

Sponsorship Prospectus 2025

Multicultural Queensland Month - One Queensland, many stories

Multicultural Queensland Month (MQM) is the state's largest celebration of cultural diversity. Held annually each August, MQM promotes intercultural understanding and inclusive community spirit by spotlighting the stories, contributions and strengths of our multicultural communities.

Since its establishment in 2016, MQM has become a significant engagement platform for the Queensland Government and its partners, uniting people from all walks of life under a shared commitment to belonging, respect and harmony.

As a sponsor of MQM 2025, your organisation will join the Queensland Government in celebrating the state's rich multicultural heritage and future. This is a unique opportunity to align your brand with Queensland's largest multicultural celebration and demonstrate visible leadership in diversity and inclusion.

Why Sponsor MQM 2025?

Be a champion of unity: Support a Queensland where everyone belongs, no matter their background. MQM celebrates what connects us and inspires action for a stronger, more cohesive society.

Connect with diverse communities: Reach thousands of Queenslanders across regions, cultures and industries through a robust calendar of events, digital content and community-led initiatives.

Boost your brand visibility: Gain high-profile exposure across statewide platforms including the MQM website, social media, printed collateral, and in-person events.

Demonstrate your commitment: Promoting your organisation's leadership and values to government stakeholders, community leaders and the wider public.

Key objectives of Multicultural Queensland Month

- Increase intercultural understanding among Queenslanders by promoting the benefits of cultural diversity.
- Encourage practical action towards a more inclusive multicultural Queensland and social cohesion at the local level.
- Highlight outstanding contributions to Queensland's multicultural success through the Multicultural Queensland Awards.
- Promote community-led celebrations that represent and connect culturally and linguistically diverse (CALD) communities across the state.

Signature MQM 2025 events and initiatives

Multicultural Queensland Awards

Date: 29 August 2025

Venue: Logan Entertainment Centre (Approximately 400 guests)



The Multicultural Queensland Awards celebrates individuals and organisations leading the way in creating an inclusive and unified Queensland. Established in 1990, the awards continue to be a key platform for recognising achievements in multiculturalism.

Award categories include:

- Outstanding Contribution by a New Queensland (individual only)
- Multicultural Sector Outstanding Achiever (individual)
- Multicultural Sector Outstanding Achiever (organisation)
- Diversity and Inclusion Champion (individual)
- Diversity and Inclusion Champion (organisation)
- Lifetime Achiever (individual only)
- Minister's Multicultural Award

More information is available at <https://www.qld.gov.au/about/events-awards-honours/awards/queensland-multicultural-awards>.

Sponsorship opportunities include naming rights for award categories, speaking engagements, VIP tickets and brand placement.

Multicultural Queensland Month webinar series

Building on the success of 2024, the MMQ webinar series will again provide a platform for policy dialogue, community issues and cultural capability building.

Delivered in partnership with:

- Multicultural Australia
- Minister's Multicultural Queensland Advisory Council (TBC).

Your sponsorship can support the continuation of these conversations and demonstrate your organisation's leadership in social inclusion.

Multicultural Plaza Music Stage, EKKA 2025

Date: 9-17 August 2025

Venue: Brisbane Showgrounds, Bowen Hills

The Ekka precinct is a vibrant hub of food, music and performance, attracting tens of thousands of visitors each day. The Multicultural Plaza Music Stage Queensland's cultural music and dance talent in one of the Ekka's most popular areas.

Sponsors benefit from high foot traffic, brand displays, and association with a much-loved community precinct.

Regional events across Queensland

MQM supports community-led events across the state, from Far North Queensland to southeast Queensland. These include:

- IndiaFest (Townsville)
- Taste of the World Festival (Rockhampton)
- Flavour of Harmony (Gladstone)
- Celebrating Our Multicultural Community (Mount Isa)
- India Day Fair (Brisbane)
- Dozens of new events to be announced in the coming months.

Your support helps amplify the voice of regional communities and promote diversity where it matters most.

Marketing and engagement reach

A statewide promotional campaign will amplify MQM's reach through:

- Dedicated MQM website – Events calendar, stories, and resources
- Digital Media – Social media promotion, content collaborations, and e-newsletters (eDMs)
- Media and PR – Media coverage, Ministerial messaging, and community profiles.

2024 campaign impact:

- Over 23,000 unique website visitors
- Social media content reach 1.4 million people
- Strong cross-sector engagement with community, corporate and government stakeholders.



Sponsorship benefits

Dependent on level of investment, tailored packages may include:

- Recognition on printed collateral, digital content, and at live events
- Naming rights to key initiatives (e.g. MQM Webinar Series or MQA award category)
- Spotlight features on social media and email marketing
- Complimentary event tickets, speaker opportunities and VIP access
- Logo placement and brand visibility across MQM platforms and collateral
- Banner and booth placement at high-traffic events such as the MQA ceremony or Ekka precinct.

To discuss a tailored sponsorship package that suits your goals and budget, contact:

Michelle Kennedy

Multicultural Affairs Queensland

Department of Women, Aboriginal and Torres Strait Islander Partnerships and Multiculturalism

Email: mqm@maq.qld.gov.au



Multicultural Queensland Month 2025 - Sponsorship opportunity and benefits

Multicultural Queensland Month (MQM) is Queensland's largest celebration of cultural diversity, promoting the benefits of inclusion, harmony and belonging. The Queensland Government is inviting organisations to partner with us to support MQM 2025 through sponsorship. By joining as a sponsor, organisations can demonstrate leadership in diversity, gain high-profile recognition, and engage with communities right across Queensland.

This sponsorship opportunity presents a unique platform for businesses and organisations to align with the Queensland Government in celebrating and advancing our multicultural identity, while also strengthening brand reputation, community reach, and stakeholder relationships.

Sponsorship packages are flexible and can be tailored to suit the needs and capacity of each organisation. Benefits may include:

Brand visibility and recognition

- Organisation logo featured on key MQM 2025 print collateral (e.g., posters, flyers) and select advertising (subject to availability).
- Co-branding opportunities such as naming rights for specific MQM initiatives (e.g., The MQM 2025 Webinar Series, brought to you by the Queensland Government and [Your Organisation]).
- Sponsor acknowledgement in the official MQM 2025 program and media kit.

Digital and social media promotion

- Dedicated "Sponsor Spotlight" feature across MAQ's social media channels (Instagram, Facebook, LinkedIn – audience of over 15,000).
- Tagged mentions and branded content opportunities (e.g., stories, reels, interviews).
- Sponsor feature on MQM 2025 website with logo and hyperlink to your organisation's website.
- Organisation logo included in MQM e-newsletters distributed to a broad stakeholder network.

Multicultural Queensland Awards benefits

- Category naming rights sponsorship for one of six prestigious award categories.
- Logo placement and acknowledgement throughout the awards ceremony and reception.
- Joint on-stage presentation of your sponsored category with the Minister for Multiculturalism.
- On-stage acknowledgements at select MQM events.
- Speaking opportunity or video message showcased during the MQA ceremony.
- Complimentary tickets for your organisation and key clients to attend the MQA ceremony and other MQM events.
- Option to display banners (supplied by your organisation) at the MQA ceremony and associated events.

Community engagement and leadership

- Opportunity to host or co-host MQM events and initiatives in partnership with MAQ.
- Showcasing of your organisation's commitment to cultural inclusion and social cohesion.
- Direct engagement with diverse communities, government representatives, and community leaders.

As a sponsor, we invite you to consider hosting activities of your own to leverage your investment and to further demonstrate your organisation's commitment to Queensland's cultural diversity and genuine inclusion.