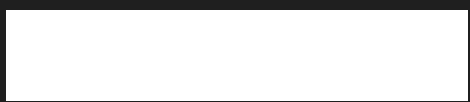


2021 | 2022



# SPONSORSHIP PROSPETUS



# SPONSORSHIP PROPOSAL

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## FIRST NATION FASHION + DESIGN

We are a national voice representing Aboriginal and Torres Strait Islander members. Creating ongoing access to opportunities, skill development, and industry engagement. Working towards a self-sustaining ecosystem of Aboriginal fashion designers, textile artists, jewellery designers, photographers, models, hair + make up artist, stylist, curators + Fashion Industry Professionals. We are 100% Aboriginal and Torres Strait Islander Board of Directors and Executive team. We are a NFP Indigenous Corporations whose core business is in supporting the growth of Indigenous Fashion. We pay equal attention to the cultural and commercial considerations of our members.

## GOALS & OBJECTIVES

**FNFD have set out the following objectives, which will act as a set of measures that the project will be guided by and to strive to deliver.**

01

Promote and market traditional and contemporary Aboriginal and Torres Strait Islander designs, art forms and high-quality wearable fashion to buyers and consumers through a sustainable annual showcase event.

02

Assist in the nurturing of the Australian Indigenous design industry by brokering sponsorships and partnerships between Aboriginal artists, designers, communities and fashion industry professionals with a view to developing fashion and textile products for commercial sale.

03

Ensure quality control and best practice while protecting Aboriginal and Torres Strait Islander artists cultural rights and Intellectual Property.

04

Deliver unique and diverse quality content on an annual basis.

05

Contribute to state and national strategic Indigenous tourism development programs.



## FNFD AIMS

The FNFD program provides a national platform for grassroots art collectives and artists to showcase Indigenous-led arts, dance and fashion. In doing so, this unique and progressive initiative also enables a space for cultural expression, celebration and the continued dialogue of Indigenous knowledge.

One of our key aims of FNFD is to assist to improve the economic status of First Nations designers and communities, through increasing enterprise capability, and investment into community made arts and products. Beyond that, it is also a chance to celebrate Indigenous independent designers and increase their design skills and profile.

FNFD aims to promote ethical trading, and best practice when working with, purchasing or licensing Aboriginal and/or Torres Strait Islander arts, prints, designs, and cultural products.

## FNFD OPPORTUNITIES

**Some of the benefits of sponsoring to support this exciting new initiative include:**

- Contributing to the process of closing the gap between Indigenous and Non-Indigenous Australians.
- Enhancing Indigenous economic development, and enterprise capacity development.
- Developing Indigenous fashion designers and uniquely Australian made products.
- Supporting Indigenous employment, and training opportunities within fashions, design, modelling and creative industries.
- Supporting ethical practice and fair trading to improve cross cultural collaborations.
- Working with a range of communities to develop on-going relationships.



# FNFD SPONSORSHIP

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**Major sponsorship opportunities exist for your business to directly market to a target audience of high-income earners and young professionals.**

Tiered sponsorship and partnership opportunities are available with openings for a:

- Platinum Sponsor
- Ruby Sponsor
- Emerald Sponsor
- Lifestyle Brand Sponsor
- Sponsor a FNFD Designer
- Media Partner





# PLATINUM SPONSORSHIP

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This platform holds impressive support and marketing opportunities for your business, while at the same time the FNFD will strengthen your corporate and citizenship profile that stakeholders hold in high esteem.

## **Platinum Sponsorship benefits:**

- Exclusive naming rights
- Inclusion in all press releases
- Inclusion in all radio announcements
- Speech on Fundraiser event + VIP night
- Logo on all marketing materials
- Logo on program, menu, invitation and thank you correspondence
- Logo on tickets
- Logo on FNFD website
- Main stage signage on LED screen
- Signage in events i.e Pop ups, Exhibitions + Forums
- Full page advert for your business in the program
- Live on-stage public address system mentions
- Video advertising in FNFD TV
- Product exclusivity / sampling demonstration rights
- Gift Bag placement of promotional items
- Photo with our Ambassadors
- Acknowledgement of supporting reconciliation plan
- 15x complementary tickets to VIP launch
- 2x VIP Entry - Artist Talks and Forum Presentations

# RUBY SPONSORSHIP

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## **Ruby Sponsorship benefits include:**

- Inclusion in all press releases
- Inclusion in all radio announcements
- Logo on all marketing materials
- Logo on program, menu, invitation and thank you correspondence
- Logo on tickets
- Logo on FNFD website
- Signage in events i.e Pop ups, Exhibitions + Forums
- Half page advert for your business in the program
- Live on-stage public address system mentions
- Video advertising in FNFD TV
- Gift Bag placement of promotional items
- Photo with our Ambassadors
- Acknowledgement of supporting RAP plan
- 6x complementary tickets to VIP launch
- 1x Entry to VIP area



# EMERALD SPONSORSHIP

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## **Emerald Sponsorship benefits include:**

- Inclusion in all press releases
- Inclusion in all radio announcements
- Logo on event materials, signage and marketing
- Logo on FNFD website
- Signage in events i.e Pop ups, Exhibitions + Forums
- Gift Bag placement of promotional items
- Photo with our Ambassadors
- Acknowledgement of supporting reconciliation plan
- Quarter page advert for your business in the program
- 3x complementary tickets to VIP launch

# LIFESTYLE SPONSORSHIP

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## **Lifestyle Sponsorship benefits include:**

- Logo on event materials, signage and marketing
- Logo on FNFD website
- Gift Bag placement of promotional items
- Photo with our Ambassadors
- Acknowledgement of supporting reconciliation plan
- Quarter page advert for your business in the program
- 2x complementary ticket to VIP launch



# SPONSOR A DESIGNER

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By Investing in our independent designers to participate or develop a collection. Assist existing and upcoming talented designers to share their work with Australia and be a part of FNFD by sponsoring one or more of our designers.

## **Investment will go towards:**

- To attend FNFD platforms
- To exhibit and produce a collection

## **Sponsorship benefits include:**

- Logo on event materials, signage and marketing
- Logo on FNFD website
- Photo with FNFD Designer
- Acknowledgement of supporting reconciliation plan
- 2x complementary ticket to VIP launch







## MEDIA PARTNERSHIP

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### **Media Partnership benefits include:**

- Logo on all marketing materials
- Distribution of publications within all events
- Logo on event signage and materials
- Logo on FNFD website
- Signage in events i.e Pop ups, Exhibitions + Forums
- Gift Bag placement of promotional items
- Photo with our Ambassadors
- Acknowledgement of supporting reconciliation plan
- Quarter page advert for your business in the program
- 2x complementary tickets to VIP launch
- 1x Backstage pass to VIP area

# FIRST NATIONS FASHION AND DESIGN

**COME JOIN THE MOVEMENT**

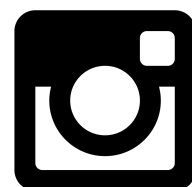
IF YOU WOULD LIKE FURTHER INFORMATION ON  
UPCOMING PROJECTS PLEASE CONTACT  
[hello@firstnationsfashiondesign.com](mailto:hello@firstnationsfashiondesign.com)

FURTHER DETAILS ON BECOMING  
A SPONSOR PLEASE CONTACT FNFD MARKETING MANAGER  
[marketing@firstnationsfashiondesign.com](mailto:marketing@firstnationsfashiondesign.com)

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