



# Penrith NAIDOC

2026



Artwork title: Place by Dalmarri

## Event Sponsorship Prospectus

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## **Reconciliation NSW – 2025 Bronze Sponsor**

“Reconciliation NSW is proud to sponsor and participate in our local community NAIDOC events. It’s an opportunity to celebrate diversity, promote reconciliation and engage with the wider community. Supporting both First Nations communities and non-Indigenous people walk side by side building meaningful connections.”

**Carly Bush, Reconciliation NSW, CEO**



# About Penrith NAIDOC

Penrith NAIDOC is a vibrant celebration that honours the rich culture, history and contributions of First Nations peoples. As one of the largest NAIDOC Week events in Greater Western Sydney, it draws significant attendance from across the Penrith local government area and neighbouring regions.

Sponsoring this event presents a unique and valuable opportunity for businesses and organisations to demonstrate their commitment to or begin building stronger relationships with Aboriginal and Torres Strait Islander communities. It's a meaningful way to support connection and positive outcomes for local First Nations residents.

The event features a stage program showcasing cultural dance and music, hands-on workshops, a large and diverse health precinct and access to a wide range of services and organisations working with First Nations community.

The Penrith NAIDOC Event is planned with community consultation and advice from the NAIDOC First Nations Planning Committee.



## Event details

**When:**  
Friday  
10 July 2026

**Location:**  
Jamison Park,  
South Penrith

**Time:**  
9am - 2pm

**Cost:**  
Free

**Attendance:**  
10,000

# Target market

Our target market includes Penrith community members who identify as Aboriginal, Torres Strait Islander and First Nations allies. Additionally, the event naturally attracts communities from Greater Western Sydney.

As one of the largest NAIDOC Week events in the region, we target a variety of services and businesses that facilitate community access to health and social services for our First Nations community.

## 2024/2025 Attendee snapshot

Based on 100 surveyed in 2024 and 170 surveyed in 2025.

### Demographic data

#### 2024

- Key ages: 25-49
- 50% of attendees visited the event in a group of 4 or more

#### 2025

- Key ages: 18-49
- 75% of attendees visited the event in a group of 3 or more
- 60% of attendees identified as First Nations
- 95% of people expressed that it was important to them that Council strengthens connections with the First Nations community. Penrith NAIDOC is attended by First Nations residents and their allies from the Penrith local government area and Greater Western Sydney (Blacktown, Blue Mountains, Campbelltown, Fairfield, Greystanes, Liverpool and Rydalmere).

### Key event attendance drivers

- Connection with community and culture
- Honouring and celebrating First Nations culture
- Connection to services and Elders.

### Highest rated elements

- Stage and performance program
- First Nations artisans
- Creative workshop program
- Free community BBQ
- Catered lunch in Elders Tent.



# 2026 Marketing campaign

In 2026, the marketing campaign will focus on the following key media:

- local press
- social media
- websites
- print distribution
- attending services database.

## 2023–2025 Event and marketing campaign results

**2023 attendance:** 7,000

**2024 attendance:** 10,000

**2025 attendance:** 10,000

Penrith NAIDOC was relaunched in 2023 post-COVID and weather affected years.

Brand awareness of the event has grown within the community and sector, with the largest contingent of stallholders and service providers in attendance at the event in 2025.

## Social media impressions/results:

### 2023 RESULTS

Across Facebook, Instagram and LinkedIn:

- **65,000** impressions
- Averaged over **2,000** in reach
- Engagement rate was **0.77%** - over double the recommended **0.35%**

### 2024 RESULTS

Across Facebook, Instagram, LinkedIn and X (formerly Twitter):

- **114,000** impressions
- Averaged **3800** in reach
- Engagement rate was **0.79%** - over double the recommended **0.35%**

### 2025 RESULTS

Across Facebook, Instagram and LinkedIn:

- **88,000** impressions
- Averaged over **3,800** in reach
- Engagement rate was **0.79%** - over double the recommended **0.35%**

## Website

The dedicated event page saw:

- **Hits in 2023:** 4,000 page visits
- **Hits in 2024:** 6,000 page visits
- **Hits in 2025\*:** 8,700 page visits

\*2025 included an event page on Visit Penrith's events webpage.

In addition to Council channels, many local services and stallholders shared the promotions across their channels.

## Print

The event is supported with a range of print collateral, including posters and flyers displayed at key locations and handed out at Council events.

Stall and performer toolkits are available for cross promotion.

# Sponsorship Packages

	<b>Gold \$8k</b>	<b>Silver \$5k</b>	<b>Bronze \$3k</b>	<b>Event Partner \$1k</b>
<b>At-event opportunities</b>				
Main Stage naming and branding rights (exclusive to one package)	●			
Caring for Country Corridor naming and branding rights (exclusive to one package)		●		
Workshop Sponsors^ (multiple available)			●	
Logo on sponsor board and signage at event*	●	●	●	●
<b>Pre-event opportunities</b>				
Logo on NAIDOC event website, with link to sponsor website	●	●	●	
Logo on pre-event promotion on Digital Billboard at Coachmans Park, St Marys	●	●	●	
Inclusion in media release	●	●	●	
Sponsor recognition on Council's official social media page/s	●	●	●	
MC announcements at event (if applicable)	●	●	●	
Pull-up banners or tear drop signage framing the stage at event (signage provided by sponsor)	●			
Pull-up banners or tear drop signage at sponsored location (signage provided by sponsor)		●		
Promotional space on the day of event (6x3 Marquee)	●	●		
Promotional space on the day of event (3x3 Marquee)			●	

^Workshop programs may include but not limited to weaving workshop, bush food cooking classes, art, dance or activity, e.g. rock-climbing wall and petting zoo.

\*Logos will be placed on Sponsor's specific zone signage rather than general event signage across the site.

**Contact us to discuss opportunities to create a bespoke sponsorship package aligned to your budget and organisation's goals.**

# Exclusions and conflict of interest

Council will ensure that sponsors (including subsidiaries or parent companies) are reputable organisations or bodies with objectives, values, mission and/or products that do not conflict with Council's values or strategic plan.

Sponsorships will not be accepted from:

- those who are in administration, liquidation, insolvent or bankrupt
- any party engaged in current or pending legal proceedings involving Council
- sponsors where a proposed agreement could contravene any relevant legislation that Council is subject to
- sponsors where the proposed arrangements could give rise to a conflict of interest on the part of Councillors, Penrith City Council or Penrith City Council employees
- those involved in the manufacture, distribution and wholesaling of tobacco related products, pornography and addictive drugs,
- those found guilty of illegal or improper conduct by ICAC or any other legal authority
- those involved in the political arena.





## Contacts

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