



# Sponsorship prospectus



2026

## Celebrating Diversity

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

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# Welcome to MCCGC

Welcome to the Multicultural Communities Council of the Gold Coast (MCCGC), where diversity is not just celebrated - it is embraced and woven into the fabric of our organisation. As the peak body for multiculturalism on the Gold Coast for over 40 years, we have been driving positive change and creating opportunities for individuals from culturally and linguistically diverse (CALD) backgrounds. We invite you to join us on this journey to empower individuals, strengthen cultural communities within the Gold Coast, and help us continue to build an inclusive society where everyone belongs.

Our journey is one of bold advocacy and heartfelt collaboration. As a trusted partner to government agencies and community leaders, we bridge gaps, identify critical migration needs, and amplify the voices of multicultural communities. Advocacy is woven into the very fabric of our organisation, driving every program, initiative, and partnership we undertake.

Each year, we celebrate the strength, resilience, and vibrance of our multicultural community through meaningful events. These annual gatherings bring together our staff, cultural leaders, the community, and partners to build bridges across cultures and foster connections that strengthen our society. Our events offer moments to honour the past, inspire the future, and reaffirm our commitment to a society where diversity is cherished, and every individual can thrive.

Through every initiative, we nurture a culture of compassion and respect, ensuring no one is left behind. From refugees seeking safety to seniors building connections, from communities longing for belonging to youth who hold the keys to our future, our work uplifts lives, inspires hope, and empowers communities.

WELCOME!



Luminous Parade

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## Acknowledgement of Country

We acknowledge the Traditional Custodians of the lands on which we operate, the Kombumerri people, the Gubbi Gubbi people, the Jinibara people, the Turrbal people, the Quandamooka people, and the Bundjalung people. We pay our respect to Elders past, present and emerging. We extend our respect to all Aboriginal and Torres Strait Islander peoples and acknowledge their ongoing connection to land, sea, culture and community.

# 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.



# Benefits for Sponsor

Partnering with MCCGC is more than just sponsorship—it's an opportunity to champion diversity, build connections, and make a meaningful impact.

By aligning with us, you can amplify your organisation's values and play a pivotal role in empowering multicultural communities on the Gold Coast. Together, we can create lasting change and celebrate the vibrance of our united, inclusive society.

**As a sponsor, you will have the opportunity to:**



**Connect:** Build meaningful connections with a diverse, engaged audience, enhancing your organisation's visibility and standing within the CALD community.

**Build Brand Commitment:** Align your brand with values of inclusion, equity, and social impact.

**Enjoy Networking Opportunities:** Enjoy exclusive access to events and valuable networking opportunities with community leaders, businesses, and decision-makers.

**Increase Visibility:** Amplify your brand and support events that foster education, cultural appreciation, and meaningful community connection.

**Improve Engagement:** Spark conversations and meaningful interactions that resonate with our community.

**Make a Difference:** Become part of a movement that promotes unity, celebrates cultural heritage, and fosters education and growth.

# *Join Us in Making an Impact*

Your support is essential in driving positive change and empowering multicultural communities across the Gold Coast. Together, we can build a future that thrives on diversity and inclusion.



# 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.



## Meet, Greet, Eat

Meet Greet Eat is a special gathering designed to foster connections and understanding within our multicultural community. Hear inspiring insights from community leaders as they share their stories and perspectives.

Participate in engaging sessions that explore global and local challenges, promoting meaningful conversations and shared solutions. This event is a celebration of diversity, connection, and collective learning.

**Date** 3 Meetings Per Year

**Location** Cura Wellness Centre, Ashmore



### Event Highlight

An empowering platform to voice opinions and delve into global and local community challenges.

## Multicultural Employment Expo

The Multicultural Employment Expo celebrates diversity while empowering the community with opportunities to explore career pathways and connect with employers and training providers. This event offers individuals an opportunity to gain valuable insights, access resources, and build meaningful networks.

**Month** June 2026

**Location** JW Marriott Gold Coast Resort & Spa



### Event Highlight

Engage with a network of 1,000+ job seekers, exhibitors, esteemed Ministerial representatives, & influential community leaders.

# Luminous Festival

An iconic celebration of culture. Partnering with the City of Gold Coast and Multicultural Australia, this event unites over a thousand community members of all ages. Celebrate the cultural diversity of the Gold Coast with food and performances from around the world, and an opportunity to walk in our parade, spreading the message of welcome to new members of our community.



**Month** August 2026

**Location** Hota, Bundall



## Event Highlight

2,000 attendees, 500 parade walkers, 10 cultural performances, 5 food, art, and craft stalls.

# Twilight Mixer

This special event brings together community leaders, MCCGC members, political representatives, and our vibrant multicultural community. It offers a wonderful opportunity to reflect on the past year, celebrate our achievements, and recognise the people who made them possible. The night is a celebration of connections, showcasing the community groups we support through the spaces we've created.



**Date** December 2026

**Location** TBA

## Event Highlight

400+ attendees, including Ministerial delegates, MCCGC members, and our vibrant multicultural community, honouring achievement and diversity.



# 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.*



## *Other Opportunities*

Creating a thriving, inclusive community takes collaboration, passion, and meaningful action. At MCCGC, we offer a variety of ways for you to join our mission and make a difference. Whether you're an organisation seeking to partner on impactful initiatives, an individual eager to volunteer, or someone looking to engage with our diverse programs, there's a place for everyone.

# Get Involved

Beyond the distinction of becoming an MCCGC sponsor, we provide numerous opportunities for sponsors and their teams to make a meaningful impact. By engaging in the initiatives below, sponsors can actively collaborate on projects that create real change and leave a lasting positive influence on the multicultural communities of the Gold Coast.



## Partner with Us

Collaborate on initiatives that create real change and lasting impact. Together, we can build stronger connections, inclusivity, and empower communities.



## Volunteer with Us

Join our dedicated volunteer team to support local events and programs, empowering our multicultural communities to grow and thrive.



## Become a Member

Become an MCCGC member and join the peak body for the Gold Coast's multicultural community. Help us promote inclusivity and celebrate diversity.



## Donate

Donate to empower our communities. Your support enables training and volunteer initiatives that create education, employment, and skill-building.



## In Kind Support

Contribute resources or assistance to help us sustain and grow a vibrant, inclusive community.



## Cultural Training

Become an MCCGC member and join the Gold Coast's multicultural peak body. Help us promote inclusivity and celebrate diversity.



Together, we can empower communities, celebrate diversity, and foster lasting connections. Explore the many ways to contribute and be part of this incredible journey!



# Cross Cultural Awareness & Training

## Why Cultural Diversity Matters In the Workplace

With nearly one-third of Gold Coast residents born overseas, embracing cultural diversity is essential. Our Cultural Training program equips organisations and their employees with better tools to value diversity, fostering inclusivity, strengthening relationships, and unlocking new opportunities.

### What You'll Gain

Our training helps participants understand how culture shapes interactions, building cross-cultural skills and reflective practices. Whether through half-day sessions or full-day workshops with guest speakers and performers, the outcomes are impactful.

## Cultural Advantage Audit

As part of our training, each organisation receives a Cultural Advantage Audit—a pre-training consultation designed to understand and address workplace inclusion. We identify strengths and opportunities to adapt your organisation's workforce culture, enhance recruitment, and improve customer service, communication, and overall success through diversity.

Our Cultural Training sessions are designed to meet the specific needs of each organisation and participant group. **Pricing vary based on your organisation's desired level of inclusion.**

For enquiries about upcoming training or to tailor a program to suit your needs, our team is ready to assist.

## Organisations who have benefited



AUSTRALIAN INDUSTRY  
TRADE COLLEGE  
*Educating Tomorrow's Industry Leaders*



CITY OF  
**GOLDCOAST™**



## 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  
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## Next Step

Signed and agreed to by: \_\_\_\_\_

Organisation: \_\_\_\_\_

Date: \_\_\_\_\_

Sponsorship Package \_\_\_\_\_



Unite to celebrate multiculturalism, embrace diversity, and forge meaningful connections. Join us in making a difference and creating a vibrant, inclusive Gold Coast community.

*Follow Us* be part of our online community

[mccgc.org.au](http://mccgc.org.au)