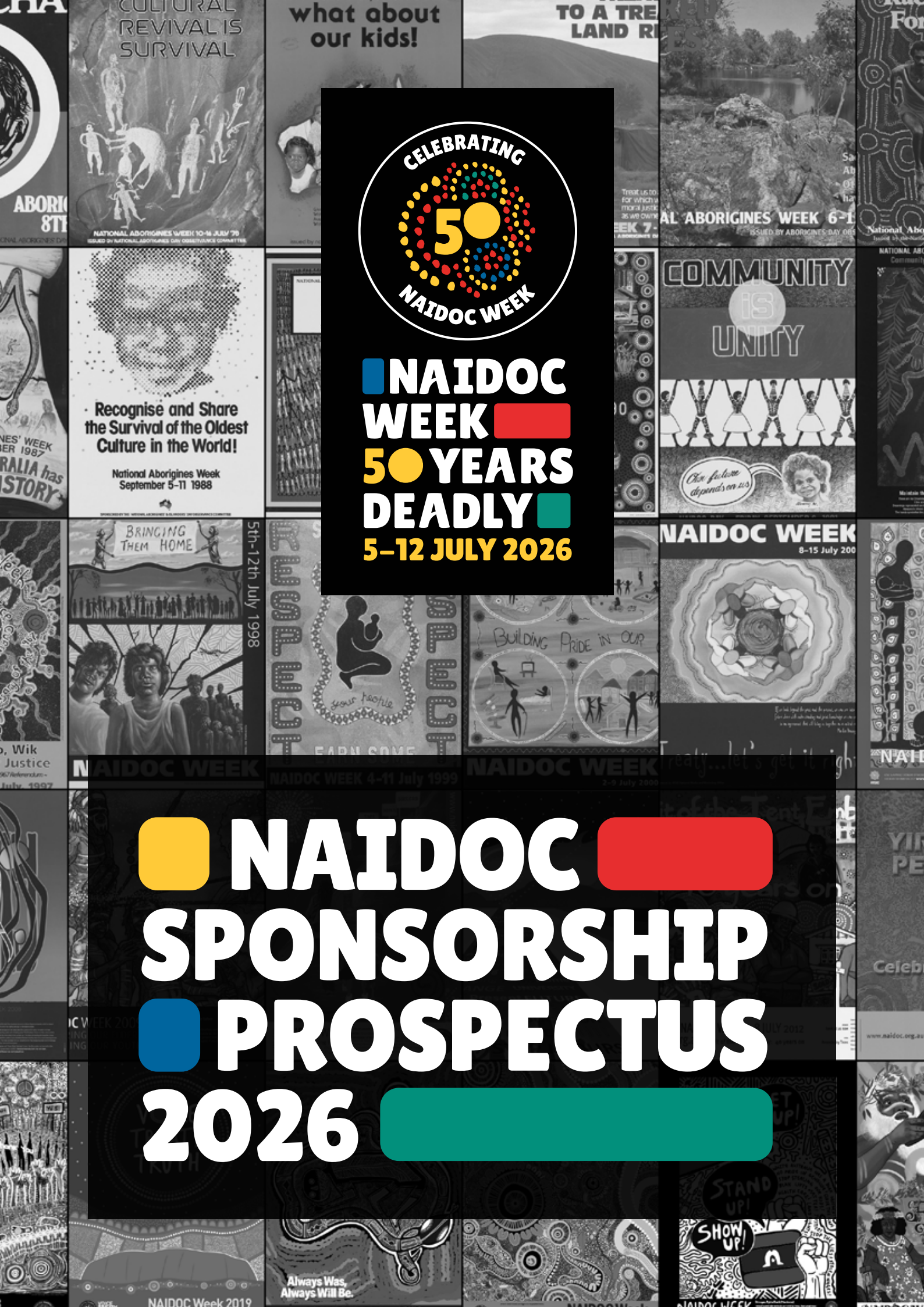




**NAIDOC WEEK**  
**50 YEARS DEADLY**  
**5-12 JULY 2026**

**NAIDOC SPONSORSHIP PROSPECTUS 2026**



# THE HISTORY OF NAIDOC

On 26 January 1938, while many Australians celebrated the 150th anniversary of the landing of the First Fleet, a group of over 1000 Aboriginal people gathered at Australia Hall in Sydney calling for full citizenship status and for laws to improve the lives of First Nations people. As one of the first major civil rights gatherings in the world, this day became known as the Day of Mourning. Since then, National NAIDOC Week has grown to become both a commemoration of the first Day of Mourning as well as a celebration of the history, culture and excellence of First Nations people. National NAIDOC Week is observed annually from the first Sunday in July until the following Sunday.

2024 National NAIDOC Awards  
Credit: Joseph Mayers





Aliwah Cultural Enterprise  
Credit: Joseph Mayers

# NAIDOC WEEK

NAIDOC Week celebrates the history, culture, and achievements of Aboriginal and Torres Strait Islander peoples. This is a nationally recognised opportunity for your organisation to showcase its commitment to Reconciliation, diversity, and inclusion while engaging with communities across Australia.

We invite your organisation to partner with us as a sponsor of NAIDOC Week 2026. Below are sponsorship packages tailored to align with your goals and values, with exclusive access to the prestigious NAIDOC Awards included.

# NATIONAL NAIDOC AWARDS CEREMONY

The National NAIDOC Awards Ceremony, held annually, honours the outstanding achievements and contributions First Nations people make in their communities and beyond. The National NAIDOC Committee has a long history of successfully delivering the National NAIDOC Awards Ceremony and VIP Event. This has been made possible through the engagement of government and corporate sponsors, in-kind support, and self-generated income streams such as ticketing fees. The National NAIDOC Awards Ceremony and VIP Event are entirely Aboriginal and/or Torres Strait Islander driven events managed and directed by the National NAIDOC Committee. As a sponsor, you are invited to work with us in genuine partnership to showcase the contributions of First Nations people to this nation.



Barkaa  
Credit: Joseph Mayers



From left to right: Lifetime Achievement Award Winner Michael Long, Carol Stanislaus, Leslie Turner and Minister for Indigenous Australians Malarndirri McCarthy  
Credit: Cole Baxter

## THEME NARRATIVE: "50 YEARS OF DEADLY"

For five decades, NAIDOC Week has celebrated the voices of our communities — steady, unapologetic, and proud. Each year, its themes have called for truth, celebrated culture, honoured resistance, and reminded the nation of who we are.

Fifty Years of Deadly marks a milestone. It's a tribute to the people who built this movement. the Elders who stood firm, the organisers who made space, the artists who turned resistance into expression, and the communities who keep showing up, year after year.

NAIDOC has always been more than a week — it's a platform, a protest, a celebration, and a statement of survival.

This moment is about looking back at the stories, the marches, the languages, the art, the leadership. At the strength it took to get here. It's about recognising how far we've come, not by chance, but because generations of people refused to be silenced.

It's also about the here and now, who we are today. Grounded in culture. Strong in our identity. Leading change across every field, from health and education to media, business, and the arts. We're telling our own stories, in our own way, on our own terms.

And it's about the future. The next 50 years. The young ones growing up proud. The return of language. The return to Country. The fight for justice continuing with new tools, new voices, and the same fire.

Fifty Years of Deadly is a marker, not just of time passed, but of the momentum still building. It's proof of what our people build when culture leads and community comes first. NAIDOC belongs to mob. It always has.

We honour what came before by continuing the work.

This is our story. This is our celebration. This is our future.

Still deadly. Always.



# ALICE SPRINGS – THE HEART OF AUSTRALIA

Alice Springs — known by the Arrernte people as Mparntwe — sits at the geographic and spiritual heart of Australia. More than a remote town, Mparntwe is a living cultural landscape shaped by thousands of generations of Arrernte custodians. It is a place where ancient songlines cross, where language is spoken and revitalised, and where Country continues to guide community life.

Framed by the dramatic ridgelines of Tjoritja (West MacDonnell Ranges) and grounded by the river red gums along Lhere Mparntwe (Todd River), the town carries a powerful sense of place. The red earth, expansive skies and sacred sites surrounding Mparntwe create an atmosphere unlike anywhere else in the country — deeply connected, resilient and proud.

Alice Springs welcome sign  
Credit: Kelly Grandin





Central Australia  
Credit: Kelly Grandin



# A PLACE OF LIVING CULTURE

Mparntwe is home to a vibrant First Nations population representing communities from across Central Australia, including Anmatyerr, Warlpiri, Pitjantjatjara, Luritja and many others. It is a regional hub for art centres, ranger programs, language revitalisation initiatives and community-controlled organisations that lead in health, education, land management and cultural preservation.

Art from Central Australia is internationally renowned, and Mparntwe is a gateway to some of the most significant Aboriginal art movements in the world. Storytelling, song, dance and visual expression remain central to everyday life, not as relics of the past, but as active, evolving practices.

# CULTURAL AND NATIONAL SIGNIFICANCE

Hosting NAIDOC Week in Mparntwe places the national spotlight on a town that embodies resilience and leadership. It is a place where culture is not symbolic, it is lived. Elders hold knowledge passed down through millennia. Young people are leading in sport, business, creative industries and advocacy. Community organisations are shaping the future through self-determination and innovation

Mparntwe has long been a meeting place being geographically central and culturally significant. Bringing NAIDOC Week here reinforces the importance of gathering on Country, honouring local custodians, and celebrating national excellence from the heart of the continent.

# DESTINATION AND EXPERIENCE

As a Destination NAIDOC, Mparntwe offers visitors more than events — it offers immersion in Country. Visitors can experience sunrise over Tjoritja, walk along Lhere Mparntwe, engage with local artists, and participate in community-led celebrations grounded in Arrernte protocol and hospitality.

The landscape itself becomes part of the story: ancient rock formations, desert oaks and open skies creating a powerful setting for reflection, celebration and unity.

Central Australia  
Credit: Kelly Grandin





Alice Springs  
Credit: Kelly Grandin

# NATIONAL NAIDOC AWARDS

The National NAIDOC Awards Ceremony is the centrepiece of the week — a prestigious national event recognising the outstanding achievements of Aboriginal and Torres Strait Islander peoples.

Held in the heart of Australia on Arrernte Country, the ceremony will honour excellence across categories including leadership, sport, education, creativity, youth achievement and Caring for Country.

Bringing the Awards to Mparntwe adds profound cultural significance — celebrating national excellence in a place where culture has been practiced and protected for tens of thousands of years

## VIP EVENT

The VIP Event will bring together nominees, Elders, government representatives, sponsors, corporate partners and national leaders, and the launching of our educational partners, educational document for all levels of education, for an exclusive gathering in a culturally significant setting.

This event provides:

- » High-level networking opportunities
- » Direct engagement with First Nations leaders and changemakers
- » Cultural performances and storytelling
- » Premium hospitality experience

It is a key partnership touchpoint, reinforcing meaningful collaboration and genuine engagement.



# FAMILY FUN DAY

The Family Fun Day will be a free, large-scale community celebration open to all.

This vibrant event will feature:

- » Live music and headline First Nations artists
- » Traditional dance performances
- » Children’s activities and cultural workshops
- » Food vendors and local market stalls
- » Art and craft showcases

Family Fun Day ensures NAIDOC remains grounded in community — accessible, inclusive and welcoming to all generations.

# NAIDOC PRIDE

NAIDOC Pride celebrates the strength and diversity of LGBTQIA+SB First Nations communities. This dedicated event will create a safe, inclusive and joyful space that honours identity, visibility and belonging.

Through performance, storytelling and celebration, NAIDOC Pride reflects the evolving and dynamic nature of culture — grounded in tradition while embracing contemporary expression.

# A FULL WEEK OF EVENTS IN MPARNTWE

Beyond the flagship events, NAIDOC Week 2026 will activate Mparntwe across the entire week with exhibitions, community-led gatherings, youth programs, sporting activities, business forums and cultural experiences.

As a Destination NAIDOC, visitors will not only attend events — they will experience Country. From sunrise over Tjoritja to evening celebrations under Central Australian skies, NAIDOC Week 2026 in Mparntwe will be a powerful gathering of culture, community and national pride.

In the heart of Australia, on Arrernte Country, the nation will come together — still deadly, always.





# THE IMPACT AND SCALE OF NAIDOC WEEK

For more than 50 years, NAIDOC Week has grown from a civil rights movement into one of Australia’s most significant national observances. What began as a Day of Mourning in 1938 has evolved into a week-long celebration and recognition of the history, culture and achievements of Aboriginal and Torres Strait Islander peoples — marked in communities across the entire country.

## A NATIONWIDE MOVEMENT

NAIDOC is not confined to one city or one event. Each year, hundreds of official NAIDOC events are held across metropolitan, regional and remote Australia — from capital cities to remote communities. Schools, universities, government departments, corporations, councils and community organisations actively participate, making NAIDOC one of the most widely recognised cultural weeks on the national calendar.

The National NAIDOC Awards Ceremony alone attracts over 1,600 attendees, consistently selling out and drawing senior leaders from government, business, sport, the arts and community sectors.



Central Australia  
Credit: Alex Hands



# DIGITAL AND MEDIA REACH

NAIDOC's digital footprint continues to expand year on year:

- » National NAIDOC social media channels reach 125,000+ followers across platforms.
- » NAIDOC-related content on Indigenous.gov.au recorded 1.4 million unique Instagram hits.
- » The National NAIDOC Newsletter connects with 35,000+ subscribers, achieving above-industry-average engagement rates.
- » In 2025, official NAIDOC Education Materials were downloaded over 100,000 times, demonstrating strong uptake by educators and organisations nationwide.

This combination of on-the-ground participation and national digital engagement creates a powerful amplification effect extending NAIDOC's visibility far beyond the week itself.



# EDUCATIONAL AND GENERATIONAL INFLUENCE

NAIDOC Week plays a critical role in shaping understanding across generations. With tens of thousands of education resource downloads annually, NAIDOC influences classrooms across Australia — embedding cultural awareness, truth-telling and recognition into early learning, primary, secondary and tertiary education settings.

The impact is intergenerational: Elders are honoured, current leaders are celebrated, and young people are recognised and inspired.



# CULTURAL, SOCIAL AND ECONOMIC IMPACT

NAIDOC Week generates measurable economic activity through event delivery, tourism, hospitality and local procurement. More importantly, it delivers enduring social impact:

- » Elevating First Nations leadership and excellence
- » Strengthening community pride and identity
- » Encouraging national conversations around reconciliation and justice
- » Providing a platform for Indigenous-led governance and storytelling

Few national initiatives combine community ownership, cultural authority and cross-sector engagement at this scale.



## A NATIONAL PLATFORM WITH ENDURING INFLUENCE

NAIDOC Week is more than a commemorative event. It is a nationally recognised platform that unites communities, institutions and industries in celebration and reflection. Its scale is reflected not only in attendance and digital metrics, but in its longevity, credibility and deep-rooted community connection.

After more than five decades, NAIDOC remains one of the most powerful and unifying cultural movements in Australia and its impact continues to grow each year.



# AWARD CATEGORIES

## NAIDOC PERSON AWARD

The National NAIDOC Person Award recognises the demonstrated excellence of a person who has helped make a difference to individual Aboriginal and Torres Strait Islander communities or more broadly, including nationally.

## NAIDOC LIFETIME ACHIEVEMENT AWARD

The National NAIDOC Lifetime Achievement Award recognises an individual for their lifetime commitment to Aboriginal and Torres Strait Islander communities. The award recognises the person's achievements, and demonstrated leadership over many years as well as demonstrated community involvement, and commitment at the local, regional and/or national levels.

## NAIDOC FEMALE AND MALE ELDER AWARD

The National NAIDOC Female Elder Award and National NAIDOC Male Elder Award recognises respected and inspirational Aboriginal and Torres Strait Islander role models and leaders. The award seeks to recognise an individual who has shown long term demonstrable commitment and contribution to empowering Aboriginal and Torres Strait Islander people, as well as demonstrated involvement in the Aboriginal and Torres Strait Islander communities at the local, regional, and/or national levels.

### 2025 FEMALE ELDER OF THE YEAR, AUNTY ROSALIE KICKETT

Credit: Joseph Mayers





**IN 2025 THE NATIONAL NAIDOC EDUCATION MATERIALS WERE VIEWED 102,823 TIMES**



## **NAIDOC SPORTSPERSON AWARD**

The National NAIDOC Sportsperson Award recognises accomplished Aboriginal and Torres Strait Islander athletes or sporting leaders who have promoted or developed sport in their community and served as inspirational role models for Aboriginal and Torres Strait Islander peoples and the broader Australian community.

## **NAIDOC YOUTH AWARD**

The National NAIDOC Youth Award recognises exceptional young people who are aged 16-25 years as at the beginning of NAIDOC Week. This award seeks to recognise young people who are inspirational role models for Aboriginal and Torres Strait Islander people and the broader Australian community, as well taking into consideration the individual's future goals and likely impact.

## **NAIDOC EDUCATION AWARD**

The National NAIDOC Education Award recognises exceptional individuals and groups in the education sector (including early childhood, primary, secondary, tertiary, vocational, and any other education groups).

## **NAIDOC CREATIVE TALENT AWARD**

The National NAIDOC Creative Talent Award recognises Aboriginal and Torres Strait Islander creatives including writers, poets, illustrators and artists of traditional, contemporary and experimental visual arts, crafts and design. The award is open to outstanding individuals/groups in the performing arts sector including television, music, theatre, dance, online and emerging technologies.

## **NAIDOC CARING FOR COUNTRY AND CULTURE AWARD**

The Caring for Country and Culture Award recognises the contribution of Aboriginal and Torres Strait Islander people and communities who care for, protect, and nurture Country and culture. Nominees are those who are revitalising or teaching language, dance or traditions, conserving our lands and waters and protecting our environment for future generations, or who are sharing and preserving culture.

# PAST WINNERS

## **DEBORAH MAILMAN 2003**

National NAIDOC Person Award

## **BOBBI LOCKYER 2021**

National NAIDOC Artist Award

## **THE KOORI MAIL 2022**

National NAIDOC Innovation Award

## **AUNTY DR. MATILDA HOUSE-WILLIAMS 2023**

National NAIDOC Female  
Elder of the Year

## **LALA GUTCHEN 2023**

National NAIDOC Caring for Country  
and Culture Award

## **ALEX WINWOOD 2024**

National NAIDOC Sportsperson Award

## **WALPIRI EDUCATION & TRAINING TRUST 2024**

National NAIDOC Education Award

## **AUNTY DULCIE FLOWER 2024**

National NAIDOC Lifetime  
Achievement Award

## **DANTE RODRIGUES 2024**

National NAIDOC Youth Award

## **AUNTY MURIEL BAMBLETT 2024**

National NAIDOC Person Award

**SEE ALL PREVIOUS  
WINNERS HERE.**





**ZIPPORAH  
CORSA-ANU**

Credit: Joseph Mayers



# BUILD GENUINE PARTNERSHIPS

There is no other week - or celebration - as meaningful as NAIDOC Week to First Nations people. By sponsoring National NAIDOC Week, your organisation has the opportunity to build a genuine partnership with a highly respected and well-recognised brand that is distinctly valued by the communities it serves.

This partnership allows you the opportunity to demonstrate your leadership and highlight your commitment to Aboriginal and/or Torres Strait Islander peoples.



From left to right: Libby Collins, National NAIDOC Committee Co-Chair, Steven Satour, Rhanna Collins from NITV and JP Janke  
Credit: Joseph Mayers



2025 National NAIDOC Awards  
Credit: Cole Baxter

# PAST SPONSORS



Australian Government  
National Indigenous  
Australians Agency



NIAA



Government of  
South Australia



Commonwealth Bank



AIATSIS



Aboriginal Health Council  
of South Australia Ltd.



THE UNIVERSITY OF  
SYDNEY





coles



Commonwealth Bank

2025 National NAIDOC Awards

Credit: Cole Baxter



# LEVERAGE YOUR SPONSORSHIP

The NAIDOC brand represents authenticity and cultural integrity. The National NAIDOC Awards Ceremony is the premiere event of National NAIDOC Week with tickets selling-out every year. Attended by over 1,600 guests, the National NAIDOC Awards Ceremony is community driven and enjoys significant community buy-in. Your commitment will provide a wealth of networking business opportunities and the opportunity to meet emerging and established Aboriginal and/or Torres Strait Islander leaders.

Additionally, the National NAIDOC Awards ceremony enjoys significant reach across all social media platforms with over 1.4 million unique hits received on the Indigenous.gov.au Instagram page in 2023. The National NAIDOC Week social media channels (Facebook, Instagram, and Twitter) combined have over 125,000 subscribers. The National NAIDOC Week Newsletter has over 15,000 subscribers and an above industry average open and click rate.





Barkaa  
Credit: Jillian Mundy

# SPONSORSHIP TIERS

.....

## GOLD

\$200,000+

.....

## SILVER

\$100,000+

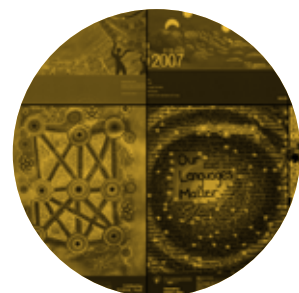
.....

## BRONZE

\$50,000+

.....

## +CUSTOM SPONSORSHIP ADD-ONS



# GOLD SPONSOR

**\$200,000+**

**(Limited to 7)**

Sponsorship benefits include:

- + Year-round brand exposure through NAIDOC's digital and social media channels.
- + Logo placement on select event materials, merchandise, and digital campaigns.
- + Recognition as a supporter of pride initiatives or other key projects.
- + 4 Tickets to the VIP Event.
- + Full VIP Table (10 tickets) at the NAIDOC Awards with premium seating.
- + Mentions in press releases and social media campaigns.
- + Recognition at select NAIDOC community events.
- + Opportunity to be featured in NAIDOC's community outreach programs and speaking engagements.
- + Invitation to exclusive networking events with Indigenous leaders and stakeholders.

# SILVER SPONSOR

**\$100,000+**

**(Limited to 10)**

Sponsorship benefits include:

- + Recognition as a Silver Sponsor on event collateral, digital assets, and merchandise.
- + Logo placement on the NAIDOC Week website and social media.
- + 2 Tickets to the VIP Event.
- + 4 VIP Tickets to the NAIDOC Awards with reserved seating.
- + Invitations to select NAIDOC Week networking events.



# BRONZE SPONSOR

**\$50,000+**

Sponsorship benefits include:

- + Logo placement on the NAIDOC Week website and official program.
- + Recognition as a Bronze Sponsor in select event materials.
- + 2 Tickets to the VIP Event.
- + 2 VIP Tickets to the NAIDOC Awards.

# NAIDOC MERCHANDISE CAMPAIGN - \$50,000

- + Logo placement on official NAIDOC merchandise (shirts, tote bags, and promotional items).
- + Inclusion in the official merchandise distribution program with community organizations.

# NAIDOC AWARDS SUPPORTER/IN-KIND CONTRIBUTOR - NEGOTIABLE

- + Branding opportunities during the NAIDOC Awards gala.
- + Option to provide in-kind support (e.g., travel, accommodation, services).



# WHERE YOUR SPONSORSHIP GOES

Supporting NAIDOC Year-Round Your sponsorship is a direct investment in the National NAIDOC Committee's year-round operations, ensuring that the mission of NAIDOC continues beyond just one week of celebration. Funds raised through sponsorships help:

- » Support the National NAIDOC Committee's work in advocating for and promoting Indigenous culture and achievements across Australia.
- » Fund educational initiatives, and community programs designed to uplift Indigenous voices.
- » Provide resources and support for Indigenous-led initiatives that drive cultural preservation and self-determination.
- » Expand national and regional NAIDOC events, ensuring accessibility and greater community participation.

# BENEFITS OF SPONSORSHIP

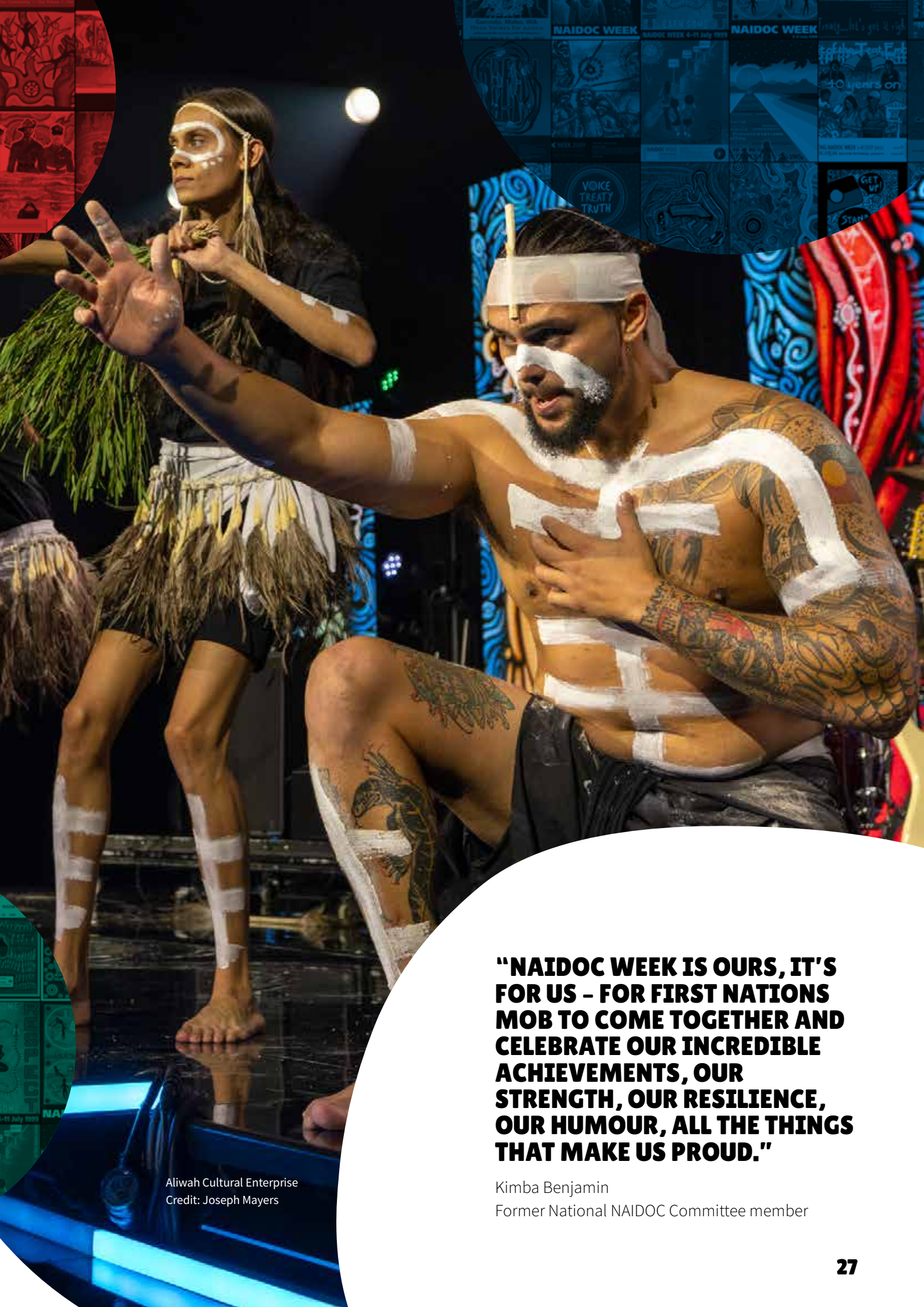
- » Alignment with NAIDOC's core mission to celebrate and honor First Nations culture.
- » Access to a highly engaged and diverse audience.
- » Enhanced brand recognition through extensive event promotion.
- » Networking opportunities with influential stakeholders.
- » Contribution to Indigenous-led programs and community-driven initiatives.

# CONTACT US

For sponsorship inquiries, please contact [NAIDOC-secretariat@niaa.gov.au](mailto:NAIDOC-secretariat@niaa.gov.au)

**JOIN US IN MAKING NAIDOC WEEK 2026 AN UNFORGETTABLE CELEBRATION OF CULTURE, HISTORY, AND COMMUNITY!**





**"NAIDOC WEEK IS OURS, IT'S FOR US – FOR FIRST NATIONS MOB TO COME TOGETHER AND CELEBRATE OUR INCREDIBLE ACHIEVEMENTS, OUR STRENGTH, OUR RESILIENCE, OUR HUMOUR, ALL THE THINGS THAT MAKE US PROUD."**

Kimba Benjamin  
Former National NAIDOC Committee member

Aliwah Cultural Enterprise  
Credit: Joseph Mayers

# ETHICAL PARTNERSHIPS ETHOS

The National NAIDOC Committee has identified the following industry sectors and activities that do not align with our values.

These include:

- » Organisations that profit from the destruction, exploitation or appropriation of Aboriginal and/or Torres Strait Islander peoples, cultures, communities and land
- » Armaments manufacture or export
- » Gambling establishments such as casinos and bookmakers where the primary business is wagering (Licensed clubs and venues may be considered)
- » Artwork, products and activities involving the perceived objectification and manipulation of children, women or men (including magazines, books, calendars, films and websites)
- » Pornography
- » Practices that conflict with NAIDOC values.



# FURTHER INFORMATION

For further information regarding sponsorship, please contact the National NAIDOC Committee at: [NAIDOC-Secretariat@niaa.gov.au](mailto:NAIDOC-Secretariat@niaa.gov.au)



Mui Mui Bumer Gedlam Dance Group  
Credit: Jillian Mundy



NATIONAL ABORIGINES WEEK  
12TH JULY 1974



SELF-DETERMINATION

9 JULY 1976

Truganini  
When she was 100 years old she was still  
fit to work. She was the last of her race.  
She died in 1876. She was buried in 1976.  
She was the last of her race.  
She was the last of her race.

TRUGANINI LAST OF HER PEOPLE  
BORN 18?? - DIED 1876 - BURIED 1976  
RECEIVED HER LAND RIGHTS AT LAST

ABORIGINES WEEK

ENDUM  
...JUSTICE...  
...ATION... DIGNITY?  
...DISCRIMINATORY  
...ST  
...DISCRIMINATION

ABORIGINES WEEK

CULTURAL  
REVIVAL IS  
SURVIVAL

NATIONAL ABORIGINES WEEK 10-14 JULY 78  
ISSUED BY NATIONAL ABORIGINES DAY COORDINATING COMMITTEE

what about  
our kids!

How is your child  
How is your child  
How is your child  
How is your child

ISSUED BY NATIONAL ABORIGINES DAY COORDINATING COMMITTEE

UNDERSTANDING  
it takes the two of us.

National  
Aborigines Week  
SEPTEMBER 9-15  
Celebrating International Youth Year 1985  
Issued by the National Aborigines Day Coordinating Committee

NATIONAL  
ABORIGINES'  
WEEK  
SEPTEMBER 6-14 • 1986

and Share  
of the Oldest  
the World!

Aborigines Week  
5-11 1988

and Share  
of the Oldest  
the World!

Aborigines Week  
5-11 1988

NATIONAL ABORIGINES AND ISLANDERS DAY COORDINATING COMMITTEE

NAIDOC WEEK  
SEPTEMBER 4 - 10 1989

THE PARTY IS OVER  
LET'S BE TOGETHER  
AS AN ABORIGINAL NATION

CELEBRATING

NAIDOC WEEK

[WWW.NAIDOC.ORG.AU](http://WWW.NAIDOC.ORG.AU)

JUSTICE  
NOT TOLERANCE

NAIDOC Week • 9-16 July 1995  
COMMUNITY IS UNITY

WEEK

WEEK

5th-12th July 1998

WEEK

SHOW SOME  
RESPECT  
EARN SOME

NAIDOC WEEK 4-11 July

NATIONAL  
NAIDOC WEEK  
Respect the Past - Believe in the Future

8-15 July  
2007  
50 years Looking

8-15 July  
2007  
50 years Looking

NAIDOC WEEK 2009  
HONOURING OUR ELDERLY  
HONOURING OUR YOUTH

NAIDOC WEEK 2009  
HONOURING OUR ELDERLY  
HONOURING OUR YOUTH

NAIDOC WEEK  
4-11 July  
2010

Our  
Languages  
Matter

NAIDOC Week 2018

NAIDOC Week 2019

VOICE  
TREATY  
TRUTH

NAIDOC Week 2019

Always Was,  
Always Will Be.