

Partnership Invitation



Australia
now

Australia now cultural festival Brazil 2016



MULTI-MILLION DOLLAR FESTIVAL



MEDIA EXPOSURE



BRAND MARKETING



TAILORED PROMOTION



EMBASSY NETWORKS



SOCIAL MEDIA COVERAGE



Australian Government

Department of Foreign Affairs and Trade

Australia now cultural festival

what

A major festival in Brazil that will promote Australia as an innovative and inclusive nation and a top destination for Brazilian students, business, investors and tourists. This is the first time that Australia has focused its cultural diplomacy efforts on Latin America. It is a recognition of the enormous potential that Brazil offers.

where

Key urban centres in Brazil – São Paulo (27 million people), Rio de Janeiro (12 million people) – as well as the capital, Brasília, Belo Horizonte (home to a number of Australian mining companies) and targeted events in southern and north eastern Brazil and the Amazon.

when

April to May 2016, ahead of the Olympic and Paralympic Games in Rio de Janeiro.

why

Brazil will be the 6th largest economy in the world by 2050 and today has a population of over 200 million. The program will encourage Australia-Brazil relations on all levels and in particular will promote Australia as a key destination for Brazilian students, tourists, researchers and investors.

who

The program will be delivered in Brazil by the Australian Embassy in Brasília together with São Paulo-based Executive Producer, Mark Bromilow and in collaboration with Australian and Brazilian partners. The project is supported by the Public Diplomacy Branch of the Department of Foreign Affairs and Trade.



audience

The festival will engage Brazil's political, governmental, business and industry leaders and the Brazilian media, arts, science and education sectors. The festival also reaches out to young and influential Brazilians.

themes

**Innovation, connection,
community engagement.**

line-up

The program line-up will be finalised in December 2015, once financial partnerships have been cemented. A number of top Australia companies, artists and organisations have expressed their desire to be part of the festival. With additional funding, the festival is likely to include:

- Extraordinary Aboriginal and Torres Strait Islander performances and art exhibitions
- Major contemporary dance works
- A host of acclaimed and quirky musicians
- Leading sportspeople and Olympic hopefuls
- A travelling outdoor cinema
- Fun and interactive works for children and families

- Food and fashion events
- Virtual tours of Australian architecture
- A world-famous circus troupe
- A great line-up of Australian bands

The program will also feature Australia-Brazil creative collaborations and a large scale opening event in São Paulo.



investment

The Department of Foreign Affairs and Trade is a major contributor. Partnership opportunities are currently being offered to Australian state governments and universities, and Australian and Brazilian corporate sponsors.

promotion

The Australia now cultural festival will promote Australia as a sophisticated and outward-looking nation. It will communicate the importance of people, knowledge and ideas to the making of contemporary Australia: dynamic, prosperous, creative, culturally diverse and entrepreneurial.



Specifically, the festival will promote Australia's:

- Creative industries, which lie at the crossroads of the arts, culture, business and technology – notably fashion, architecture, design, the visual and performing arts and digital technologies;
- World-class education, research and innovation, which underpins its talented workforce and globally significant research and development opportunities;
- Tourism destinations, food and wine (Brazilians are one of the highest spending tourists in Australia);
- Potential as a lucrative investment destination, including in Northern Australia;
- Expertise in mining, agribusiness and financial services, which are the bedrock of current commercial ties.

The festival will also foster:

- New collaborations and business partnerships on issues ranging from the protection of Indigenous history and heritage, water management and climate adaptation, to individual efforts to break into Brazil's fashion and music markets.
- Inclusiveness, empowerment and gender-equality, through sport, Indigenous works, activities for children and young people and working with disadvantaged communities.

media

In addition to traditional media coverage of the events and key messages, we will undertake dynamic and sustained social media campaigns via Facebook, Twitter and Instagram as well as using our contacts in Brazilian TV to access millions of viewers.

ambassadors

High-profile Australians and Brazilians are being invited to be ambassadors for the festival, to draw crowds and generate superior media coverage.

The festival has the personal support of the Australian and Brazilian Foreign Ministers and the Brazilian Education Minister, as well as industry and government support in São Paulo.



contact

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Australia now cultural festival

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partnership packages

A limited number of partnerships are available. We look forward to working with you on a partnership package to suit your needs.

	GOLD	PLATINUM	DIAMOND
INVESTMENT	\$75.000 AUD	\$200.000 AUD	\$400.000 AUD
PARTNER REWARDS			
EVENTS			
An exclusive reception hosted by the Australian Ambassador to Brazil for the Partner and its guests	---	30 guests	60 guests
An exclusive dinner hosted by the Australian Ambassador to Brazil for the Partner and its guests	---	05 guests	11 guests
VIP invitations to the Opening Event in São Paulo	10	20	40
VIP invitations to each program event	04	10	20
Backstage passes to selected events	---	YES	YES
For governments: guaranteed content from your state/territory	---	YES	YES
ADVICE			
Discussions on how to best position your brand and/or product, market your organisation, meet potential Brazilian or Australian partners, promote sales and measure success	YES	YES	YES
RELATIONSHIPS			
Explicit association with the 2016 Australia now cultural festival	YES	YES	YES
Networking with senior Brazilian decision-makers and opinion leaders	YES	YES	YES
Networking with Australian and Brazilian business leaders	YES	YES	YES
Networking with Australian and Brazilian creative industry leaders and artists	YES	YES	YES
Strong working relationship with the Australian Embassy in Brazil	YES	YES	YES



	GOLD	PLATINUM	DIAMOND
INVESTMENT	\$75.000 AUD	\$200.000 AUD	\$400.000 AUD
BRANDING			
Logo and company details on website, program and promotional material	YES	YES	YES
On-site branding at all program events and official functions	YES	YES	YES
Mentions in traditional and social media and rights to content for own web and social media platforms	YES	YES	YES
Trademarks, Partner's web links and testimonials included in Australia now digital media	---	YES	YES
Merchandising rights, including a Partner-specific promotional stand at the launch and other events	---	YES	YES
Full-page advertisement in program	---	---	YES
Naming rights and signage for a stage, cinema screen or venue entrance (to be agreed)	---	---	YES
Additional branding and profile raising as agreed or as opportunities arise	---	YES	YES
Acknowledgment in all speeches	as appropriate	YES	YES
Acknowledgment in media kits, releases and interviews	as appropriate	YES	YES
If relevant, offer product as a draw prize at an agreed event(s)	---	YES	YES

In kind contributions or a combination of cash and in kind are also eligible.
Offers to sponsor a particular event may also be considered.

For more information and testimonials, see our partnership page on the web site of the Australian Embassy in Brazil.

🌐 www.brazil.embassy.gov.au

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Building bridges between Australia and Brazil
through culture and the arts.



Australian Government

Department of Foreign Affairs and Trade

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