

South Australia

Nature Festival

1–15
October
2023

Sponsorship
Prospectus 2023

naturefestival.org.au

Nature
Festival

Always was. Always will be.

We acknowledge and pay respects to elders past, present, and emerging of the Kaurna, Ngarrindjeri, Adnyamathanha, Pitjantjatjara, Yankunytjatjara, and more than thirty other groups of traditional owners of the land now known as South Australia.

Our ambassador Jack Buckskin opens each festival with a smoking ceremony for hosts and partners.

The themes of the festival have an urgency and relevancy that is poignant for audiences and institutions alike.

—Anika Williams, Art Gallery of South Australia

Without doubt, the Nature Festival is a serious contributor to our arts festival calendar. The festival's greatest asset is its ability to transform audiences' relationship to nature and the living world through art and creative experiences.”

—Justyna Jochym, CEO Festival City Adelaide

— 2020-2022 by the numbers —

787
events

280
hosts

43k
participants

500+
mainstream
media
mentions

306k
social media
reach

115
website
visitors

Why a festival?

In a time of climate change, bushfires, and global pandemics, now more than ever we need to cultivate a **deeper relationship** with nature as a society.

As individuals, that relationship is fundamental to our wellbeing. As a society, that relationship is the foundation of all of the other work that we undertake to protect and steward nature.

As with any great relationship, we should spend quality time together, go on big adventures, take good care of each other, and, most importantly, take the time each year to **celebrate** what makes the relationship worthwhile in the first place. This is what the Nature Festival is all about.



Want to know what it feels like?
[Watch past videos here.](#)

Nature Festival

We are an annual program of events, encounters, and experiences to celebrate our love of nature in South Australia.

We're an open-access festival (like Adelaide Fringe) with broad community involvement and a focus on arts, Aboriginal culture, wonder, learning, and adventure.

Principal sponsor



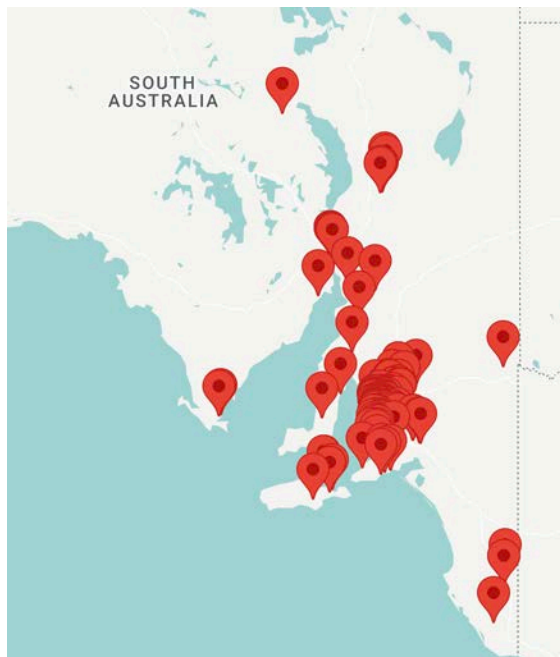
Major sponsors



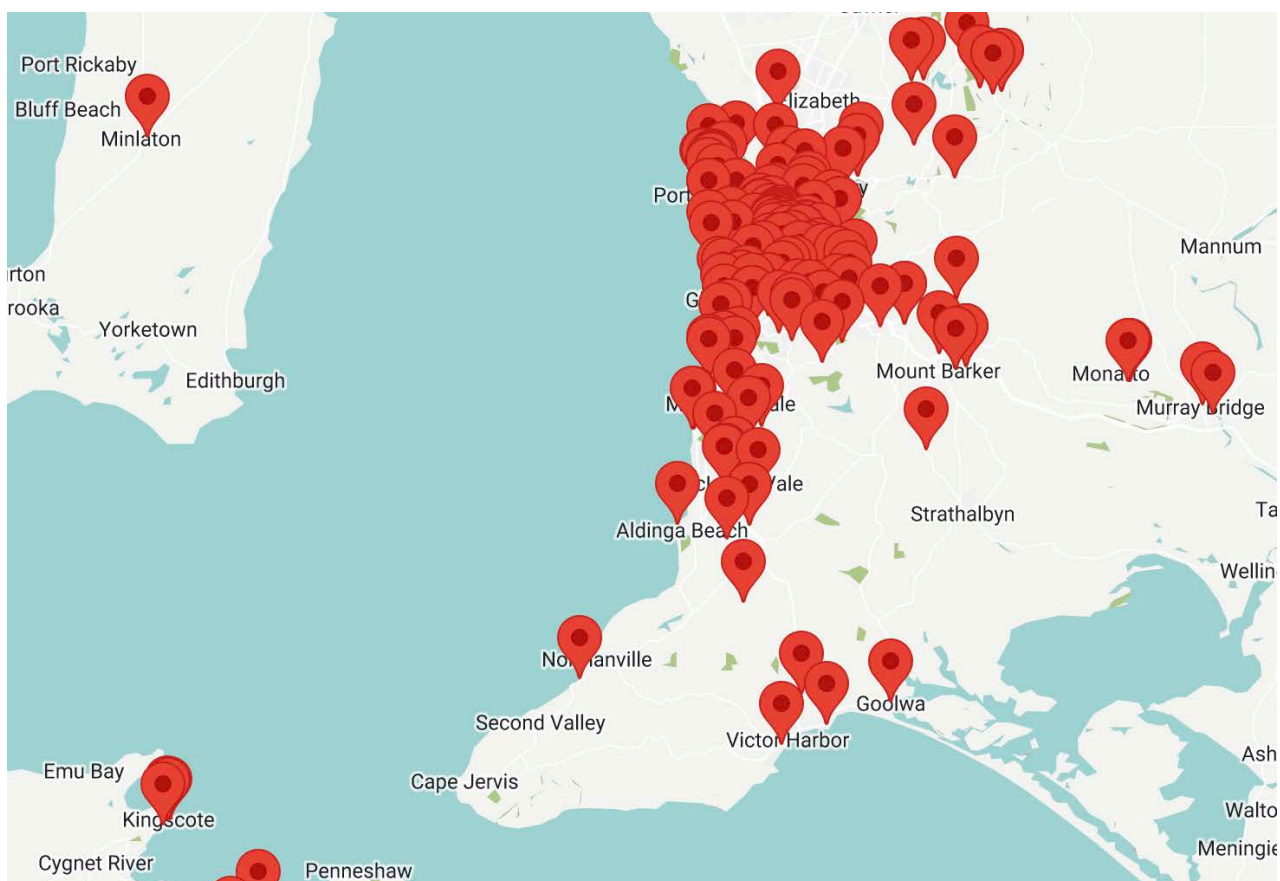
Festival partners



As a distributed festival, we support events across metro and regional areas.



In 2022 there were 366 artistic, cultural, and creative events over 10 days across South Australia.



What does the festival mean to the community?

We asked participants from past festivals why the Nature Festival was important to them.

Engage in innovative ways

"The Nature Festival itself is not just doing the same old 'green and trees'... they're really helping us engage in different ways.

Whether that's a ride through the park or connecting with First Peoples or just games. It's great!"
—Kieron

'Spark up' seniors

"I'm fairly isolated. The Nature Festival sparked me up again about nature and being sociable." —David

Connect with families

"The Nature Festival was tremendous...as a parent during school holidays we were looking for art opportunities for our child and if that is then incorporated into community events and things that involve nature, it's perfect." —Sharon

Empower the community

"I think events like the Nature Festival are very important for that feeling of not being alone in your views, thinking I'm not just some voice in the wilderness.

Events create a sense of excitement and also they create a sense of belonging and energy. People should be empowered." - Kate

Give people a relationship to help them value nature

"It's quite easy to look at nature as a big empty space full of sticks and spiders and snakes, but if you actually give someone a relationship to the nature they'll use it a lot more.

The more we use it, the more it gets valued, the less likely it is to get forgotten about. It becomes something we want to maintain and invest in." —Jeff

Activate the community with art

"The art event we went to with our daughter was amazing. The artists were gorgeous and the result was absolutely beautiful... it didn't just engage the people who were participating in it, it also engaged the community as they were walking past and stopping to see what we were doing." —Sarah

Influence the next generation

"I think the Nature Festival is a wonderful focus for making people feel a sense of ownership of their environment and how they can actually contribute to it, and also influencing the next generation." —Kylie

Join us

Join the growing movement and be featured as a premier supporter of nature, arts, and Aboriginal Culture in South Australia.

Interested in becoming a sponsor?

Contact Festival Director,
Ryan Hubbard

ryan@naturefestival.org.au

Presenting sponsor: 200k+

Co-present the entire Nature Festival

Major sponsor: 40k+

Sponsor an entire section of the program and featured event.

Festival partner: 10-30k

Become one of our festival partners, sponsoring education outreach, accessibility, reconciliation or one of our other areas detailed on pages 9-10.

Supporter: 5k-10k

Support an individual artist or specific event.

'Nature of home' theme sponsor

Sponsor this year's theme

Be a key sponsor of our theme this year, including getting prominent placement in the special 'nature of home' section of our program and supporting

Major sponsor

Sponsor a flagship event or an entire section of the Nature Festival program.

Art, Food, Adventure, Families, Aboriginal culture, Wonder, Micro-grants, 'Nature of home,' or custom.

Choose from one of the existing sections, or we can work with you to curate a selection of events around your chosen area. For instance, for the City of Adelaide we created a section featuring events within the CBD.

We will produce a feature event to be highlighted in the Nature Festival program that's aligned with your brand goals, including opportunities for staff participation.

Further, we'll highlight your organisation in our promotional campaign and offer your marketing team opportunities to provide social media content aligned with your strategic goals.



Sponsored program section

You'll be recognised as the sponsor of an entire section of the featured events in the program. This could be one of the existing sections like 'art', 'food', 'wonder', or 'Aboriginal Culture', it could be this year's theme "The Nature of Home," or it could be a new section related to your brand strategy.



Featured event

We'll work with you to sponsor a high visibility event in your area of interest such as an interactive art experience, a bush foods dinner with Aboriginal food company Warndu, a 'giving back' community event, a panel discussion or a featured speaker.



Partnership promotion

We had more than 5 million ad impressions last year and a social media reach of over 300k. We'll work with your marketing team to provide social media content aligned with your strategic goals.

We'll promote the partnership with a joint press release, and a visible presence on our website, our newsletter, and our videos.

Education sponsor

Sponsor our outreach to schools

As our education sponsor we will feature you in educational materials and Nature Festival School Holiday program sent to schools all around South Australia. You will be the featured advertiser in that program.

We'll also promote the partnership with a joint press release, visible presence on the website, social media, and electronic direct mail (EDMs) to make public how much your organisation cares about nature and the future of our children.



Micro-grants sponsor

Sponsor our series of arts grants

You'll be involved in the selection of micro-grants (\$500-\$1,000) to organisations and artists around our yearly theme. Each event will recognise you as a sponsoring organisation at their event.

We'll also promote the partnership with a joint press release, visible presence on the website, social media, and EDMs to make public your organisation's ongoing commitment to nature in South Australia.



Accessibility sponsor

Sponsor the accessibility section and access guide on our online program

We've received praise from disability access organisations for our access guide. We'll issue a joint press release and feature you on the accessibility section as well as on our website, social media, and EDMs, all to ensure that SA knows about your organisation's commitment to access and inclusivity.



Arts & culture sponsor

Sponsor an interactive nature art experience

Last year we ran a custom-designed pavilion in the Botanic Gardens hosted by professional performers. Called 'the Tea House', it was an ambitious artistic experiment that invited the public to reimagine everyday rituals through reflection on connection to nature and each other.

Sponsoring the creation of such an experience would include a bespoke preview experience for your staff. We would feature your organisation through signage at the installation on a joint PR release, and recognition on our website, in EDMs and on social media.



Reconciliation partner

Help South Australians form a deeper relationship with our Aboriginal history.

You will be recognised on the acknowledgement of country cards that we distribute to hosts and participants, the opening smoking ceremony for hosts, and the smoking ceremony at the opening of the festival. Further, we will program aboriginal history events at the Nature Festival Hub sponsored by your organisation.

Finally, we will also issue a joint PR release and feature you on our social media, website, and EDMs to ensure that SA understands your commitment to reconciliation.



Regional sponsor

Sponsor one of our regional collections of events like KI, Pt Augusta, or the Limestone Coast

Promote regional travel and adventure by sponsoring our collection of activities on KI and down on the Limestone Coast. You'll be featured in our promotions for the regional section of the program and receive a joint PR release, social media and website recognition.





Supporter: sponsor an individual event

Sponsor an artist or specific event

As a supporting partner, we'll work with you to match you to a specific artist or event that you can sponsor. We'll draw on our wide networks of artists and event organisers to find one that's aligned to your brand and goals.

We'll also work to make sure your sponsorship is promoted at the event and on social media.

Bespoke sponsorship package

Want to do something out-of-the box?

Our team is great at creative, unusual ideas for sponsorship activations. Get in touch and we will work with you to shape up a bespoke package to fit your organisation's identity, budget and goals.

Nature is good for you and good for your brand

89%

of South Australians love getting **out into nature**.

94%

of South Australians think conserving the environment is of **critical importance**.

72%

of South Australians are happy to **pay more** for environmentally-friendly brands.

South Australians and the Environment, AMLR 2016

Why partner with us?

Nature is good for you and great for your brand

Love of nature is a great unifier and a big part of who we are as South Australians. This has only become more clear after the bushfires and during the pandemic.

Becoming a partner of the Nature Festival is a great way to join the community in celebrating nature and investing in our collective wellbeing.

Reach new audiences

There are a lot of great organisations in South Australia who care about nature.

Joining the festival lets you benefit from communications and PR and lets you access a larger shared audience than you would reach on your own.

Last year we had over 10m advertising impressions and a social media reach of over 300k.

Be part of bigger movement

How do you grow a movement? You don't just talk, you have to **do** things together. Beyond just building a community of practice, we are

committed to growing a movement for nature in South Australia that crosses political divides.

Last year alone we had over 200 partners including some of South Australia's most prominent institutions.

Innovation and new ideas

The Nature Festival is a platform that's specifically designed to support you to try new things in your community. We're dedicated to sharing ideas and spreading what works.

Move beyond the partisanship and division around nature

We don't quite agree with how politicised nature has become. A meaningful relationship with nature is one of our natural rights as human beings. It not only contributes to better emotional and physical wellbeing, it also reminds us we are part of a vast and wondrous ecology that we depend on and that depends on us.

This festival is specifically aimed at cutting across division by focusing a relationship with nature that unites all of us.



Nature Festival

Nature isn't somewhere 'over there' that we visit occasionally. It's all around us. We're part of it and amongst it all of the time.

naturefestival.org.au