

Deaf
Festival

2025

AUSTRALIA'S LARGEST CELEBRATION OF DEAF CULTURE



SPONSORSHIP PROSPECTUS

SATURDAY 30 AUGUST 2025
CATHY FREEMAN PARK, SYDNEY OLYMPIC PARK



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ACKNOWLEDGEMENTS



Acknowledgement of Country

We respectfully acknowledge Wangal as the first custodians of the land, air and water on Sydney Olympic Park which our Deaf Festival Sydney takes place.

We pay respect and thank to all First Nations People and our community Elders past and present.

Always was, always will be.



Deaf Acknowledgement

We acknowledge and respect the members of the Deaf community in Australia, who preserve their rich heritage, culture and our language; Auslan (Australian Sign Language).

We also acknowledge our custodians of Auslan, promoting awareness, equality and access through our sign language.

Through Auslan, we inspire future leaders in our Deaf community to continue our legacy and heritages.



DEAF FESTIVAL SYDNEY

AT A GLANCE:

The Deaf Festival Sydney is an annual community festival that celebrates and brings together Deaf, deafblind and hard of hearing Australians, alongside their families and allies. Deaf Festival Sydney fosters a sense of community spirit and celebrates Deaf culture.

AIMS & OBJECTIVES:

- Celebrate diversity within the Deaf and hard of hearing community.
- Unify the Deaf Community across generations.
- Promote Deaf culture, language, and history.
- Support Deaf businesses and spread Deaf ecosystem awareness.
- Create a platform for the wider community to engage with and learn from the Deaf community.

EVENT HISTORY:

Since the 1980s, the Deaf Sydney Festival has been a recurring celebration, held at various locations, including Darling Harbour and Parramatta River. In 2021, it moved to Sydney Olympic Park for more space and enhanced accessibility, allowing for a larger audience and increased exposure.

INCLUSIVE AND ACCESSIBLE:

The Deaf Festival Sydney offers an accessible stage show, performances, workshops, children's activities, and a market showcasing over 65 Deaf businesses, organisations, corporates and government agencies/services.

PREMIER BICULTURAL AND BILINGUAL EVENT:

As the premier bicultural and bilingual family-friendly event on the Australian Deaf social calendar, the festival, with a rich history, has grown in popularity. In 2024, it attracted an audience of almost 3,900 attendees, an 80% increase over the 2023 event, providing a unique experience of cultural immersion.

BE A PARTNER IN CELEBRATING DIVERSITY:

Join us in making a lasting impact. Become a proud partner or sponsor of the Deaf Festival Sydney to contribute to the vibrant celebration of Deaf culture. Review offerings below to explore partnership opportunities and showcase your commitment to inclusivity and community support.



**Special Guests like
Emma Memma**



**Almost 3,900 attendees
from NSW and Interstate,
and growing year on year**



**Accessible stage show
featuring local and interstate
Deaf performers**



**Diverse Communities and
All Ages**



**65+ Stalls
and 9 Food Stalls**



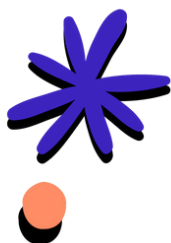
**Kids Zone and
Workshops Tent**



STANDING WITH THE DEAF COMMUNITY

There's more to supporting the Deaf Festival Sydney than brand exposure. This is a unique opportunity to make a valuable contribution to an event that is focused on delivering outcomes for a national community.

- Expose your brand, and your commitment to accessibility to the Deaf Community.
- Show authentic support for the community.
- Contribute to the Deaf ecosystem and the growth of Deaf businesses.
- Help celebrate Deaf Space.
- Support more opportunities for Deaf youth.
- Opportunity to learn about Deaf culture, language, history and community.





OUR PARTNERS



Principal Sponsor - Deaf Connect

Deaf Connect is the largest, whole-of-life service provider and social impact organisation for Deaf, deafblind and hard of hearing Australians. We stand with the Deaf community to build capacity and influence social change while paying respect to history, culture and language.



Major Funding Partner - The Deaf Lottery

Deaf Lottery is the fundraising program of Deaf Connect.

OUR RECENT VALUED SPONSORS



GRANTS



PARRAMATTA



**Multicultural
NSW**

ACKNOWLEDGING OUR SUPPORTERS.

THE COMMITTEE AND ALL THOSE INVOLVED IN THE DEAF FESTIVAL SYDNEY EXTEND SINCERE THANKS TO THOSE THAT HAVE SUPPORTED THE FESTIVAL SINCE ITS RE-LAUNCH IN 2022. WE ALSO THANK THOSE DEAF AND DEAF COMMUNITY MEMBERS WHO HAVE SUPPORTED THE FESTIVAL THROUGHOUT ITS HISTORY.



OPPORTUNITIES

CORPORATE PARTNERS	\$10,000
Premium exhibition space positioned in a high-traffic and prominent location.	<input checked="" type="checkbox"/>
Opportunity to deliver a featured presentation on the main stage and display company banner on the main stage throughout the festival.	<input checked="" type="checkbox"/>
Opportunity to host an informational workshop in the Workshop Tent	<input checked="" type="checkbox"/>
Receive 1 hour Deaf Awareness Training session and 45 minutes Auslan Taster Class delivered by Deaf Connect	<input checked="" type="checkbox"/>
Logo included in all promotional materials including the program and on Deaf Festival Sydney 2025 website	<input checked="" type="checkbox"/>
Logo included in the Kids' Scavenger Hunt activity	<input checked="" type="checkbox"/>
One dedicated social media post on Deaf Festival Sydney's social media channels, also shared by Deaf Connect	<input checked="" type="checkbox"/>
One featured post-event social media post on Deaf Festival Sydney's social media channels	<input checked="" type="checkbox"/>

OPPORTUNITIES

COMMUNITY SPONSORS	GOLD* \$5,000 per year	SILVER** \$2,500 per year	BRONZE (unlimited) \$1,250 per year
Exhibition space in a prominent position	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Opportunity to deliver a featured presentation on the main stage and display company banner on the main stage throughout the festival.	<input checked="" type="checkbox"/>		
Logo included in all promotional materials including the program and on Deaf Festival Sydney 2025 website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
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*Minimum 2 year commitment, exclusive to one organisation

** Minimum 2 year commitment, exclusive to two organisations



OPPORTUNITIES

PROGRAM SPONSORS	KIDS ZONE* \$2,000 per year	WORKSHOP ZONE* \$2,000 per year	INFORMATION ZONE* \$2,000 per year
Naming rights to the zone (e.g. YOUR BRAND Kids Zone)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Prominent logo display at the entrance and within the zone	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo included in all promotional materials including the program and on Deaf Festival Sydney 2025 website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo included in the Kids' Scavenger Hunt activity	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
One dedicated social media post on Deaf Festival Sydney's social media channels, also shared by Deaf Connect	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Verbal acknowledgement in Main Stage announcements related to your zone's activities	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

**Minimum 2 year commitment, exclusive to one organisation*

FESTIVAL LEGENDS

Unable to sponsor right now?

Become a Festival Legend by making a tax deductible financial contribution to help secure the festival's future.

Minimum \$500.

Benefits:

- Display logo on the program and in promotional materials.
- Acknowledgement on the Deaf Festival Sydney website including a link to the sponsor's website.



SOMETHING ELSE?

Would you like to sponsor a performer, the main stage, or would you like to activate your brand in another way? We are opening to discussing financial or in-kind support.

Please chat to us about how we can best support your brand at the Deaf Festival Sydney.



TERMS AND CONDITIONS

Cancellation Policy

In exceptional circumstances the organisers will be prepared to consider cancellation of their contract with a sponsor, but only if the following conditions are complied with:

- that the request for cancellation is submitted in writing.
- that the reason given for the cancellation is, in the opinion of the organisers, well founded.
- that the sponsor agrees that the organisers shall retain 10% of the contract price if the cancellation is accepted more than three months prior to the Festival, 50% if it is between three months and one month prior to the Festival and 100% of the contract price if the cancellation is accepted within one month of the Festival.

Payment Details

All payments must be made in Australian dollars only. Payment in any other currency will NOT be accepted. Payments can be made via cheque, direct transfer or credit card. Please contact the organiser for all payment details and conditions. Full payment is required within 7 days from the date of the tax invoice. A tax invoice will be issued upon receipt of application.

Additional Stall

There will be an additional cost for a sponsor to purchase an additional stall for the hire of the fete stall and additional fee if electricity is required.

GET IN TOUCH



www.deaffestivalsyd.org



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www.facebook.com/deaffestivalsydney



www.instagram.com/deaffestival_syd