



GANDANGARA
Local Aboriginal Land Council

Marumali
Gandangara Health Services
Gandangara Transport Services

ELDERS EXPO 2023

SPONSORSHIP EOI

We deeply respect and honour our Elders, past, present and emerging. Our Elders bring generations of knowledge, the keepers of our stories, are the holders of wisdom, the nurturers, teachers, survivors, and strong leaders. It is their influence and wisdom that compels us to ensure that we care for our Elders through Strong Mind – Strong Body – Strong Spirit.



Auntie Lola, Gandangara Local Aboriginal and Council

14TH NOVEMBER 2023
10AM - 2.30PM

About Us



The shape and depth of Gandangara's footprint is the expression of our reason for being.

Our main objective, for each of our Members, is to improve, foster and protect the best interest of all Aboriginal persons within the Council's area and all other persons who are Members of the Council (s 51 ALRA 1983) (NSW).

We work hard together with community to become closer, healthier and stronger. Through a range of services, regular open communication, public meetings, and information sharing, we stay connected, feel a sense of belonging and together we thrive.

Just as importantly, we provide a culturally safe place for our Members to come together to yarn, connect and feel they belong.

We also aim to improve, foster and protect the best interests of Members and all First Peoples within Gandangara's boundaries by providing greater access to health services, transport, education, mentorship and work-life opportunities. We actively promote, protect and celebrate our Aboriginal identity, culture and heritage as well as manage, develop and sustain our land holdings, business enterprises and investments. We also provide and manage community benefit schemes and services.

We achieve all these important outcomes by being strong. We are strong culturally, ethically, organisationally, financially and strategically. We are strong because that is what we are as a people.

Becoming a Sponsor

Becoming a sponsor is not just a financial commitment; it's a strategic partnership that can yield significant benefits for your company. By supporting our event/organisation, you join a community of like-minded businesses and individuals who share a common vision and purpose.

As a sponsor, you have the opportunity to elevate your brand, reach a broader audience, and demonstrate your commitment to making a positive impact. Your sponsorship not only helps us achieve our mission but also enables us to create memorable experiences and opportunities for our attendees or beneficiaries.

Legitimate connection and impact that will make a difference.

We believe in the power of collaboration, and by becoming a sponsor, you become an integral part of our journey toward success. Together, we can achieve remarkable results and leave a lasting legacy. Join us as a sponsor, and let's make a meaningful difference together.

Why Sponsor Us

By sponsoring the Caring for Our Elders Expo, your organisation will:

Support Our Elders

Show your commitment to honouring and caring for our Elders, who are the keepers of cultural knowledge and wisdom.

Increase Community Engagement

Gain exposure and build positive relationships with our community, which includes Aboriginal families, individuals, and leaders.

Gain Brand Exposure

Your brand will be prominently displayed on event signage, Gandangara vehicles, and in our office, increasing your visibility.

Meet your Corporate Social Responsibility

Showcase your dedication to corporate social responsibility by supporting a meaningful community event.

Engage in Mass Marketing

Benefit from mass marketing opportunities through our event promotions. We have over 775 organisation Members, with quarterly newsletter distribution and community gatherings.



Our Board of Directors and CEO



(Left to Right) Roxanne Sheridan, Tony Scholes, Steve Ingram (Public Officer), Bernadette Compton, Roslyn Way, Amanda Roa, Sandra Wilson, Dr Melissa Williams (CEO) and Diane Van Aken (Deputy Chairperson).

(Seated) Gail Smith and Troy Davis (Chairperson).

Our Boundaries



The jurisdictional boundaries of Gandangara Local Aboriginal Land Council (GLALC) span (in whole or in part), six Local Government Areas in the South Western Sydney region.

These include Liverpool, Fairfield, Canterbury-Bankstown, Parramatta, Cumberland, and the Sutherland

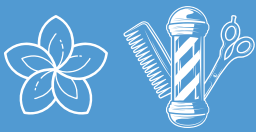
About our Elders Expo

The Elders Expo will showcase health and aged care services, products, and information to support Elders now and in their future years.

With a variety of exhibitors and stalls, the Expo will host an endless stream of information and advice from local service providers and industry experts on a wide range of ageing well and aged care support, including local health and Social and Emotional Wellbeing services, dementia support, carers' help, community aged care, retirement and housing, health screening awareness, heart health, Gandangara support services, and more.



Sector Stallholders



Pamper Station, Massage and Barber



Elder Health and Wellbeing Activities



Art, Dance and Entertainment

Options for Sponsorship

| | Platinum | Gold | Silver | Bronze | Donation |
|---|-----------|----------|----------|----------|-----------|
| | \$ 10,000 | \$ 5,000 | \$ 3,000 | \$ 1,000 | or inkind |
| Sponsor logo on event signage | ✓ | ✓ | ✓ | ✓ | ✓ |
| Sponsor logo in Gandangara's office | ✓ | ✓ | | | |
| Acknowledgement as a sponsor at the events and all promotional material | ✓ | ✓ | ✓ | ✓ | ✓ |
| Inclusion on event based eDMs communications - pre and post | ✓ | ✓ | | | |
| Sponsor acknowledgment on Gandangara's website & social media platforms | ✓ | ✓ | ✓ | ✓ | ✓ |
| Sponsor marquee at Gandangara's events | ✓ | ✓ | | | |
| Invitation to Gandangara's WestInvest Community Hub Launch | ✓ | ✓ | | | |



Your support at any level is invaluable and contributes directly to the success of our event. We understand that each sponsor has unique goals and preferences, which is why we are open to creating custom sponsorship packages tailored to your specific needs.

If you are interested in a custom package, we are committed to working closely with you to ensure that your objectives are met and that you receive maximum value from your investment. Your sponsorship is not just a transaction; it's the beginning of a collaborative journey that will have a positive and lasting impact.

“

I'm proud to have sponsored Gandangara's events. It's been a great opportunity to connect with the community and show our commitment to Aboriginal culture. [Previous Sponsor]



Sponsorship Packages

Your valued sponsorship and contribution will support the Gandangara community to celebrate our Elders at this very important event in the spirit of the NAIDOC Theme of 2023, For Our Elders.



Platinum Sponsor

Elevate your brand to the highest level of recognition at the Caring for Our Elders Expo. As a Platinum Sponsor, your unwavering support will be prominently displayed, and your organisation will be acknowledged as a true leader in honouring and caring for our Elders. Enjoy unparalleled exposure and engagement opportunities with our community.



Bronze Sponsor

Bronze Sponsors are essential partners in making the Caring for Our Elders Expo possible. Your contribution demonstrates your commitment to our community's health and wellness. Gain recognition and connect with our diverse audience.



Gold Sponsor

Join us as a Gold Sponsor and showcase your commitment to our Elders and community. Your brand will enjoy high visibility on event materials, and you'll be recognised as a vital contributor to this meaningful gathering. Connect with our community and make a lasting impact.



Donation Sponsor

Every contribution, no matter the size, makes a difference. Become a Donation Sponsor and support our mission to honor and care for our Elders. Your generosity will be acknowledged, and you'll play a vital role in fostering a healthier community.



Silver Sponsor

As a Silver Sponsor, you play a crucial role in supporting our Elders' wellbeing. Your brand will be featured prominently at the Expo and in promotional materials, signifying your dedication to community care. Benefit from valuable exposure and engagement.



In-kind Sponsor

We understand that support comes in many forms. That's why we offer the opportunity for in-kind sponsorship. Your generous in-kind contribution will directly enhance the Caring for Our Elders Expo and help us create a memorable and impactful event for our community.

Promotional Materials

Samples only



Great opportunities

The opportunities for partnering and conducting business with Gandangara are as many and varied as the needs of our community. Whether you are a large or small private enterprise, a local, state, or federal government department, there is a rewarding way for you to fulfill your giving goals and desire to help your community. We are a successful, efficient, and innovative business that is continually building relationships with our key stakeholders in the region, creating opportunities to work and prosper together.

We have strong partnerships with several local councils, government departments (local, state, and federal), businesses, and community organisations, with our reputation as a trustworthy, reliable partner.

By aligning your brand with Gandangara, you gain:

Brand Exposure

Your brand will be prominently showcased at our Expo, reaching a diverse audience of community members, stakeholders, and attendees. This exposure extends to event signage, promotional materials, and online platforms.

Mass Marketing Opportunities

Our Expo offers a platform for mass marketing, allowing you to connect with a broad and engaged community. Your sponsorship will position your brand at the forefront of a meaningful community event.

Corporate Social Responsibility

Supporting the Caring for Our Elders Expo demonstrates your corporate social responsibility. It showcases your dedication to the well-being of our community, which resonates positively with both local and wider audiences.

Track Record of Success

We have a proven track record of successful sponsorships. For instance, previous sponsors experienced significant benefits, such as increased web traffic to their dedicated sponsor pages on our website. This not only enhanced their online visibility but also facilitated direct engagement with our community.

By partnering with Gandangara, you can expect similar successes, making a lasting impact on both your brand and the community we serve.

Enquiries

If you would like to register your Interest for your organisation or business formally Sponsor our Caring for Our Elders Expo, please take the next step and complete the Sponsorship Registration Form using the QR code or email to reception@glalc.org.au.

Alternatively if you would like more details on how your organisation can become a formal sponsor or take the next step in your sponsorship journey with Gandangara Local Aboriginal Land Council, please contact Kelly Nichols directly on (02) 9602 5280.

