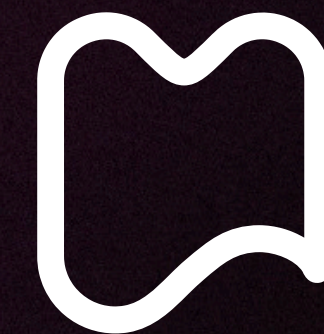




X



midsumma

a purpose-led partnership that creates meaningful impact

Midsumma Partnership Proposal **2026-2027** > beyond



# Where pride is only the beginning - **Midsumma x [Sponsor]**

Midsumma is a year-round cultural organisation dedicated to supporting, developing, and elevating LGBTQIA+ artists and communities.

Midsumma creates a “queer” ecosystem as a micro labour market, through year-round mentorship, professional development programs, and inclusive creative pathways, including dedicated support for emerging artists and artists with disability. Midsumma invests in the long-term strength, visibility, and well-being of the community.

This ongoing work culminates each summer in the three-week Midsumma Festival, one of Australia’s most visible and impactful cultural celebrations, bringing these voices, stories, and creative outcomes to life at scale.

Together with YOU, alongside our communities, we have the opportunity to go further, not just celebrating how far we have come over Midsumma’s 40 years, but actively supporting our rich future, more inclusive outcomes, and keeping our stories and lived experiences thriving.

If we build this together, we can create something that extends beyond the festival moment, into everyday impact.

Because when we go beyond pride, something powerful happens... and we want you there to feel it too.

*with pride,*

**Felicity McIntosh - Deputy CEO, Midsumma**



# Delivering real impact

Midsumma is more than a festival; it is a year-round platform that supports the health, well-being, and connection of diverse communities across Australia.

In 2026, Midsumma Festival reached **334,531 attendees**, the largest audience in the festival's history, reflecting both scale and sustained cultural relevance.

But what matters most is not just how many people attend, it's **who we reach, and the impact we have on their lives.**

Together, we can help power a more connected and inclusive future.





# Driving measurable outcomes

Midsumma engage with our audiences, and measurably improve wellbeing.

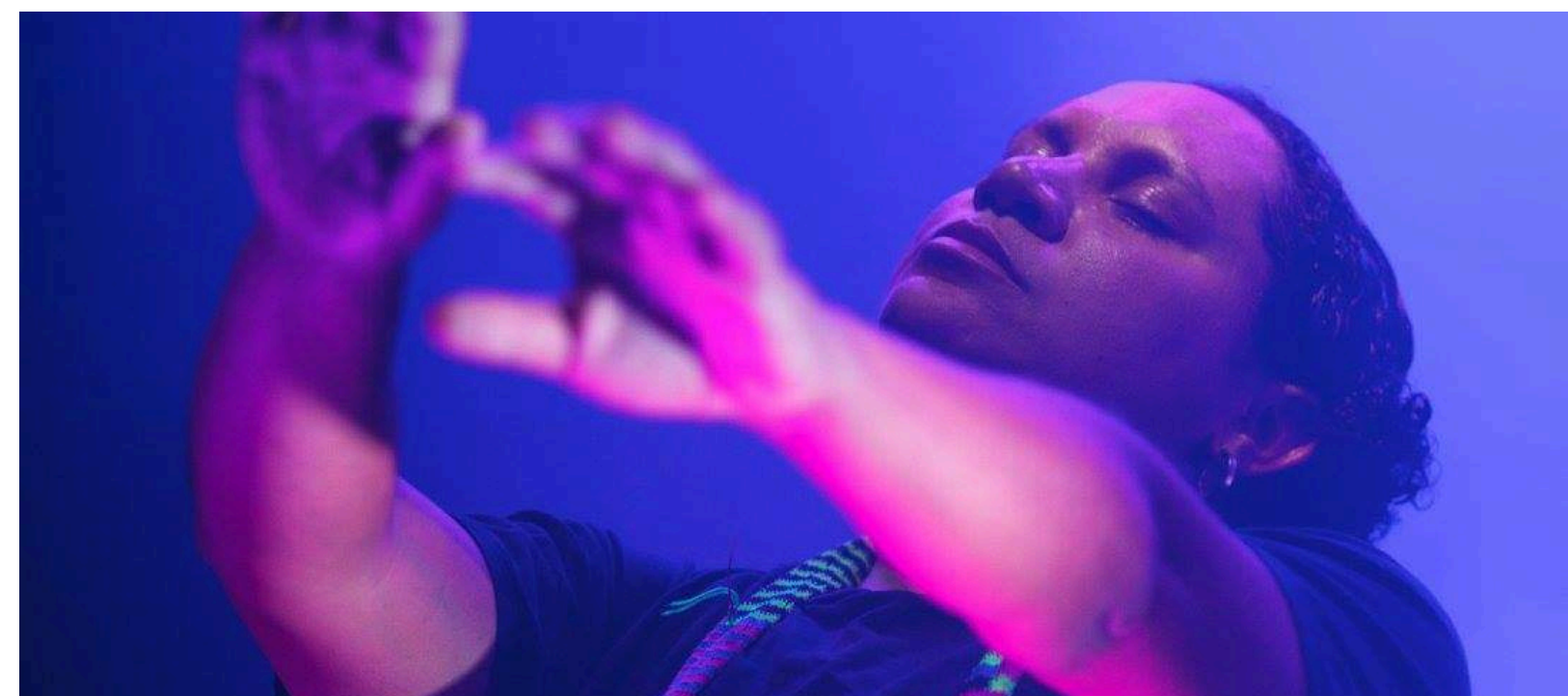
Independent research shows:

- 84% of attendees reported a **direct positive impact** on their personal wellbeing
- 92% felt **more connected** to community
- 96% felt **safe and welcome**
- 93% believe the festival creates ongoing **positive local impact**

These outcomes reflect the role Midsumma plays in:

- Reducing social isolation
- Creating safe, affirming environments
- **Supporting mental health through connection, identity, and expression**

[Culture Counts Audience Survey - Midsumma Festival 2026](#)









# Year-round community coverage

Beyond the festival, Midsumma invests in long-term community strength through:

- Mentorship and development programs for **emerging LGBTQIA+ artists**
- Dedicated pathways and commissioning for **artists with disability**
- **Regional programming** that expands access and representation across Victoria
- **Platforms for underrepresented voices**, including First Nations artists, queer artists of colour, and creatives with disability

This sustained engagement ensures impact is not momentary, but ongoing.

During the annual three-week festival, this work comes to life across 222 events in over 150 venues, creating visible, shared experiences of inclusion and connection.

Audience behaviour ([2026 Culture Counts Report](#)) reflects deep engagement:

- Attendees went to an average of **2.9 events each**
- 35% attended 3–5 events, with many attending more
- **29% were first-time attendees**, showing continued growth and reach

Repeat, meaningful engagement at scale.



# The communities we support

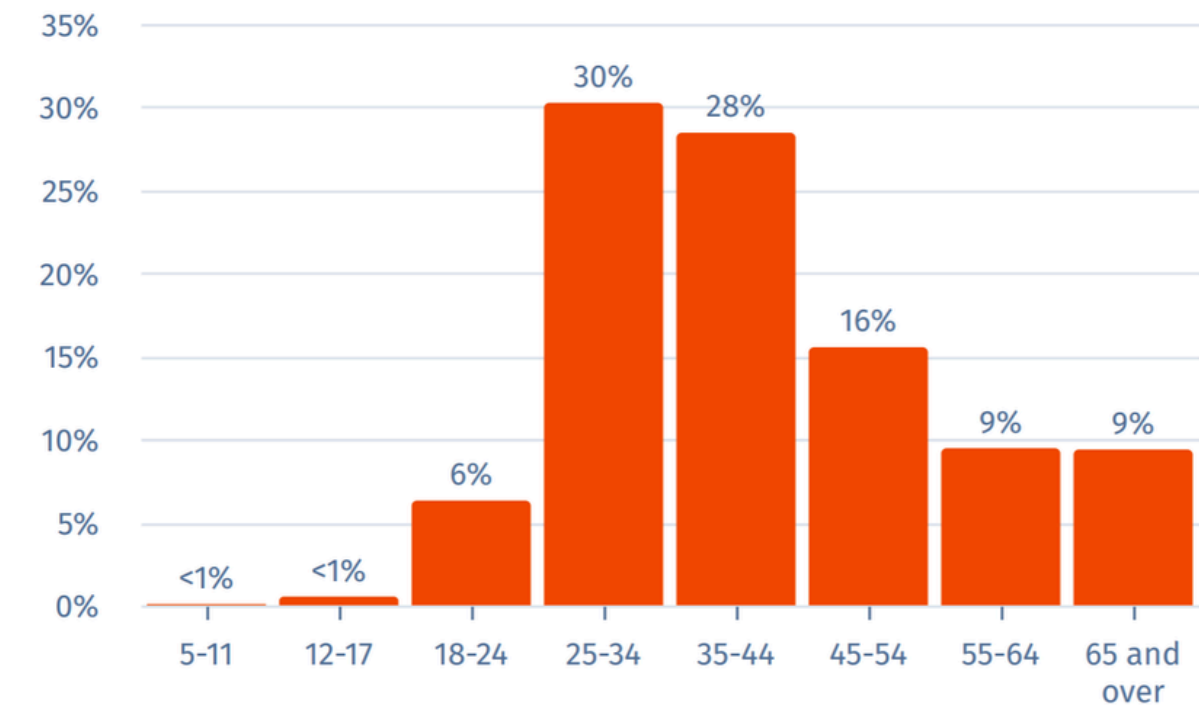
The diversity of our communities is what makes Midsumma so powerful - reflecting a broad, intersectional audience across life stages, identities, and lived experiences.

- 54% of attendees are **couples and families**
- Of those attending **with children**, 49% have children aged 4 and under, and 38% aged 5–11
- **25% identify as neurodiverse**
- 19% identify as culturally diverse or people of colour (CALD/PoC)
- Over 50% identify as **living with disability**

This breadth of representation is what positions Midsumma as one of Australia's most inclusive and community-driven cultural platforms, creating space for people to feel seen, supported, and connected.

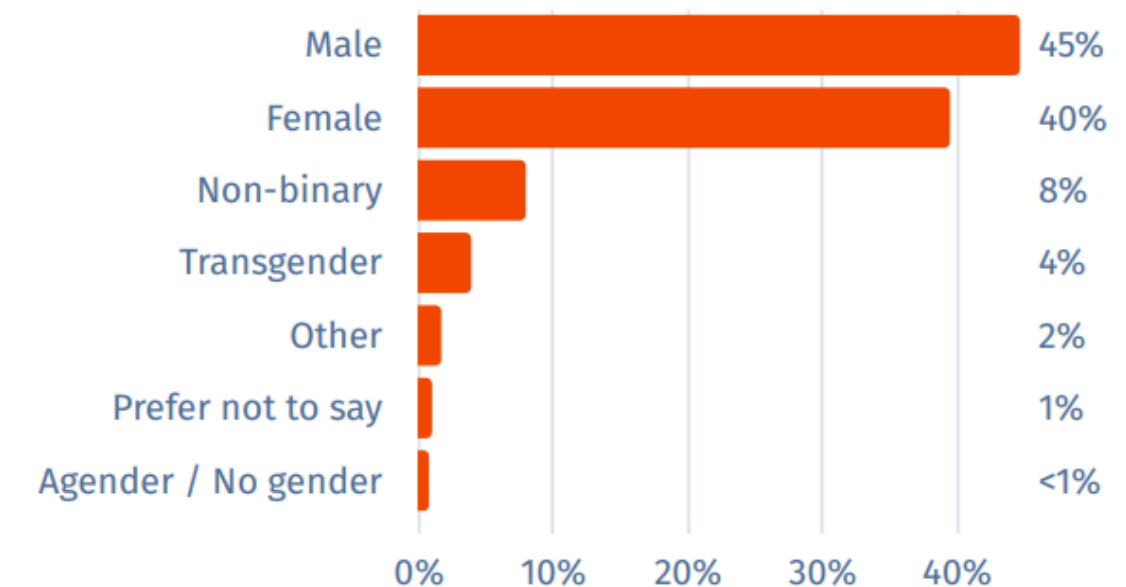
## Age Group

What is your age?



## Gender

How would you describe your gender?









# The opportunity

Midsumma offers unique partnership opportunities to engage communities who:

- Represent diverse identities, cultures, ages and life stages
- Include young people, families, professionals, and community leaders
- Value inclusion, authenticity and brands that align with their values
- Seek meaningful experiences, connection and community year-round

Midsumma provides:

- Trusted and established community platforms
- Highly engaged and diverse audiences
- A proven environment for delivering measurable wellbeing outcomes

Together, this creates a powerful opportunity to:

- Build authentic connections with engaged and values-led communities
- Increase brand visibility through meaningful cultural engagement
- Demonstrate leadership in inclusion, wellbeing and social impact





# Creating beyond pride

Midsumma is already improving lives through connection, creativity, and community.

Together, we can extend that impact even further, moving beyond moments of celebration to support long-term outcomes for diverse communities.

This is a chance to build a meaningful, measurable, lasting partnership that reflects shared values and delivers real impact where it matters most.

Together, we can create meaningful impact that's not just seen, but felt.









# Partner with us

Midsumma is the largest LGBTQIA+ arts and cultural organisations in the Asia-Pacific region, with a vision to create long-term, shared value partnerships that support LGBTQIA+ communities, artists, and the people within the organisations we partner with.

As a progressive, year-round organisation, Midsumma actively challenges the status quo; supporting, educating, and continually evolving to reflect the needs of our communities. We create platforms, places, and spaces for creative expression that contribute to stronger social connections, improved wellbeing, and more inclusive cultural narratives.

We lead with inclusivity in everything we do, working to create environments where people feel safe, supported, and able to fully participate, recognising that access, dignity, and equality are fundamental to both community wellbeing and positive living outcomes.

Through this lens, Midsumma plays an important role in reducing isolation, strengthening connections, and creating culturally safe spaces, all of which are critical contributors to mental health and overall wellbeing.

We are in a unique position to connect your brand authentically with LGBTQIA+ communities, co-creating engaging, informative, and trusted activations, both during the festival and throughout the year.

Each Midsumma partnership is tailored to align with your organisation's strategic priorities. We work collaboratively to think beyond traditional sponsorship, creating opportunities that deliver impact across both internal engagement and external brand presence.



# What's the partnership investment?

\*all tiers exclusive of GST.  
Discounts offered for  
multi-year partnerships.

**Midsumma Festival partnerships are tiered** and scaled based on visibility, activation, and level of integration across the festival and year-round programming.



## Silver Partner

*starting from - \$30K p.a.*

A strong entry-level partnership with brand presence at key moments, including Midsumma Carnival, and shared campaign reach.



## Gold Partner

*starting from - \$40K p.a.*

Increased visibility and engagement, with expanded activation opportunities and integration across staff and community touchpoints.



## Major Partner

*starting from - \$80K p.a.*

A high-impact, integrated partnership with strong presence across the full festival ecosystem, including premium placements, content integration, and audience engagement.



## Principal Partner

*starting from - \$160K p.a.*

A category-leading partnership with deep integration across the festival and year-round activity. Includes co-created campaigns, exclusive positioning, and significant opportunities to deliver measurable impact.



We are committed to creating bespoke, mutually beneficial partnerships tailored to your priorities and objectives. We look forward to working with you to shape a partnership that delivers lasting, meaningful impact - that suits your investment.

A considered, purpose-led partnership - designed to deliver meaningful health and community impact



# New partnership opportunities to diversify impact

## Arts & Cultural participation partnership 2027

### The Midsumma (and Sponsor) Art Award

**\$30K p.a.**

**-Exclusive Naming Rights + National PR Recognition**

Australia's leading queer art award and a flagship cultural platform within the festival.

A nationally recognised visual arts award offering exclusive naming rights - positioning [Sponsor] at the forefront of contemporary queer arts and artist development in Australia.

Supporting leading and emerging LGBTQIA+ artists from across the country to create and exhibit bold, thought-provoking work across mediums. Finalists are selected nationally, making the award a true reflection of the breadth and diversity of queer artistic and cultural practice today.

### Queer Playwrights Award — \$15K p.a.

In partnership with Gasworks Arts Park, supporting the development of new LGBTQIA+ theatre and storytelling nationally. The mentorship program brings new queer narratives to mainstream stages. The winner of QPA will present their full stage production in Midsumma 2028 (Midsumma's 40<sup>th</sup> anniversary festival).

**Outcome:** Positions [Sponsor] as a supporter of emerging playwrights, their voices and cultural storytelling.

### Homophon!c — \$10K p.a.

A national platform for emerging queer musicians and composers to develop and present original classical works. This one-of-a-kind award supports early-career artists and new creative queer expressions.

**Outcome:** Alignment with bold new queer artists shaping the future of contemporary music.



# New partnership opportunities to diversify impact

## Programming & Production impact partnerships 2027

### Impact Partnership

*Starting from* - **\$10K p.a. + In-kind support**

A category-fit partnership with deep integration across the festival and year-round activity. Product exclusivity available for relevant agreements.

Our Impact partnerships are designed to invite brands and businesses to lend their resources to deliver direct, active and meaningful support to Australia's leading queer arts & cultural festival.

Invitations are open for both financial and in-kind contributions, for the programs which support our team of 300+ volunteers, festival production logistics and even signature Midsumma programming such as The Carnival Dog Show or Lip sync Limelight!

Everything from products and goodies for our volunteers, to providing shading options to protect punters during Pride March and even in kind automotive support to help us move talent from location to location. All ideas and desire to get involved are welcome.



# An idea of included deliverables

Midsumma partnerships include:

|                   | Midsumma<br>Carnival<br>Activation -<br>130,000+ people | Premium position<br>in Midsumma<br>Pride March -<br>45,000+ people | Collaboration to<br>activate<br>meaningfully at<br>Major Events | Naming rights or<br>supporting partner<br>for awards and<br>programs | VIP access to Major<br>events and exclusive<br>VIP invites to shows                            | Midsumma<br>event logo<br>inclusions   | Solo<br>branded<br>banner | Free program<br>guide ad (print<br>& digital) |
|-------------------|---------------------------------------------------------|--------------------------------------------------------------------|-----------------------------------------------------------------|----------------------------------------------------------------------|------------------------------------------------------------------------------------------------|----------------------------------------|---------------------------|-----------------------------------------------|
| Arts &<br>Culture |                                                         | X                                                                  |                                                                 | X                                                                    | to event                                                                                       | event page                             | X<br>at event             |                                               |
| Silver            | 3x3 m2                                                  | X                                                                  |                                                                 |                                                                      | X                                                                                              | website<br>acknowledgment              |                           |                                               |
| Gold              | 3x4 m2                                                  | X                                                                  | X                                                               |                                                                      | X                                                                                              | website<br>acknowledgment              |                           | ¼ page                                        |
| Major             | 6x4 m2                                                  | X                                                                  | X                                                               |                                                                      | VIP access to Major<br>Events & exclusive<br>invitations                                       | website<br>acknowledgment              |                           | ½ page                                        |
| Principal         | 6x6 m2                                                  | X                                                                  | X                                                               | X                                                                    | Full VIP access to Major<br>Events & exclusive<br>invitations for team and<br>Sponsor partners | Across all<br>promotional<br>positions | X                         | full<br>page                                  |

For Arts & Silver Partners, an ad in the official Midsumma Festival printed + digital program guide can be purchased at a discounted rate



# Marketing deliverables

|                | Social Media and eNews campaign collaboration | Logo acknowledgment and partner URL | Use of Mdisumma logo | Website promotional banner | Logo on Major Event stage scrim | Your logo on Midsumma OOH campaigns | Logo on Staff and Volunteer shirts |
|----------------|-----------------------------------------------|-------------------------------------|----------------------|----------------------------|---------------------------------|-------------------------------------|------------------------------------|
| Arts & Culture | X                                             | X                                   | X                    |                            |                                 |                                     |                                    |
| Silver         | X                                             | X                                   | X                    |                            |                                 |                                     |                                    |
| Gold           | X                                             | X                                   | X                    |                            |                                 |                                     |                                    |
| Major          | X                                             | X                                   | X                    | X                          |                                 | supporting logo                     | supporting logo                    |
| Principal      | X                                             | X                                   | X                    | X                          | X                               | X                                   | X                                  |

## Midsumma Festival 2026 results:

- 334,531 total attendances – 9.9% increase on 2025
- 5.7M+ social media views, up from approximately 1.9M in 2025
- 544,801 social media reach, up 63.3%

- eNews performance above industry ave (39.9% OR, 2.3% CTR)
- Outdoor campaign delivered 118% of booked inventory
- 253,000 website users, including 198,858 new users (78.6%)
- 2.6M website interactions, indicating increased engagement depth



# Programing & Production partner - marketing benefits

|                    | eComms and Socail Media recognition and cross-promo | Partner and logo acknowledgement and partner URL | Use of Mdisumma logo | Partner and logo acknowledgement in Midsumma Printed Guide (20,000 copies) | Discounted program guide ad (print & digital) | Connected to Midsumma's 330,000 audience | VIP access to Major events |
|--------------------|-----------------------------------------------------|--------------------------------------------------|----------------------|----------------------------------------------------------------------------|-----------------------------------------------|------------------------------------------|----------------------------|
| PRODUCTION PARTNER | X                                                   | X                                                | X                    | X                                                                          | X                                             | X                                        | X                          |

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- Repeat, meaningful engagement at scale.



Let's connect to shape a partnership  
that delivers meaningful impact  
together



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x



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