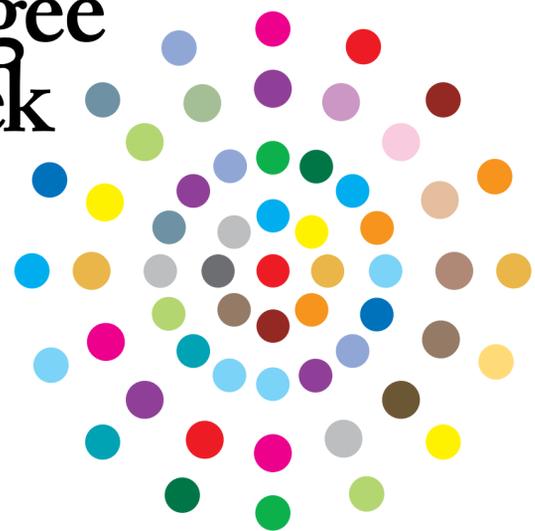


Refugee
Week



Coordinated by
Refugee Council of Australia



Refugee Week 2023
Sponsorship Prospectus
18 – 24 June 2023



Refugee Council
of Australia

Refugee Week 2023

Sunday 18 June to Saturday 24 June



Coordinated by
Refugee Council of Australia

Refugee Week is Australia's peak annual activity to raise awareness and celebrate how refugees and people seeking asylum have enriched our communities.

Refugee Week is coordinated nationally by Refugee Council of Australia - the member agency for organisations and individuals working with and for refugees and people seeking asylum. Founded in 1986 and held every year around World Refugee Day on the 20 June, Refugee Week is a growing global movement.

"Refugee Week provides an opportunity to openly discuss your journey without prejudice. It's about being accepted, acknowledged and respected."

-Oliver Slewa , Refugee Week Ambassador

The aim of the celebration is to create better understanding of why people are displaced and the challenges they face when seeking safety. Refugee Week encourages individuals and communities to be welcoming and inclusive, enabling refugees to live in safety and to continue making a valuable contribution to Australia and the world.

Refugee Week is an umbrella festival, and anyone can get involved by holding or joining an event or activity. Engage with people all over Australia from all walks of life who take part in Refugee Week – from the young to the old, from school students to professionals, from people with refugee backgrounds themselves to those who have never engaged in the issue before.

People might participate by attending a cultural, art or sporting event, reading and learning, watching a film, cooking a recipe from one of our ambassadors, or even hosting a meal with family and friends. This all takes part alongside media and creative campaigns.



"Refugee Week is an important celebration which recognises how refugees have enriched our community. It's also a time for us to think about how we all can provide a safe and welcoming environment, so refugees can thrive in their new home"

-Adama Kamara, Deputy CEO of Refugee Council of Australia

Increase your reach and embrace diversity through Refugee Week 2023

Our media partnerships and digital content mean that Refugee Week reaches a large, diverse and growing audience.

The Refugee Week website is the official information hub for the celebration and the main focal point for event organisers and participants not just during Refugee Week but all year round. Your logo will remain online for the full 12-month period. Be part of a global movement and show your valued customers, your staff and the Australian communities you serve, how much you care about creating harmonious, inclusive and culturally enriched communities in your backyard to help build a greater Australia for all.

Refugee Week is celebrated in more countries every year. Tens of thousands worldwide celebrating the courage and contributions that refugees bring to their adopted nations.

Refugee Week is about unity, solidarity and giving everyone a fair go! Our 2022 partnership with Canva gave us the opportunity to reach out to new audiences via their digital platform. There were over 5,000 downloads of Canva designs for Refugee Week from their platform.

'We really wanted to show our support of refugees and people seeking asylum by supporting Refugee Week 2022. Having a Refugee Week Ambassador come and speak to us during the week of celebrations benefitted our staff immensely.'

Canva - Refugee Week 2022 sponsor



AUDIENCE REACH

39,000 RCOA supporters via our Spring newsletter Refugee Week coverage

Hundreds of events organised across Australia

300+ organisational and individual members and their communities

172 Refugee Welcome Zone Councils across Australia



43,579 followers



21,900 followers



4,694 followers



6,138 followers

Happy Refugee Week
18 – 24 June 2023

refugeeweek.org.au | @OzRefugeeCouncil



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Be part of something big

GET INVOLVED WITH REFUGEE WEEK 2023

Your organisation can be part of something big and gain exposure for your brand to an audience of thousands of engaged and interested people, while standing up for the rights of refugees.

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

ONLINE SPONSORSHIP OPTIONS

Sponsorship levels	Amount	Package inclusions
Event Partner	\$25,000 (plus GST)	<ul style="list-style-type: none">• Website• Poster• Social media exposure• Facebook & Twitter promo (creative supplied in line with 2023 theme)• Resource Kit, Teacher's Kit, Individual Kit• RCOA Ambassador speaking at your event• Your event is promoted in the official week of events.• Promotion in electronic newsletter
Principal Partner	\$18,000 (plus GST)	<ul style="list-style-type: none">• Website• Poster• Social media exposure• Facebook & Twitter promo (creative supplied in line with 2023 theme)• Resource Kit, Teacher's Kit, Individual Kit• RCOA Ambassador speaking at your event• Your event is promoted in the official week of events.
Major Partner	\$12,000 (plus GST)	<ul style="list-style-type: none">• Website• Poster• Social media exposure• Facebook & Twitter promo (creative supplied in line with 2023 theme)• Resource Kit, Teacher's Kit, Individual Kit
Partner	\$7,000 (plus GST)	<ul style="list-style-type: none">• Website• Poster• Social media exposure• Facebook & Twitter promo (creative supplied in line with 2023 theme)
Supporter	\$3,000 (plus GST)	<ul style="list-style-type: none">• Website• Poster• Social media exposure (logo)

For more information on sponsoring Refugee Week 2023 (including a package tailored specific to your brand needs) contact:

Georgie McGrillen

Partnerships and Relationships Manager

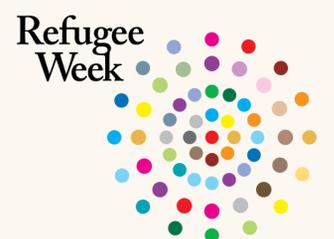
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