

Refugee Week 2021



20-26 June 2021

Photo: Michele Aboud

**Sponsorship
prospectus**

Refugee
Week



www.refugeeweek.org.au



Refugee Council
of Australia

www.refugeecouncil.org.au

Join us for a **Global Refugee Week** in 2021

Refugee Week is Australia's peak annual activity to raise awareness about the issues affecting refugees and people seeking asylum and how they have enriched our communities.

We promote humane and compassionate policies for people seeking safety in Australia and around the globe. While we cannot predict the wars, conflicts and oppressive regimes that will force people to seek asylum, we can work to ensure that anyone who arrives seeking sanctuary finds the safety and support they deserve, so they can start to rebuild their lives with dignity.

2020 saw the launch of Australia's first digital Refugee Week. Despite the varying lockdown restrictions in place, people from all around the world took part in an incredible array of online events and initiatives. For the first time, RCOA collaborated with Refugee Week UK organisers 'Counterpoints Arts' calling in even more refugee voices from around the planet. We are excited to be working together again in 2021, to take this global celebration to new heights.



Photo: Michele Aboud



Photo: SBS

Share a Meal, Share a Story

During the COVID-19 lockdown, many Australians rekindled their love for cooking and enjoying food at home. It's never been easier for people to celebrate refugees and to learn about the refugee experience.

We'll be tapping into this opportunity with our 'Share a Meal, Share a Story' initiative. We'll be producing tailor-made content to meet this need, which millions of Australians can access without even leaving their homes. It's never been easier for people to celebrate the contributions refugees make to our communities, or to learn about the refugee experience.

In 2020, for example, Refugee Week Ambassador Noor cooked a Rohingya beef curry for SBS food. She told the moving story of how this was the first dish she and her family shared when they arrived in Australia. For Noor and her family, it was the taste of freedom after a lifetime of cultural and economic oppression, hunger and homelessness.



Thousands of highly engaged people will be invited to raise money for a good cause in their communities via the Share a Meal, Share a Story platform, helping to support refugees on their journey to safety.



The Refugee Council of Australia is the peak national body for refugees and people seeking asylum and over 200 organisations that support them. We co-ordinate Refugee Week across Australia each year.

Our work in the key areas of research and policy analysis, advocacy, refugee self-representation and community education is only possible through the generosity of our members and supporters.

Increase your reach and embrace diversity through Refugee Week 2021

Your organisation can be part of Refugee Week 2021 and gain exposure to an audience of thousands of engaged and interested people, while standing up for the rights of refugees.

Thousands of people from all walks of life take part in Refugee Week – from the young to the old, from students to professionals, from people with refugee backgrounds themselves to those who have never engaged in the issue before. People might participate by reading and learning or watching a film, cooking a recipe from one of our Ambassadors, or even hosting a meal with family and friends. By engaging in some way, audiences across the country get a little more insight into the refugee journey, leading to a more understanding and tolerant Australia.

The official Refugee Week website is the information hub for the celebration and your content will remain on the site for up to 12 months. The website had over 110,000 views in 2020.

We work with sponsors to promote their brand across our main social media channels –

- **Facebook – 40,000 followers**
- **Twitter – 20,000 followers**
- **Instagram – 2,290 followers**
- **LinkedIn – 2,367 followers**



Photo: Small Projects Istanbul

Amplify your current programmes through involvement in Refugee Week

We love to share content about how organisations support refugees, focusing on stories relevant to Refugee Week.

Our media partnerships and digital content mean that Refugee Week has the potential to reach a large and diverse audience. As an official sponsor of the event, you will gain exposure to Refugee Week's growing audience numbers.

Support a great cause and get value for your dollar



Photo: FCCOA

In 2020 SBS Food was our official media partner. They reach over 1 million viewers each month. Refugee Week ambassadors like Noor, Rnita, Samah and Dai prepared their favourite dishes from home in cook-along videos, and a collection of incredible recipes and stories were shared on the SBS Food website.

We are in discussions with SBS Food regarding a partnership for 2021, which we anticipate will include content on the SBS Food TV Channel – opening up Refugee Week Ambassador stories and recipes to an even wider and diverse Australian audience.



Photo: Nova

Refugee Alternatives Conference 2021



Photo: Maureen Burdynski

Each year, the Refugee Council of Australia hosts the Refugee Alternatives Conference, bringing together a broad range of expertise covering topics of displacement, protection, cooperation, wellbeing, resilience, education, advocacy and unity from across the country and the globe. On 6-7 July 2021, we are planning to hold the fifth of these events in conjunction with The Whitlam Institute at the Western Sydney University Parramatta South Campus. Why not show your support by considering sponsoring both events, ensuring a larger amplification of your brand? By doing so you can take advantage of special discounts.

Refugees are in an even more difficult situation during this COVID-19 crisis, and our organisation is in need of additional funding to ensure refugees are not forgotten and that their voices continue to be heard.



Photo: Maureen Burdynski

Be part of something big

Get Involved with Refugee Week 2021!

Your organisation can make the most of this opportunity to gain exposure to an audience of tens of thousands of engaged people, helping to raise the voices of Australia's refugee communities.

Sponsorship packages range from an exclusive package for Event Partner, a comprehensive package for Principal Sponsors to an entry level package for Supporters:

Online Sponsorship Options

- **Event Partner: \$20,000 (plus GST)**
- **Principal Partner: \$15,000 (plus GST)**
- **Major Partner: \$10,000 (plus GST)**
- **Partner: \$5,000 (plus GST)**
- **Supporter: \$2,500 (plus GST)**

| Sponsorship Package | Event Partner \$20,000 (plus GST) | Principal Partner \$15,000 (plus GST) | Major Partner \$10,000 (plus GST) | Partner \$5,000 (plus GST) | Supporter \$2,500 (plus GST) |
|---|--------------------------------------|--|--------------------------------------|-------------------------------|---------------------------------|
| Combined Sponsorship (sponsor both events and get a 50% discount on the second sponsorship) | \$30,000 | \$22,500 | \$15,000 | \$7,500 | \$3,750 |
| Website exposure | ● | ● | ● | ● | ● |
| Logo on Refugee Week Poster | ● | ● | ● | ● | ● |
| Promotion on Facebook | ● | ● | ● | ● | |
| Promotion on Twitter | ● | ● | ● | ● | |
| Logo on Refugee Week resource kit | ● | ● | ● | | |
| Acknowledgement of support for Refugee Week at launch | ● | ● | | | |
| Exclusive banner ad on Refugee Week website | ● | | | | |
| Social Media Package | ● | | | | |

For more details on the Refugee Alternatives Conference 2021 and what your sponsorship dollar will include go to www.refugeealternatives.org.au

Sponsor Refugee Week 2021

To discuss sponsorship of Refugee Week, please contact Georgie McGrillen on (02) 9211 9333 or email georgie.mcgrillen@refugeecouncil.org.au.



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of Australia

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