

2025 NATIONAL RECONCILIATION WEEK BREAKFAST

— Sponsorship Prospectus



Tuesday 27 May 2025
Adelaide Convention Centre
Karna Yerta



Reconciliation
South Australia

ACKNOWLEDGEMENT OF COUNTRY

Ngadlu tampinthe Kurna miyurna yaitya yarta-mathanya Wama.
Tarntanyaku, ngadluku piipawarpulayi kuu Kurna yartangka tikanthi.

We acknowledge the Kurna people of the Adelaide Plains as the traditional owners of the land on which our office sits. We pay our respect to all First Nations cultures, and to Elders past and present. We recognise that this land was never ceded or surrendered by the Traditional Owners and acknowledge the continuing connection to land, waters and community since the first sunrise.

BUILDING RELATIONSHIPS. BUILDING RESPECT.

Reconciliation SA is an organisation that builds respectful relationships between Aboriginal and Non Aboriginal Australians. Reconciliation is about creating understanding and strengthening these relationships for the benefit of all Australians.

As community leaders, we create change by supporting organisations, schools and businesses to develop Reconciliation Action Plans (RAPs), and offering continuous education through workshops and events. Reconciliation SA also provides an opportunity for like-minded individuals and organisations who are passionate about supporting and advocating for Aboriginal rights to become Members and Partners of our organisation.

We invite people to join us to create meaningful and lasting reconciliation for the good of all South Australians.



'RESILIENCE FOR RECONCILIATION'

Artist, Eastern Arrernte artist
Pat Caruso of We Create
Print Deliver

THE LARGEST RECONCILIATION EVENT IN SOUTH AUSTRALIA

Every year Reconciliation SA hosts a breakfast on the first day of National Reconciliation Week. Now the largest reconciliation breakfast in Australia, this year's event will attract even more than 2024, with **3,000** guests from different communities across the state.

Our breakfast is an opportunity to hear from state and national leaders about efforts to strengthen reconciliation across the country as well as celebrate our achievements and thank our supporters. It is an educational and insightful event that serves to motivate and inspire its participants to grow their reconciliation work within their communities. Our event program includes speeches and curated entertainment including musicians, dancers and visual artists. Guests are also encouraged to participate in a Smoking Ceremony and peruse the marketplace of locally owned First Nations businesses.



Click here to watch Channel 44's Promotional Reel of the 2024 National Reconciliation Week Breakfast.

WHO ATTENDS

In 2024 we saw a wide variety of attendees from different sectors.

39%

Corporate,
Non-Government,
Not-For-Profit

10%

First Nations
Businesses

15%

Education
Sector



21%

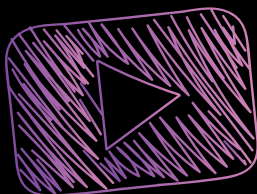
Government

10%

Sponsors

5%

Community



In 2025 for the first time, regional councils are also invited to participate via livestream, becoming a new audience sector for the event.

Additionally, through our media partnership with Channel 44, the event will be televised and reached by **522,000** cumulative viewers across South Australia and Victoria.

SUPPORTING OUR WORK

Through our reconciliation programs, education projects and community collaboration, we actively support and advocate for the inclusion of Aboriginal people in all aspects of life in South Australia. We are a not-for-profit community and member-based organisation that receives some government funding. We also rely on our sponsorships and donations to pursue our vision for a just society that values and respects the cultures, rights, and contributions of Aboriginal people.

BENEFITS OF SPONSORSHIP

- Demonstrate your organisations **leadership and commitment** to reconciliation
- **Increase your brand recognition** among influential government, local government, NGO business peers
- **Develop and extend your networks** across the reconciliation sector
- **Build new partnerships**, relationships and opportunities
- **Digital marketing exposure** - 17,500 social media followers
- Subscriber and member database of more than 6,000

SPONSORSHIP PACKAGES

Principal Sponsorship Package

\$50,000 + GST (1 available)

Major Sponsorship Package

\$20,000 + GST (4 available)

Supporter Sponsorship Package

\$10,000 + GST (6 available)

Community Table Sponsorship Package

\$5,000 + GST (8 available)

Historically our sponsorship packages reach capacity within weeks of becoming available.

To avoid disappointment, we recommend **securing your package with us prior to 30 January 2025.**

*All our Sponsors are required to have a Reconciliation Action Plan or be developing one.



STATEMENTS FROM SOME OF OUR 2024 SPONSORS

Deloitte is proudly committed to walking and working with First Nations Peoples. Our sponsorship reflects our commitment to connect for impact, united, with reconciliation as our collective goal. We continue to affirm the spirit and intent of the Uluru Statement from the Heart. Let's walk forward. Together.

Deloitte

Sponsoring the National Reconciliation Week Breakfast presented by Reconciliation SA is an important and meaningful way to continue Credit Union SA's commitment towards reconciliation. With this event being held the day after the commemoration of National Sorry Day, we acknowledge that the mistreatment of Aboriginal and Torres Strait Islander people who were forcibly removed from their families and communities. This will be front of mind for us as we embrace the opportunity to unlearn and re - learn from the Aboriginal and Torres Strait Islander community to strengthen our capacity to implement action and support reconciliation.

Credit Union SA

Telstra is proud to continue to sponsor a community table at Reconciliation SA's 2024 NRW Breakfast. Now More Than Ever, Telstra is committed to reconciliation in Australia. We understand that reconciliation represents an opportunity to make Australia a fairer, more inclusive, and more successful country, and we continue to work towards this every day.

Telstra

As a purpose-led membership organisation, RAA is committed to making life better for our members and better for our community. Bringing this purpose to life has led us to implement our first Reconciliation Action Plan, and now develop our second – our Innovate RAP.

We're very proud to continue this commitment by supporting Reconciliation SA's National Reconciliation Week Breakfast.

It's a small step in our ongoing journey of learning, respecting and acting.

RAA



SPONSOR BENEFITS:

PRINCIPAL PACKAGE

\$50,000 + GST

- Logo included in the media release alongside Reconciliation SA's logo distributed to local and national outlets
- Logo inclusion on digital event promotional material (including social media, ticketing platform and website assets)
- Access to suite of sponsor specific event promotional files to use on social media
- Tags in the event announcement across all social media platforms
- Acknowledgement on ticketing platform as Principal Sponsor
- 2 x complimentary tables of 10
- 2 x VIP seats at the head table
- 1 x First Nations community table of 10, allocated by Reconciliation SA through an EOI process
- Priority Seating
- Print collateral included with a physical mailout to Reconciliation SA members 1 month prior to event (distributed to 400+ members)
- Logo inclusion on big screen
- 50-word sponsor statement displayed on big screens
- 15 – 30 second promotional video played at the event on the big screens, content to be mutually agreed upon
- Logo inclusion in the events printed program (2,940 copies distributed)
- Full-page advertisement in the events printed program received by each attendee - sponsor to provide content and be mutually agreed upon
- Logo inclusion on hanging sponsor banners displayed on either side of the stage
- Photo opportunity with your executive team and Reconciliation SA executive team at the event
- 2 x physical pull up banners displayed in event foyer
- Verbal acknowledgements by MC
- Acknowledgement in post event E-News
- Logo inclusion on website for 12 months
- Pre-Event Q&A feature in the Reconciliation SA newsletter and social media platforms
- Reconciliation SA CEO attends and speaks at one of your events (within 12 months of sponsorship)
- Invitation for your CEO to attend an exclusive leader-to-leader event in 2025 hosted by Reconciliation SA CEO Jason Downs
- Inclusion of one branded promotional item per person on each table (up to 294 tables/2940 guests) - to be mutually agreed upon by both parties
- Acknowledgement as principal sponsor in our digital annual report (2024/2025 Financial Year)
- Invitation to our End of Year Event / Annual General Meeting
- Reach diverse community TV audiences as a presenting partner of the National Reconciliation Week Breakfast broadcast on Channel 44 Adelaide and Channel 31 Melbourne. Including acknowledgement of your sponsorship at the beginning of the broadcast and in the on-demand program available nationally on community TV streaming platform CTV+
- Local advertising with event partner Channel 44 Adelaide, including 480 thirty-second TV commercials over 12 weeks across programming (Value \$7,200 incl GST). Sponsor to provide 30-second commercial
- Acknowledgement as principal sponsor in credits of C44's NRW broadcast, reaching **522,000** cumulative viewers across C44 Adelaide and C31 Melbourne & Geelong
- Access to exclusive Event Metrics & Analytics One-Pager report post-event
- Access to 3 x online meetings with Events Manager in the lead up to the event

MAJOR PACKAGE

\$20,000 + GST

7

- Access to suite of sponsor specific event promotional files to use on social media
- Tags in the event announcement across all social media platforms
- Acknowledgement in media release as Major Sponsor distributed to local and national media outlets
- Acknowledgement on ticketing platform as Major Sponsor
- 1 x Complimentary Table of 10
- Priority Seating
- Logo Inclusion on Big Screen
- 50-word sponsor statement displayed on big screen
- Logo inclusion in printed program (2,940 copies distributed)
- 1 x physical pull up banner displayed in event foyer
- Logo inclusion on sponsor banners displayed on either side of the stage
- Reconciliation SA CEO attends and speaks at one of your events (within 12 months of sponsorship, must occur outside of National Reconciliation Week)
- Verbal acknowledgements by MC
- Acknowledgement in the post-event e-news
- Logo inclusion on website for 12 months
- Acknowledgement as major sponsor in our digital annual report (2024/2025 Financial Year)
- Invitation to our End of Year Event / Annual General Meeting
- Invitation for your CEO to attend an exclusive leader-to-leader event in 2025 hosted by Reconciliation SA CEO Jason Downs
- Acknowledgement of your sponsorship at the beginning of the Channel 44 Adelaide and Channel 31 Melbourne broadcast and in the on-demand program available nationally on community TV streaming platform CTV+
- Acknowledgement as Major sponsor in credits of C44's NRW broadcast, reaching **522,000** cumulative viewers across C44 Adelaide and C31 Melbourne & Geelong
- Access to exclusive Event Metrics & Analytics One-Pager report post-event

SUPPORTER PACKAGE

\$10,000 + GST

- Access to suite of sponsor specific event promotional files to use on social media
- Tags in the event announcement across all social media platforms
- 1 x Complimentary Table of 10
- Logo inclusion on big screen
- 50-word sponsor statement displayed on big screen
- Logo inclusion in printed program (2,940 copies distributed)
- Verbal acknowledgements by MC
- Logo inclusion post-release on event page on website for 12 months
- Acknowledgement as a supporter sponsor in our digital annual report (2024/2025 Financial Year)
- Acknowledgement in Post Event E-News
- Invitation to our End of Year Event / Annual General Meeting
- Acknowledgement as Supporter sponsor in credits of C44's NRW broadcast, reaching **522,000** cumulative viewers across C44 Adelaide and C31 Melbourne & Geelong
- Access to exclusive Event Metrics & Analytics One-Pager report post-event

COMMUNITY TABLE PACKAGE

\$5,000 + GST

- Access to suite of sponsor specific event promotional files to use on social media
- 1 x First Nations Community Table of 10, allocated by Reconciliation SA through an EOJ process
- Logo inclusion on big screen
- 50-word sponsor statement displayed on big screen
- Logo inclusion on printed program (2,940 copies distributed)
- Verbal acknowledgements by MC
- Acknowledgement as a community table sponsor in our digital annual report (2024/2025 Financial Year)
- Invitation to our End of Year Event / Annual General Meeting
- Acknowledgement as Community Table sponsor in credits of C44's NRW broadcast, reaching **522,000** cumulative viewers across C44 Adelaide and C31 Melbourne & Geelong



Reconciliation
South Australia

Let's chat! We'd
love to discuss our
sponsorship packages
and event with you.



Jessi Tilbrook

Events and Sponsorship Manager

T: (08) 7079 9755

E: jessi@reconciliationsa.org.au



Jason Downs

Chief Executive Officer

T: (08) 7079 9860

E: jason@reconciliationsa.org.au