



Desert
FESTIVAL
MPARNTWE • ALICE SPRINGS
27-29 SEPT 2024

2024 Desert Festival Sponsorship

Prepared by Red Hot Arts

ABOUT US

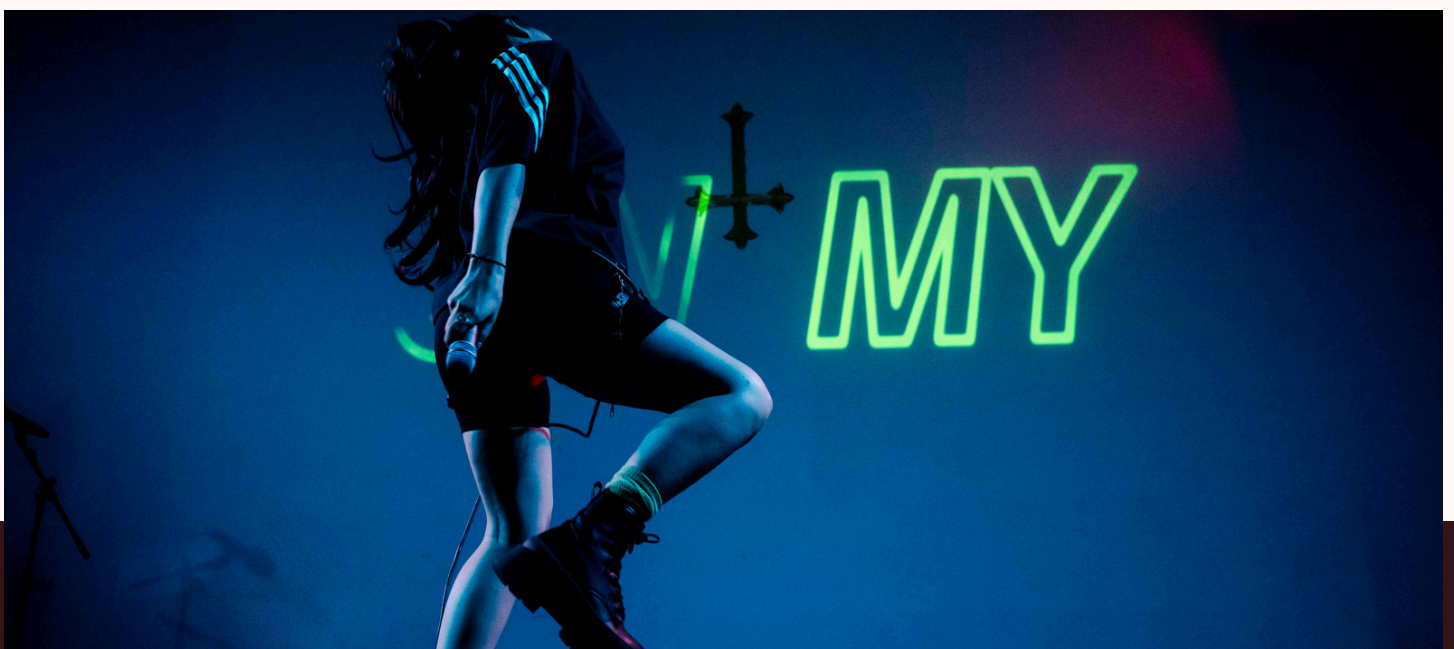
This year we are seeking sponsors for our 2024 Desert Festival and are offering partnerships tailored to your objectives, delivering measurable outcomes against your investment.

We would love to invite you for a conversation to discuss your sponsorship needs and how Desert Festival can cater to these.

Some examples of past benefits have included:

- Advertisements in our program guide (1/4 page, ½ page or full page)
- Logos on promotional material including the Desert Festival website
- Online marketing (banners) on ticketing portal
- Social media promotional offers (hashtags/post tagging, cross promotion, dedicated posts)
- Social media takeovers
- Stage naming rights
- Performance naming rights
- In kind provision/exchange of goods and/or services
- Benefits for your customers and staff, like ticket or bar discounts
- Physical promotional material displayed at the festival
- Post-event evaluation reports of outcomes against investments

Sponsors of Desert Festival, in addition to selected benefits, gain the privilege and reputation as supporters of local talent and Central Australian arts, setting you apart as stakeholders who believe in the strengths and talents of the Mparntwe and Central Australian people.



PACKAGES

\$500 - \$1900 Festival Friend

- Your logo in printed and online program and Desert Festival website

\$2000 - \$3900 Festival Supporter

- Your logo in printed and online program and Desert Festival website
- Your logo on signage at festival
- ¼ page advertisement in our printed and online program guide
- Social media sponsor tag and 2 social media posts
- Logos on advertising collateral including the Desert Festival website

\$4000 - \$5900 Star Partners

- Your logo in printed and online program and Desert Festival website
- Your logo on signage at festival
- ½ page advertisement in our program guide
- Your own physical promotional material displayed at the festival
- Social media sponsor tag and 2 social media posts
- General post-event evaluation report

\$6000+ Festival Partners

- Your logo in printed and online program and Desert Festival website
- Your logo on signage at festival
- Desert Festival EDM newsletter advertising (600+ subscribers)
- ½ page advertisement in our program guide
- Your own physical promotional material displayed at the festival
- Social media sponsor tag and 4 social media posts and social media takeover
- General post-event evaluation report of outcomes

\$10,000+ Distinguished Partners

- Your logo in printed and online program and Desert Festival website
- Your logo on signage at festival
- Desert Festival EDM newsletter advertising (600+ subscribers)
- Your logo on all advertising collateral (online and physical)
- Full page advertisement in our program guide
- Your own physical promotional material displayed at the festival
- Social media sponsor tag and 4 social media posts and social media takeover
- Staff and customer benefits and discounts
- Tailored post-event evaluation report of outcomes

\$20,000+ Major Partners

- Your logo in printed and online program and Desert Festival website
- Your logo on signage at festival
- Desert Festival EDM newsletter advertising (600+ subscribers)
- Your logo on all advertising collateral (online and physical)
- Full page advertisement in our program guide
- Your own physical promotional material displayed at the festival
- Social media sponsor tag and 4 social media posts and social media takeover
- Staff and customer discounts and benefits
- Naming rights (stage, full day/night, individual performances)
- Tailored post-event evaluation report of outcomes

DESERT FESTIVAL SNAPSHOT

Promo video <https://vimeo.com/924485504?share=copy>

Overview: <https://www.redhotarts.com.au/our-projects/desert-festival>

Desert Festival Website: <https://www.desfest.com/>

Tourism NT Directory: <https://www.discovercentralaustralia.com/things-to-do/events/event/106379-desert-festival-2024>

2023 Program: <https://www.desfest.com/festival-info/archive/program2023/>

Key figures:

- Average total live audience **5500**
- Online audience reach **80K**
- Target audiences = local Alice Springs community, NT based non-locals and tourists
- Desert Festival 2023 festival had a total spending impact of **\$1.2M**
- Over the past 2 years, up to 25% of our audience has been non-local, contributing **\$703,000** to local economy with a total spending impact of **\$1.6M**.
- 2023 audience survey found: outdoor banners are the most popular medium for audiences to find event information (**62%**), followed by Facebook (**58%**)
- Survey respondents consistently agree that Desert Festival evokes community pride and enhances their perception of Alice Springs as good area to live, visit and do business.
- Past sponsors have included Carlton United Brewery, Alice Springs Airport, Bendigo Bank, Alice Springs Town Council, Inspired NT, Gap Road Design, 8CCC Community Radio, Coleman's Printing, Alice Springs Brewing Company.
- Desert Festival employs 100% local crew and supports local businesses and sector peers, such as Music NT, 8CCC, ABC Alice Springs, Triptic, Desert Knowledge, Alice Springs Town Council, Children's Ground, AS Print, Bendigo Bank, Megafauna Central Alice Springs, Alice Springs Airport, Charles Darwin University, local accommodation providers, hotels, and other businesses.
- Desert Festival won the 2022 Metro Festival of the Year and the 2022 Brolga Award in Festivals & Events
- Red Hot Arts won the 2022 and 2023 Chamber of Commerce Excellence in Business (Non-Profit) and was NT runner up for both years.
- In 2023, the festival employed **191** artists, paying a total of **\$57,529** to performers. **183** of these were NT based artists.

ABOUT THE FESTIVAL

Desert Festival is an annual multi-arts festival, showcasing and celebrating Northern Territory arts and culture, held in Mparntwe/Alice Springs every September. Desert Festival is the only event that provides a multi-disciplinary platform for Central Australian artists from diverse cultural backgrounds, while also providing employment, mentoring and capacity building for local staff and crew. The festival has been running since 2001 and was the launching pad for several well-known regional events such as Bush Bands Bash and Desert Song.

Desert Festival celebrates the unique creativity found in the heart of Australia, offering an eclectic mix of performances that enriches the experience and offers something for everyone. The festival transforms local venues into pop-up hubs, re-imagining community spaces and strengthening a sense of place, creating a safe and enjoyable atmosphere.

Desert Festival not only provides a professional platform for Central Australian artists but has also become a cultural cornerstone, uniting local and visiting audiences in a celebration of creativity and the outback. Furthermore, it brings together otherwise disparate sectors of the community together over a love of the arts, essential for community cohesion and intercultural understanding.

Desert Festival's ongoing collaboration with local artists, its commitment to mentorship, and the inclusive curation process has transformed it into a beacon of cultural diversity and harmony, artistic excellence, and community engagement.

Finally, the festival brings significant local employment and economic benefits, supporting the town as a viable place to live. The Festival employs 80% local artists and 100% local arts workers (in comparison to other events which import interstate event crew).



DIVERSITY & ACCESSIBILITY

Desert Festival prides itself on being a space where diversity is valued and thrives. This is evident in programming choice which caters to a highly diverse audiences and celebrates their voices, such as First Nations, LGTBTIQ+, CALD, Youth, Disability and Women.

Our Diversity and First Nations Engagement Strategy outlines our sustainable inclusive practices and priorities that ensure Desert Festival:

- Is culturally safe and reflects the diversity of our audiences
- Remains accessible for all levels of ability, including wheelchair access
- Is a safe and welcoming environment where everyone feels they belong
- Has diversified programming and accessible services
- Has performance quotas
- Supports pathways to content creation and creative careers for minority communities via our Project Seed program

Desert Festival is programmed with minimum 30% First Nations and 30% LGBTIQA+ content, and consistently has up to 50% female-led content, providing a level of inclusion for minority groups that may find challenges in other festivals. Red Hot aims to improve engagement with First Nations, disability and CALD communities through the implementation of inclusion quotas and further development of our 2025-28 First Nations Engagement Strategy and Diversity, Access and Inclusion Strategy.

The festival is reviewed annually and adapted to meet audience needs, including recent developments of:

- Offering free and family friendly events
- Providing gender neutral toilets
- Providing non-alcoholic bar options
- Increasing accessibility features such as visual guides

SUSTAINABILITY

Things we do to look after the environment

- We have a partnership with Alice Springs Town Council and Cleanaway to provide two part recycling bins and rubbish is removed daily
- Our festival hub, Olive Pink Botanic Gardens is near the CBD, so people can use public transport, cycle or walk to minimise emissions
- Purchasing all key materials locally, minimising carbon emissions
- Employing local crew, contractors, local tech and AV suppliers and NT artists, minimising carbon emissions related to travel
- Using biomaterials, such as cups and cutlery. We also encourage people to bring their own reusable cups to reduce single-use items and to share their printed program or gift it to a friend.
- Using existing venues, minimising construction waste related to site builds

IMPACT

Desert Festival encourages and supports sustainable economic, social and cultural outcomes in regional communities.

Desert Festival is the only event that provides a multi-disciplinary platform for Central Australian artists from diverse cultural backgrounds, while also providing significant local employment and economic benefits, supporting the town as a viable place to live. The Festival employs 80% local artists and 100% local arts workers (in comparison to other events which import interstate event crew). In 2022, the festival contributed \$703,000 to local economy with a total spending impact of \$1.6M.

Desert Festival has a long consistent history of collaborations with local artists, communities, and organisations, including First Nations organisations such as Children's Ground, which ensures authentic representation of our region's culture and sustainable use of resources between organisations.

Stories are bridges that foster deeper understanding and stronger, more harmonious communities. By investing in local stories and showcasing local talent, Desert Festival bring otherwise disparate sectors of the community together over a love of the arts, a powerful conduit of social cohesion. 82% of 2022 attendees felt engaged and a sense of belonging at Desert Festival. Supporting emerging artists is essential for the growth and sustainability of both local and NT creative industries. Desert Festival allows the telling of stories which reflect life and our collective experiences in Central Australia, enhancing audience engagement and connection.

The festival also benefits the local community by fostering artistic innovation, empowerment, intercultural awareness, connection and understanding, while contributing to cultural diversity, social inclusion, economic development and sustainability.



PARTNERS

Desert Festival develops partnerships and networks which leverage financial or in-kind support for regional arts projects and encourage ongoing collaboration.

Our financial partnerships allow us to leverage this with other funding bodies, advocating for funds/resources and building on partnerships for regional events and promotion (e.g. with Tourism NT). We also leverage our long history of quality event production and artist support to continue to build local partnerships, promote Central Australian events, and make valuable contributions to NT tourism and our identity as a unique and interesting tourist destination. Financial partnerships allow the provision of local skills/career development for remote artists who otherwise struggle to access this due to their remote location. This is crucial not just for artistic development and innovation, but also for remote arts sector equity and the development of the Central Australian and NT arts sector.

Collaboration with local groups of artists and organisations ensures authentic representation of the region's culture and sustainable use of resources between organisations.

AUDIENCE ENGAGEMENT

Inclusivity extends to our audiences, ensuring everyone, regardless of age, gender, sexuality, ethnicity, or socioeconomic background, feels a sense of belonging. Additionally, we actively showcase underrepresented voices, promoting diversity in artistic expression. Through these efforts, the project becomes a vibrant tapestry of cultures and perspectives, fostering mutual respect and understanding among artists and audiences alike.

Finally, through our 2025-28 Audience Engagement Strategy, we build audiences and community engagement with the arts by ensuring that:

- Project Seed is relevant and responsive
- We invest in the creation of local content
- Performances and events speak to contemporary issues and reflect our region
- Audiences feel connected and their stories are reflected back to them
- Accessibility is embedded as a priority in our programming
- Programming is informed by regular audience evaluation

MARKETING

Up to 25% of attendees are non-local. The Festival attracts non-local visitors via:

- Targeted event marketing, including TV ad promotion during peak tourist season.
- Well-established relationship with Tourism Central Australia to improve the reach of the festival with non-local markets.
- Via performances & activities that speak to contemporary issues and engage audiences from all demographics, such as those developed in Project Seed.
- Via programming quality majority NT content that celebrates and showcases life and culture from the red centre, such as those developed in Project Seed.
- Programming is relevant, entertaining, representative, unique, adventurous, and inclusive.
- Free events allow diverse sectors of the community to participate as audiences, without financial barriers.
- The strong diversity and inclusion of the festival results in 94.8% of audiences reporting they felt the event made them feel the Northern Territory is an accepting and inclusive place.

OPPORTUNITY

Further, a recent RHA survey found that 83.6% of local artists face barriers accessing professional/skills development opportunities due to their remote location. Desert Festival offers financial and professional opportunities for artists who do not otherwise have access to this and are routinely excluded due to their remote location.

Finally, Desert Festival provides significant local employment and economic benefits, supporting the town as a viable place to live. The festival employs 80% local artists and 100% local arts workers (in comparison to other events which import interstate event crew), while providing ongoing benefits to local businesses and organisations (local accommodation, eateries, marketing, construction and production). In 2022, the festival contributed \$703,000 to local economy with a total spending impact of \$1.6M.

Desert Festival Sponsorship Packages						
	Friends	Supporting	Star	Festival	Distinguished	Major
	\$500 - \$1900	\$2,000 - \$3900	\$4,000 - \$5900	\$6K +	\$10K+	\$20K +
Your logo in program & on website	✓	✓	✓	✓	✓	✓
Your logo on signage at festival		✓	✓	✓	✓	✓
Desert Festival EDM newsletter advertising				✓	✓	✓
Logo on all other advertising collateral (e.g. posters)					✓	✓
¼ page advertisement in program guide		✓				
½ page advertisement in program guide			✓	✓		
Full page advertisement in program guide					✓	✓
Your own promotional material or signage displayed at the festival			✓	✓	✓	✓

	Friends	Supporting	Star	Festival	Distinguished	Major
Social media - sponsor tag	✓	✓	✓	✓	✓	✓
Social media - 2 festival posts		✓	✓	✓	✓	✓
Social media - 2 festival posts and social media takeover				✓	✓	✓
Staff & customer benefits/ discounts					✓	✓
Naming rights						✓
General post-event evaluation report			✓	✓		
Tailored post-event evaluation report					✓	✓