

BARUNGA FESTIVAL

MUSIC SPORT CULTURE



SPONSORSHIP PROPOSAL



Australia's largest remote Indigenous festival

BARUNGA FESTIVAL OVERVIEW

There are few opportunities in Australia where Aboriginal and non-Aboriginal people can sit down, chat and celebrate the positive aspects of remote community life, together. There are few places nationally where people can camp under the stars, enjoy everything from Aboriginal rock bands to a game of AFL, or join in a traditional dance ceremony.

This place is Barunga, and this opportunity is the annual Barunga Festival.

The Barunga Festival is an iconic event on the national festival calendar with a long and proud tradition of celebrating the best of remote Indigenous Australia. This much-loved Territory festival attracts a 4000-strong audience of Indigenous and non-Indigenous people from all over the world who descend upon the small remote community to camp and take part in a program of music, sport, traditional arts and cultural activities over the 3-day long weekend in June each year, welcomed by the traditional owners.

Due to its longevity and the proclamation of the famous 'Barunga Statement', the Festival has secured an important place in our nation's character and history. It has grown into one of the premier events in the country, offering a unique opportunity to share and experience the pride and strength of Aboriginal culture.

Skinnyfish Music presents the festival in collaboration with the Bagala Traditional Owners and the Barunga Festival Committee. With growing national and international interest in the Barunga Festival, we believe there is a fantastic opportunity for businesses to partner with this important remote Indigenous community event.

BARUNGA FESTIVAL

KEY FEATURES

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Music, sport and culture are the three most powerful drivers of community participation and engagement in the bush, and the 3 pillars upon which the festival is based.

MUSIC

Music is such a big part of community life, bringing together artists, performers, song men and song women to share stories and culture with the audience through song and dance. Traditional meets contemporary music across two stages over three nights at the festival. Nationally acclaimed musicians perform alongside emerging artists from the bush perform together at Barunga Festival. The festival treats its audiences to workshops, acoustic performances, surprise acts and back-to-back community bands on center stage.

The 2016 event boasted a huge line up including B2M (Tiwi Islands), The Lonely Boys (Ngukurr), Courtney Barnett, (Melbourne), Justine Clarke, Gurrumul and Manuel Dhurrkay (Elcho Island) amongst many others.



BARUNGA FESTIVAL

KEY FEATURES

SPORT

Sport has always been an important part of remote community life and it forms the backbone of the Barunga Festival program. Over 45 teams from across the NT and from as far as the East Kimberley, Queensland and Central Australia come to participate in Australian Rules football, basketball and softball competitions. The football program now extends to young women and gives young players an opportunity to shine in front of large audiences. Basketball is keenly contested with men's and women's teams. Softball is also very popular at Barunga and is often a family affair with mothers, daughters and grandmothers all playing on the same team.



CULTURE

Sharing traditional Indigenous culture with family, friends and visitors to the community lies at the heart of Barunga Festival. The Festival maintains ancient rites, customs and skills, engages a broad spectrum of the community and offers a platform for passing knowledge and experience on to the next generation. The traditional cultural program presents many 'once in a lifetime' opportunities for audiences to engage in traditional dance, spear throwing, didgeridoo playing and making, damper making, weaving, story telling. Jawoyn Junior Guides – a Barunga School initiative - sees students design and lead tours of the community and surrounding bush.



BARUNGA FESTIVAL POINT OF DIFFERENCE

A HAPPY MEETING PLACE

The Barunga Festival is a grass roots festival that encourages people to come together and experience the positive aspects of remote community life. Everyone participates; Indigenous and non-Indigenous people talk, eat and dance together, enjoying the unique opportunity for cross-cultural engagement. Barunga is a meeting place, and this family-focused event reaches a broad demographic of all ages, with participants coming from all states of Australia, including some overseas visitors. Approximately 65% of the audience is Indigenous and 35% is non-Indigenous.

BEST PRACTICE MODEL - COMMUNITY FESTIVALS

Barunga Festival is proudly leading the way with a best practice model for remote community festivals around the country, having successfully implemented multiple policies including a healthy food policy for all food vendors; an alcohol and smoke free policy; and has a comprehensive event management plan. Incorporating a non-volunteer policy also encourages local employment. The Festival management is currently developing programs that will compliment national school curriculum.

EMPLOYMENT AND TRAINING OPPORTUNITIES

Barunga Festival supports the development of micro businesses for local Indigenous people, as well as training and employment. Art stalls, tour guiding, didgeridoo making workshops – the list of small business participation and development grows each year.

BARUNGA FESTIVAL MARKETING REACH

Barunga Festival gains national media recognition each year through a strong relationship with media outlets across the country, a targeted advertising and marketing campaign, and a huge push into the social media sphere.

TV

ABC, NITV and TEEBA each attend with crews to Barunga to tap into festival news and the rich source of colourful stories emanating from the event. A TV advertising campaign is run across regional and national networks for 4 weeks prior to the event. Southern Cross TV are also a media partner.

DIGITAL MEDIA

The Barunga Festival website is an important vehicle of communication for news and program updates, sponsorship information and links, and is cross promoted through online event guides and partner's websites nationally.

RADIO

ABC Radio National, ABC Local, CAAMA and several community radio stations host live broadcasts from Barunga as well as conducting interviews with festival organisers, talent and participants.

SOCIAL MEDIA

The Festival's Facebook page enjoys a following of over 12,000 providing an effective platform to convey sponsor's logos and messages. The Festival is actively engaged in advertising and marketing via social media.

PRINT MEDIA

The Australian, as well as other major newspapers, regional publications, industry and in-flight magazines across all states have their eyes on the Festival with an impressive list of articles published (including cover page of the Travel section of the *Guardian*, UK). Event posters and flyers are printed and distributed extensively throughout Darwin, Katherine and other areas of the NT, alongside festival advertising in various local publications.

BARUNGA FESTIVAL SPONSORSHIP LEVELS

We are committed to working with partners who share the values of the Bagala Council, Barunga Community and Skinnyfish Music.

PLATINUM - \$20,000

- Invitation to speak at opening ceremony;
- Photo opportunity with VIP delegation;
- Information booth area with infrastructure;
- 20 x MC mentions from main stage;
- 20 x social media mentions;
- 20 x guest tickets

Logo Placement:

- TV advertisement
- Screen credit on main stage - individual screen
- Flyer & posters
- Press releases
- Sponsors banner at main stage
- Official reports
- Festival e-mail signature
- Festival website with hyperlink

SILVER - \$5,000

- Information booth area;
- 5 x MC mentions from main stage;
- 5 x social media mentions;
- 5 x guest tickets

Logo Placement:

- Screen credit at main stage - shared screen
- Flyer & posters
- Press releases
- Sponsors banner at main stage
- Official reports
- Festival e-mail signature
- Festival website with hyperlink

GOLD - \$10,000

- Photo opportunity with VIP delegation;
- Information booth area with infrastructure;
- 10 x MC mentions from main stage;
- 10 x social media mentions;
- 10 x guest tickets

Logo Placement:

- TV advertisement
- Screen credit on main stage - individual screen
- Flyer & posters
- Press releases
- Sponsors banner at main stage

OCHRE - \$2,500

- Information booth area;
- 2 x guest tickets

Logo Placement:

- Sponsors banner at main stage
- Official reports
- Festival e-mail signature
- Festival website with hyperlink

BARUNGA FESTIVAL TESTIMONIALS

“This is the kind of festival that changes the way you see the world forever.”

John Butler, Headline performer, Barunga Festival

“The meaning of the word Barunga is ‘a happy place for families to live’, and that’s exactly what we want for the festival, a happy place for people to come and enjoy themselves.”

Jamie Ahfat, Barunga Community Member and didgeridoo maker

“This year’s Barunga Festival was the most positive and inspiring event I think I’ve ever been to. The generosity and willingness of Indigenous people to share their culture made the whole event a truly amazing experience.”

Kris Keogh, NT News

“Barunga..... an absolute experience of a lifetime.”

David Albert, Alberts Publishing, APRA.

“A rare insight into a part of the country and Indigenous culture that so few of us would otherwise ever get to experience first-hand.”

Damian Trotter, Managing Director of Sony/ATV Music Publishing

“Without doubt, Barunga is one of the most humbling experiences I’ve ever had. Aboriginal communities from across the Territory sharing a common camp with those of us from much further afield. Not a lot of common language, but great warmth and welcome. Barunga is what I think a festival should be – sport, art, music, dance and the sharing of stories and culture.”

Dean Ormston, Head of Member Services Group, APRA AMCOS

BARUNGA FESTIVAL CONTACTS

To discuss a partnership with the Barunga Festival, please contact:

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