



MULTICULTURAL  
AUSTRALIA  
*it's who we are*

25

years creating welcome  
and belonging

2023 PROSPECTUS

**LUMINOUS**  
**LANTERN PARADE**

A close-up photograph of a man with traditional Indigenous Australian body paint. He has white paint on his face, including around his eyes and nose, and on his chest. He is holding a boomerang in his mouth. The background is blurred, showing what appears to be an indoor setting with lights.

## Acknowledgement of Country

Multicultural Australia acknowledges the traditional custodians of all the lands on which we meet, work and live. We recognise that this land has always been Aboriginal and Torres Strait Islander land and always will be.

We pay our respects to Aboriginal and Torres Strait Islander Elders - past, present, and emerging - and recognise the immense cultural and linguistic strength and diversity that has existed on this land for tens of thousands of years.

Every day, we work to welcome new Australians from across the world. As we do this, we acknowledge the history and current realities of our First Nations people and understand our individual and collective responsibility towards the achievement of justice, equality, and reconciliation.

# Your Invitation to Sponsor

On behalf of Multicultural Australia, I am excited to introduce you to our 2023 LUMINOUS Lantern Parade and invite you to partner with us as we celebrate 25 years of advancing multiculturalism in Queensland and welcoming new Queenslanders.

Sponsors play a significant role in helping us change the conversation about refugee and migrant communities in Queensland.

By partnering with us, your organisation will contribute to more meaningful engagement with multicultural communities as we recognise and celebrate our growing cultural diversity.

As a sponsor, you will help create welcome for new Queenslanders and give the wider community the opportunity to learn more about our culturally and linguistically diverse communities.

This year, Multicultural Australia celebrates 25 years of creating welcome and belonging - and for many of our clients and community, LUMINOUS holds great significance because of the warm messages of support and welcome they receive from the broader community. These interactions, which may seem minor to established Queenslanders, help new arrivals feel a greater sense of belonging in our society.

I invite you to walk with us on this journey of welcome, nurturing your connection with the multicultural community and publicly expressing your support of the value our migrant and refugee communities bring to our state.

Getting in early allows you to maximise your benefits and engagement with the community. Therefore, I strongly encourage you to get in touch with us today.

We look forward to creating welcome with you.

Warm regards,  
Christine Castley  
Chief Executive Officer  
Multicultural Australia





# About Luminous

The LUMINOUS Lantern Parade returns to South Bank Parklands in 2023.

A must-do event on the Brisbane calendar, LUMINOUS celebrates the many cultures, languages and worldviews of Queensland.

Now in its 16th year, LUMINOUS is Queensland's largest welcome event, capturing the imagination of Queenslanders with its spectacular use of light to symbolise hope and create welcome.

LUMINOUS attracts support across the community – from government, corporate and community organisations to indigenous elders, migrant and refugee communities, religious organisations, school groups and more.

The spectacular lantern procession begins at Flowstate, South Bank Parklands, winding its way on a short and symbolic walk down the promenade that takes in the sites of the city skyline.

The Parade ends at the South Bank Piazza with a vibrant world music concert that showcases the social and cultural contribution of the multicultural community.

This year Multicultural Australia will feature LUMINOUS in the Neighbourhood events across Brisbane and LUMINOUS in the Regions events in Toowoomba, Rockhampton, Townsville, the Lockyer Valley and Cairns, spreading the message of welcome to every person from every community.

# Parades and workshops

## **LUMINOUS Lantern Parade Friday, 9 June 2023**

The spectacular LUMINOUS Lantern Parade returns to South Bank Parklands, featuring a Partners and Supporters Function at Flowstate, and a free World Music Concert in the South Bank Piazza.

## **LUMINOUS in the Neighbourhood May to June 2023**

Our highly successful LUMINOUS in the Neighbourhood program will continue in 2023, bringing neighbourhoods together across Brisbane and Queensland at local events that celebrate the many cultures that call Australia home.

Neighbourhood events include:

- Redbank Plains Community Centre
- Mount Gravatt Community Centre
- Inala Community Centre
- Kingston East Neighbourhood Centre
- Zillmere Community Centre

## **LUMINOUS in the Regions May to August 2023**

Our regional LUMINOUS events are delivered in partnership with local community organisations, bringing communities together in Toowoomba, Rockhampton, Townsville, Cairns and the Lockyer Valley in celebration of our growing cultural diversity.

## **Lantern Making Workshops May to August 2023**

Multicultural Australia will partner with welcome hubs, community centres and regional partners to deliver lantern making workshops that promote community participation and cultural exchange.



# Gold Sponsorship | \$30,000

- World Music Stage naming rights
- On-stage speaking opportunity for your organisation
- Exclusive rights to conduct lantern-making workshops facilitated by LightnUp Inc
- Signage placement opportunities at the LUMINOUS Partners and Supporters function and World Music Concert area
- Exclusive invite to attend the LUMINOUS Partners and Supporters function at South Bank Parklands
- Opportunity to create a unique lantern for your organisation
- Priority placement in the parade
- Branded signage, including a welcome message, for your representatives, staff, and families to carry in the parade
- Reserved seating for your organisation's representatives at our World Music Concert
- Prominent positioning of your corporate logo on digital and print collateral at the event
- Prominent logo placement on all printed promotional material
- Dedicated social media post in the lead up to the event
- Dedicated profile as a Gold sponsor in email communications in the lead up to the event
- Corporate logo and a link to your website featured on the event landing page
- Written acknowledgement as a Gold sponsor of the event in our media release
- Verbal acknowledgement as a Gold sponsor of the event on the day
- Opportunity for an exclusive promotion to guests at the event
- Event branding available for use on your organisation's media, marketing and promotional materials, highlighting your partnership of the event.
- Featured in the post-event highlights video and social media content
- Feature in Multicultural Australia's Annual Report, distributed to corporates, government, and donors



# Silver Sponsorship | \$15,000

- On-stage speaking opportunity for your organisation
- One (1) large lantern of your choice to carry in the parade
- Prominent parade positioning
- Acknowledgement as the World Music Stage Lantern display provider in the South Bank Piazza or a speaking opportunity for a nominated representative at South Bank Piazza
- Branded signage, including a welcome message, for your representatives to carry in the parade
- Reserved seating for your organisation's representatives at our World Music Concert
- Prominent positioning of your corporate logo on digital and print collateral at the event
- Prominent logo placement on all printed promotional material
- Corporate logo and a link to your website featured on the event landing page
- Opportunity for an exclusive promotion to guests at the event
- Featured in the post-event highlights video and social media content
- Feature in Multicultural Australia's Annual Report, distributed to corporates, government, and donors

# Bronze Sponsorship | \$7,500

- One (1) large lantern of your choice to carry in the parade
- Prominent parade positioning
- Branded signage, including a welcome message, for your representatives, staff, and families to carry in the parade
- Three (3) invitations for your representatives to attend the LUMINOUS Partners and Supporters Function at South Bank
- Reserved seating for your organisation's representatives at our World Music Concert
- Prominent positioning of your corporate logo on digital and print collateral at the event
- Prominent logo placement on all printed promotional material as Bronze Sponsor
- Corporate logo and a link to your website featured on the event landing page
- Opportunity for a promotion to guests at the event
- Featured in the post-event highlights video and social media content

## Corporate Sponsorship | \$3,000

- One large lantern for your organisation to carry in the parade
- Branded signage, including a welcome message, for your representatives to carry in the parade
- Two (2) invitations to attend the LUMINOUS Partners and Supporters Function at South Bank Parklands
- Reserved seating for your organisation's representatives at our World Music Concert
- Corporate logo and a link to your website featured on the event landing page

## Community Sponsorship | \$1,500

- One lantern for your organisation to carry in the parade
- Branded signage, including a welcome message, for your representatives to carry in the parade
- One invitation to attend the LUMINOUS Partners and Supporters Function at South Bank Parklands
- Reserved seating for your organisation's representative at our World Music Concert
- Community logo and a link to your website featured on the event landing page

## Media Sponsorship

- One lantern for your organisation to carry in the parade
- Branded signage, including a welcome message, for your representatives to carry in the parade
- One invitation to attend the LUMINOUS Partners and Supporters Function at South Bank Parklands
- Reserved seating for your organisation's representatives at our World Music Concert
- Corporate logo and a link to your website featured on the event landing page



# Get in touch with us today

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