



WORLD of CULTURES LOGAN'25

Sat 30 August

2025 Sponsorship Opportunities

Venue partner

 **KINGSTON BUTTER FACTORY**

Presented by

 **SSI** For equality of life.



**WORLD of
CULTURES**
LOGAN'25
Sat 30 August

SSI acknowledges the Traditional Custodians of the lands where we live, learn and work. We remain committed to reconciliation and to working to realise *Makarrata*, a Yolngu word meaning the coming together after a struggle.

World of Cultures is a free one-day family-friendly event - a well-loved staple of the multicultural calendar in Logan and beyond.

Following a successful third year, we return to the Kingston Butter Factory, Logan's Cultural Precinct, and intend to deliver the biggest and most exciting event to date.

Through an innovative and vibrant program, World of Cultures showcases the work of culturally and linguistically diverse local communities, businesses, artists and performers to Logan audiences and beyond. Ultimately, this is a celebration of connections, kinships and the welcoming, multicultural history of Logan; an event that encourages people to celebrate the creative contributions diverse communities bring to Australia.

2024 event highlights:

- **5,000+ people attended**
- **175+ artists and cultural performers providing entertainment**
- **Over 35+ local businesses engaged**
- **Social media reach of 50K+ followers**
- **Officially part of Multicultural Queensland Month**
- **VIP attendance including
Federal Treasurer Hon. Jim Chalmers MP,
Queensland State Member for Jordan and Multicultural Affairs
Minister Charis Mullen, and
Logan City Mayor Jon Logan**



Partner with World of Cultures

- **Showcase Your Brand:**
Promote your products and services to a vibrant, multicultural audience at the iconic Kingston Butter Factory in Logan.
- **Reach a Captive Audience:**
Connect directly with an estimated 5000+ attendees at this free, all-ages event designed to celebrate diversity.
- **Create Impactful Engagements:**
Impress and engage the audience with dynamic activations that highlight your brand's creativity and innovation.
- **Align with Shared Values:**
Position your business as a supporter of multiculturalism, human rights, and social justice, strengthening Australia's diverse communities.
- **Engage Your Team:**
Provide your staff with a rewarding opportunity to embody your company's values and champion diversity and inclusion in action.
- **Join a Transformative Movement:**
Be part of a landmark event driving harmony, inclusion, and cultural enrichment across Australia.

World of Cultures Principal Partner

As Principal Partner, you will have premium brand placement at World of Cultures. Your brand will be recognised as a strong champion of diversity and inclusion.

Highlights include:

- Exposure to an expected 5,000+ World of Cultures participants at a central Logan location.
- Stall allocation for on-site engagement with audience.
- Opportunity to address the audience on stage in a five-minute speaking slot.
- Exclusive and prominent branding on indoor stage, performance stage and projector.
- Logo featured on printed marketing materials and event collateral (subject to timing).
- Inclusion in social media event posts.
- Acknowledgement in PR and media releases.
- Recognition of support in SSI's newsletters.
- Five additional invitations to the World of Cultures VIP Event.
- Acknowledgment as World of Cultures Principal Partner in event speeches.

\$20,000 +gst





World of Cultures Stage Partner

BEMAC champions artistic voices across Queensland, and partners with World of Cultures to present emerging and established multicultural artists and performers. Your brand will prominently feature on stage as we help in bring local artists' cultural stories to life.

Highlights include:

- Exposure to an expected 5,000+ World of Cultures participants at a central Logan location.
- Opportunity to address the audience on stage in a five-minute speaking slot.
- Exclusive and prominent branding on performance stage.
- Logo featured on printed marketing materials and event collateral (subject to timing).
- Inclusion in social media event posts.
- Acknowledgement in PR and media releases.
- Recognition of support in SSI's newsletters.
- Three additional invitations to the World of Cultures VIP Event.
- Acknowledgment as World of Cultures Stage Partner in event speeches.

\$15,000 +gst

World of Cultures Zone Partner

With six exciting zones, your brand will be showcased alongside tantalising international delicacies, engaging activities, multicultural businesses and fun-filled sports games -
Youth Stage / Youth Zone / Children's Zone / Cultural Zone / Market Zone / World Food Zone

Highlights include:

- Exposure to an expected 5,000+ World of Cultures participants at a central Logan location.
- Exclusive and prominent branding on specific zone signage.
- Logo featured on printed marketing materials and event collateral (subject to timing).
- Acknowledgement in PR and media releases.
- Recognition of support in SSI's newsletters.
- Three additional invitations to the World of Cultures VIP Event.
- Acknowledgment as World of Cultures Zone Partner in event speeches.

\$10,000 +gst





World of Cultures VIP Event Partner

As a VIP Event Partner, your brand will be a prominent feature at the exclusive VIP event to be held within the Kingston Butter Factory.

Highlights include:

- Exposure to an expected 5000+ World of Cultures participants at a central Logan location.
- Logo featured on printed marketing materials and event collateral (subject to timing).
- Acknowledgement in PR and media releases.
- Recognition of support in SSI's newsletters.
- Two additional invitations to the World of Cultures VIP Event.
- Acknowledgment as World of Cultures VIP Event Partner in event speeches.

\$5,000 +gst



Additional Sponsorship

We have a limited number of additional sponsorship packages to elevate your brand at Logan's flagship multicultural event. Working alongside SSI, we are seeking a:

- Accessibility & Inclusion Partner
- Sustainability Partner
- Beverage Partner

Custom Sponsorship

**Got some ideas of your own?
We'd love to hear from you!**

We are keen to work together to unlock a unique sponsorship opportunity for your brand! Contact us today to discuss your objectives and we'll build a tailored package aligned to your budget.



SSI is a national not-for-profit organisation providing dedicated human and social services to a diverse Australia.

With community at the heart of everything we do, our purpose is create a world in which everyone has access to equal opportunities.

If you are interested in sponsoring World of Cultures in 2025 or would like further information, please contact:

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