draws a crowd of high-flying corporate executives, diplomats, politicians and representatives from government agencies who mingle with members from dozens of clans that comprise the Yolngu nation."

**- Sydney Morning  
Herald**

"We're very honoured to be on your land here. Your land breathes. And we will respectfully walk on her gently for the remainder of our time."

**- Noella Red Hawk,  
Sicangu Lakota Oyate,  
USA**

"Australia's most politically influential and largest annual Indigenous event"

**- The Age**

"The premier forum for Indigenous affairs in Australia."

**- Avani Dias,  
ABC**

".. a highly charged, high-level political forum"

**- Helen Davidson,  
The Guardian**

# GARMA 2023 PARTNERS

## Platinum Sponsors



## Gold Sponsors



## Silver Sponsors

### Official Airline Partner



### Official Media Partner



### Media Supporter



### In-Kind Sponsors



## Friends of Garma Festival



## Acknowledging Our Supporters.

The Chairman, Board of Directors & Management of the Yothu Yindi Foundation extend sincere thanks to those that have supported the YYF projects currently being undertaken in the North East Arnhem region. We also acknowledge those behind the scenes that have helped to put this event together. To those unable to join us onsite - our thoughts are with you.



## PRINCIPAL SPONSOR

\$300,000 + (+GST)

### Partnership benefits include:

- Speaking opportunity
- 4 x Corporate admission tickets
- 1 expo stall
- 4 x tickets to Sponsor Breakfast
- Dedicated Media Release
- Inclusion of your organisation's logo in all Garma promotional material, including in advertisements published in the national media.
- Your logo featured on prominent Sponsor Acknowledgement signage located at the Key Forum.

NB: Sponsor offered access to pre-sale tickets within this category (ie corporate tickets). Please note max of 20 tickets for order.

## PLATINUM SPONSOR

\$200,000 (+GST)

### Partnership benefits include:

- 4 x Corporate admission tickets
- 1 expo stall
- 4 x tickets to Sponsors breakfast
- Inclusion of your organisation's logo in all Garma promotional material, including in advertisements published in the national media.
- Your logo featured on prominent Sponsor Acknowledgement signage located at the Key Forum.

NB: Sponsor offered access to pre-sale tickets within this category (ie corporate tickets). Please note max of 20 tickets for order.







## GOLD SPONSOR

**\$150,000 (+GST)**

### Partnership benefits include:

- 3 x Corporate admission tickets
- 3 x tickets to Sponsors breakfast
- Inclusion of your organisation's logo in all Garma promotional material, including in advertisements published in the national media.
- Your logo featured on prominent Sponsor Acknowledgement signage located at the Key Forum.

NB: Sponsor offered access to pre-sale tickets within this category (ie corporate tickets). Please note max of 20 tickets for order.



## SILVER SPONSOR

**\$100,000 (+GST)**

### Partnership benefits include:

- 2 x Corporate admission tickets
- 2 x tickets to Sponsor breakfast
- Inclusion of your organisation's logo in all Garma promotional material, including in advertisements published in the national media.
- Your logo featured on prominent Sponsor Acknowledgement signage located at the Key Forum.

NB: Sponsor offered access to pre-sale tickets within this category (ie corporate tickets). Please note max of 20 tickets for order.



## BRONZE SPONSOR

**\$50,000 (+GST)**

### Partnership benefits include:

- 1 x Corporate admission tickets
- 1 x ticket to Sponsor breakfast
- Inclusion of your organisation's logo in all Garma promotional material, including in advertisements published in the national media.
- Your logo featured on prominent Sponsor Acknowledgement signage located at the Key Forum.

NB: Sponsor offered access to pre-sale tickets within this category (ie corporate tickets). Please note max of 20 tickets for order.



## OFFICIAL MEDIA PARTNER

### Partnership benefits include:

- 2 x Corporate tickets
- 2 x Corporate Dinner tickets
- 2 x tickets to sponsors breakfast
- Dedicated Media Release
- Inclusion of your organisation's logo in all Garma promotional material, including in advertisements published in the national media.
- Your logo featured on prominent Sponsor Acknowledgement signage located at the Key Forum.
- Discounted media entry tickets



## MEDIA SUPPORTER

### Partnership benefits include:

- 1x Corporate ticket
- 1 x Corporate Dinner ticket
- Discounted media entry tickets
- Dedicated Media Release
- Inclusion of your organisation's logo in all Garma promotional material, including in advertisements published in the national media.
- Your logo featured on prominent Sponsor Acknowledgement signage located at the Key Forum.

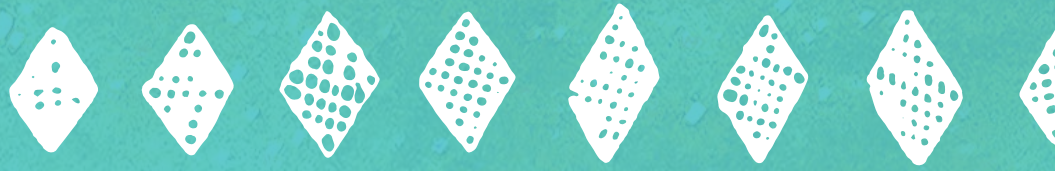


## DELIVERY PARTNERS

### Partnership benefits include:

- Inclusion of your organisation's logo in all Garma promotional material, including in advertisements published in the national media.
- Your logo featured on prominent Sponsor Acknowledgement signage located at the Key Forum.





# ABOUT YOTHU YINDI FOUNDATION

The Yothu Yindi Foundation was established in 1990 to promote Yolngu cultural development with community leaders and persons of authority from 13 regional clan groups in Arnhem Land.

The mission of the YYF is for Yolngu and other Indigenous Australians to have the same level of wellbeing and life opportunities as non-Indigenous Australians.

The Foundation is a not-for-profit charitable public benevolent institution, with an all Yolngu Board of Directors, and offices in northeast Arnhem Land and Darwin.

In addition to staging the annual Garma festival, YYF advocates on behalf of Yolngu and other Indigenous people, and is developing a world-class education hub in northeast Arnhem Land.





**YOTHU YINDI**  
FOUNDATION

*For further information regarding Partnership please contact:*

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