**We all belong**

**SPONSORSHIP PROSPECTUS**

**CELEBRATE THE CULTURAL DIVERSITY OF QUEENSLANDERS**

In August 2019, the Queensland Government will present the fourth annual Multicultural Queensland Month and we are pleased to offer you the opportunity to participate in this significant celebration.

Queensland is one of the most culturally diverse places in the world, with over 21% of the population born overseas in more than 220 countries and territories. Our diversity deepens and enriches our community, provides a valuable asset for Queensland’s future and gives us a competitive edge in an increasingly globalised world.

Celebrating our diversity is good for business, good for the community and attracts people to live, work, learn, invest and visit Queensland.

**MULTICULTURAL QUEENSLAND MONTH 2018 SNAPSHOT**

<table>
<thead>
<tr>
<th>Measure</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>More than</td>
<td>100 events across Queensland</td>
</tr>
<tr>
<td>Award nominations</td>
<td>133, 8 year record</td>
</tr>
<tr>
<td>Travelled by Queensland Rail MQM promo train</td>
<td>11,570km</td>
</tr>
<tr>
<td>Facebook impressions during the month</td>
<td>3.67 million</td>
</tr>
<tr>
<td>Twitter impressions during the month</td>
<td>298,800</td>
</tr>
<tr>
<td>Total audience across all social media platforms</td>
<td>2.1 million</td>
</tr>
<tr>
<td>Increase in social media engagement</td>
<td>44%</td>
</tr>
<tr>
<td>Increase in social media followers</td>
<td>12.3%</td>
</tr>
<tr>
<td>Unique visitors to MQM and MQA sites</td>
<td>6317</td>
</tr>
<tr>
<td>MQA lunch tickets sold</td>
<td>426, +50 on previous year</td>
</tr>
<tr>
<td>More than satisfied with the MQ Awards ceremony</td>
<td>88%</td>
</tr>
<tr>
<td>Sponsorship value, in-kind and financial</td>
<td>$270,000</td>
</tr>
<tr>
<td>Times ads played on GOA billboards</td>
<td>430,270</td>
</tr>
<tr>
<td>People reached through the media</td>
<td>430,270</td>
</tr>
<tr>
<td>Snaps taken at photobooths (EKKA, Race Day, Awards)</td>
<td>1800</td>
</tr>
</tbody>
</table>

**MULTICULTURAL QUEENSLAND MONTH**

**AUGUST 2019**
SPONSORSHIP OPPORTUNITIES AND BENEFITS

We are seeking sponsors who understand the enormous benefits of diversity and an inclusive, harmonious and united Queensland. We invite you to work with us to showcase these benefits to a statewide audience throughout August. Be part of Queensland’s largest celebration of our cultural diversity.

Dependent on the level of investment and subject to negotiation, a tailored sponsorship package will be designed to meet your business needs and budget. Benefits available include:

- Event naming rights
- Category naming rights sponsor of a Multicultural Queensland Award category (eight available)
- Organisational profile and logo in MQA printed program
- On stage presentation of MQA winner with Minister for Multicultural Affairs
- On stage acknowledgement at a variety of events
- Complimentary tickets for you and your clients to Multicultural Queensland Month events including the MQA Gala Dinner and other events soon to be added to the program
- Display banners (supplied by you) in a prominent position at MQA Gala Dinner and other events
- Onstage speaking opportunities or video played at events
- Recognition on marketing collateral, advertising and website
- Recognition on a variety of Queensland Government social media channels
- Additional opportunities as available.

KEY DATES AND ACTIVITIES

MULTICULTURAL QUEENSLAND AWARDS

The Multicultural Queensland Awards (MQA) has been recognising the valuable contributions of Queenslanders who support and promote a united, harmonious and inclusive Queensland community since 1990 and is a highly anticipated annual event for Queensland. The MQAs bring together representatives from a range of community, corporate and other key contributors to celebrate our state’s rich multicultural identity. In 2018, the awards attracted over 430 guests and received more than 133 statewide nominations.

Venue: Royal International Convention Centre, Bowen Hills

MULTICULTURAL PLAZA MUSIC STAGE AT THE EKKA

The Multicultural Plaza Music Stage was a great success in 2018, providing opportunities for Ekka patrons to grab a culturally diverse bite to eat, relax and unwind while listening to an array of talented Queensland musicians. We are partnering with the Ekka again in 2019 to deliver an even better program of music and activities in our very own Ekka Precinct.

Date: 9-18 August 2019
Venue: Brisbane Show Grounds, Bowen Hills

REGIONAL FESTIVALS AND EVENTS

Throughout the month events happen from Queensland’s far north to the south east.

Some of the highlights include the Toowoomba Languages and Cultures Festival, Dalby’s Delicious and DeLIGHTful Festival and the Rockhampton Cultural Festival, with more events added to the events calendar in the lead up to August.

OTHER ACTIVITIES

Multicultural Queensland Month continues to grow each year with exciting new additions to the month-long program.

We are currently working with several organisations to see new and returning activities added to the calendar of events. These activities include statewide partnerships celebrating our diverse culture through music and sport.

Stay tuned as some of our newest and most exciting activities are soon to be announced!

CONTACT

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