

Sponsorship prospectus

2026

Celebrating Diversity

A sponsorship opportunity that captures the essence of inclusion, cultural celebration & partnership

Contact

Phone 07 5620 3900

Email marketing@mccgc.org.au

Why Join Us

At MCCGC, multiculturalism is not just embraced—it is lived and celebrated. By partnering with us, your organisation and your team can:



Transform

Transform lives by creating pathways to inclusion, empowerment, and independence.



Build

Build bridges between cultures and forge connections that enrich and strengthen communities.



Contribute

Contribute to a legacy of care, resilience, and unity, inspiring future generations.

Let's create a future where diversity shines as our greatest strength. Together, we can weave a brighter tomorrow - one where every voice matters, every culture is celebrated, and every person is empowered to thrive.



Our Impact & Reach



Connecting Cultures & Enriching Our Community

For over four decades, MCCGC and its partners have been at the forefront of empowering and connecting multicultural communities on the Gold Coast. Our impact is built on a foundation of inclusivity, collaboration, and advocacy, reaching thousands of individuals and families each year.

Through our work, we strengthen cultural ties, promote understanding, and celebrate the vibrant diversity that defines the Gold Coast.

Some key highlights of our reach and the difference we make in the community can be seen here.

- Over 40 years of **enriching and empowering multicultural communities** across the Gold Coast region.
- **Access to over 500 community leaders** and **181,800 Gold Coast residents** from multicultural backgrounds.
- **Reaching a digital audience of 10,000+** social media followers and 5,743 newsletter subscribers.
- **Engaging 4,499 clients** through tailored programs and services annually.
- **Advocating for unity and celebrating diversity** through vibrant cultural events and impactful initiatives.



Our Flagship Events

Across the calendar year, MCCGC hosts several flagship cultural events. These events are at the heart of what we do, bringing people together to celebrate diversity, promote understanding, and foster a sense of belonging. From festive gatherings to impactful educational workshops, each event creates a platform for connection and an opportunity to showcase your support for our community.

Upcoming Event Schedule for 2026

MCCGC's event schedule can vary throughout the year, depending on sponsor support, community need and government funding. Included in this prospectus is an example of our existing community events, with more opportunities on the horizon.



Sponsorship Packages



Gold Package

As a Gold Sponsor, you will enjoy premier visibility and engagement opportunities:

- Prime logo placement at 4 select flagship events.
- Acknowledgment in speeches and media coverage.
- Opportunity for representative to be a guest speaker at 1 select flagship event.
- Featured in MCCGC newsletters and promotional materials.
- 1 x dedicated social media post in the lead-up to each of the 4 select flagship events.
- 1 x logo with a link to your website on our sponsors and partner's page.
- 1 x core flute sign with your corporate logo for the 2025 Luminous Parade.
- Acknowledgment in the 2025 MCCGC Annual Report, distributed to corporates, governments, and community leaders.
- Activation opportunity at 4 select flagship events.
- 4 x invitations to select flagship events (4).
- Complementary workplace Cultural Advantage Audit. Cultural Training Sessions are offered as an optional add-on to sponsorship—refer to page 15 for further details.

\$15,000



Silver Package

As a Silver Sponsor, your partnership includes:

- Logo placement at 3 select flagship events
- Mention in newsletters and social media
- 1 x dedicated social media post in the lead-up to each of the 3 select flagship events
- 1 x logo with a link to your website on our sponsors and partner's page
- 1 x core flute sign with your corporate logo for the Luminous Parade
- Activation opportunity at 3 select flagship events.
- 4 x invitations to select flagship events (3).

\$10,000



Kindly note that the flagship events mentioned in this prospectus serve as examples from our current event schedule. Throughout the calendar year, there are numerous other events open for sponsor involvement. The included events are finalised upon completion of the sponsorship agreement.

Sponsorship Packages Continued ..



Bronze Package

As a Bronze Sponsor, your partnership includes:

- 1 x mention in newsletters and social media.
- 1 x dedicated social media post in the lead-up to each of the 2 select flagship events.
- 1 x logo with a link to your website on our sponsors and partner's page.
- 1 x core flute sign with your corporate logo for the Luminous in the regions parade.
- Activation opportunity at 2 of our flagship community events.
- 2 x invitation to select flagship events.

\$5,000



Blue Package

As a Blue Sponsor, your partnership includes:

- 1 x mention in newsletter and social media.
- 1 x dedicated social media post in the lead-up to 1 of the selected flagship events.
- 1 x logo with a link to your website on our sponsors and partner's page.
- Activation opportunity at 1 of our flagship community events.
- 2 x invitation to selected flagship event.

\$2,500

Supporter Sponsor

As a Supporter Sponsor, your partnership includes:

- 1 x social media mention in the lead-up to 1 of the selected flagship events.
- 1 x logo with a link to your website on our sponsors and partner's page.
- 1 x banner or flag display at selected flagship event.
- 1 x invitation to selected flagship event.

\$1,000

Kindly note that the flagship events mentioned in this prospectus serve as examples from our current event schedule. Throughout the calendar year, there are numerous other events open for sponsor involvement. The included events are finalised upon completion of the sponsorship agreement.





How to Become a Sponsor

Ready to make a difference in the lives of diverse communities? Becoming a sponsor is your chance to support impactful initiatives, foster inclusivity, and celebrate diversity.

Whether you're looking to partner with us, contribute resources, or explore tailored opportunities to make a lasting impact, we're here to guide your organisation every step of the way.

Get in touch

Contact Emily Clauss
Phone (07) 5620 3900
Website www.mccgc.org.au
Email marketing@mccgc.org.au
Address 1.02 / 60 High Street, Southport Qld 4215

Next Step

Signed and agreed to by: _____

Organisation: _____

Date: _____

Sponsorship Package _____