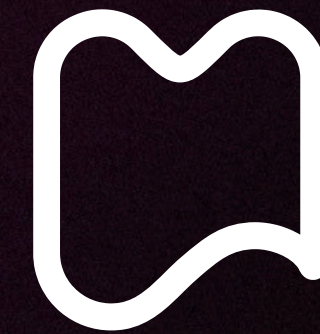




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midsumma

a purpose-led partnership that creates meaningful impact

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

where pride is only the beginning - **Midsumma x Partnership**

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 support wellbeing that's not just delivered, but lived.



driving measurable outcomes

Midsumma engage with our audiences, and measurably improve wellbeing.

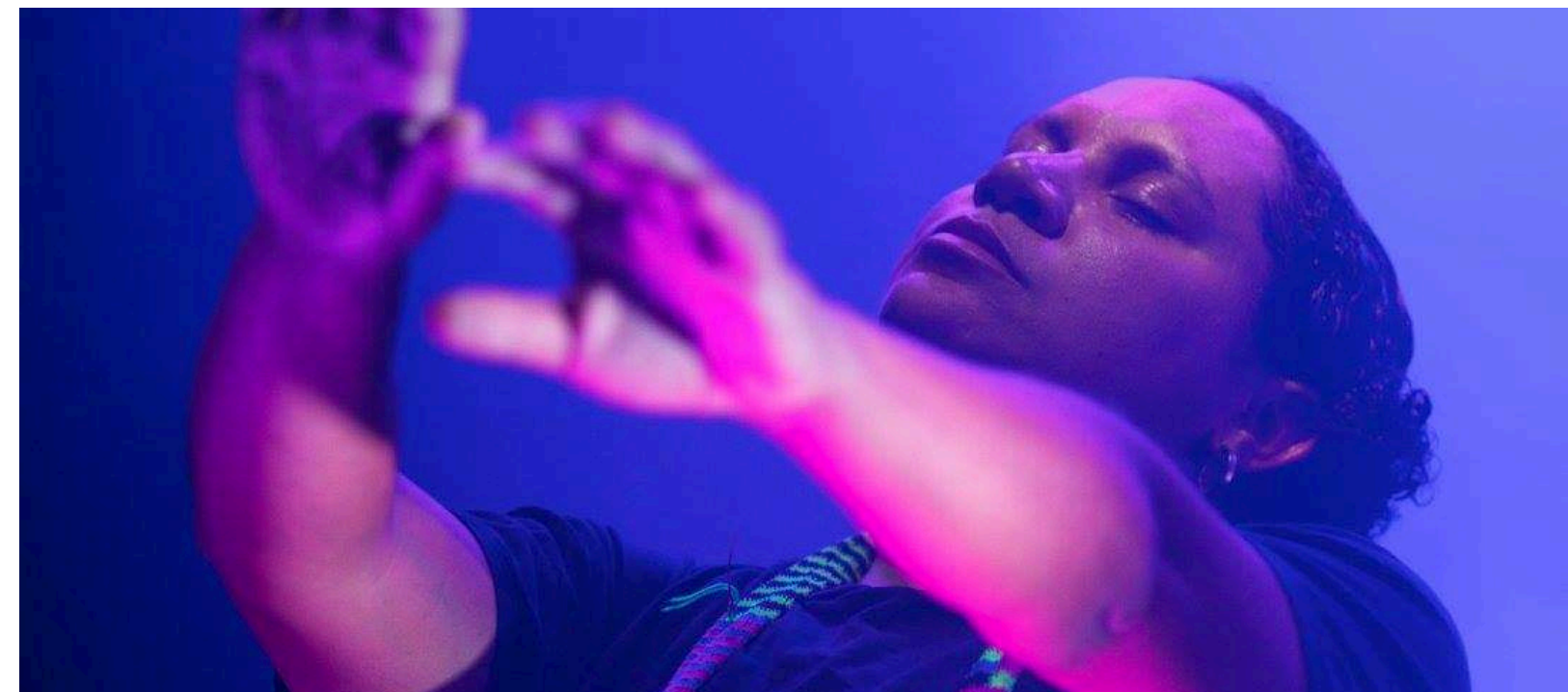
Independent research shows:

- 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

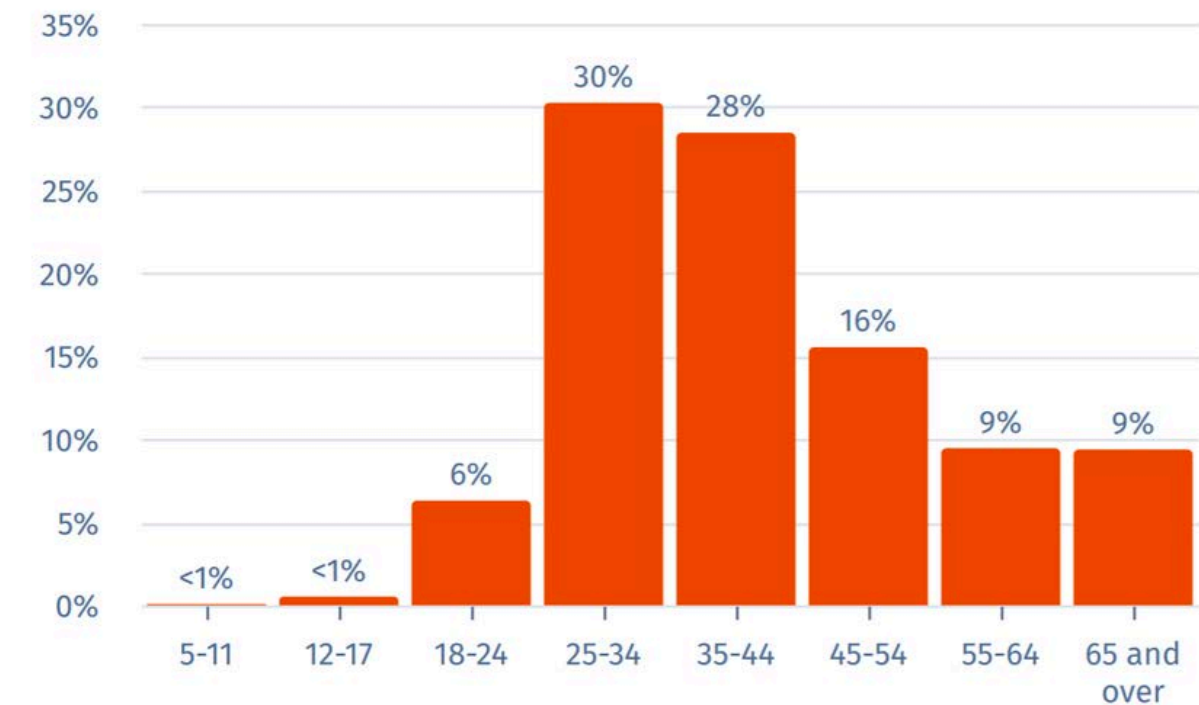
The diversity of our communities is what makes Midsumma so powerful - reflecting a broad, intersectional audience across life stages, identities, and lived experiences.

- 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.

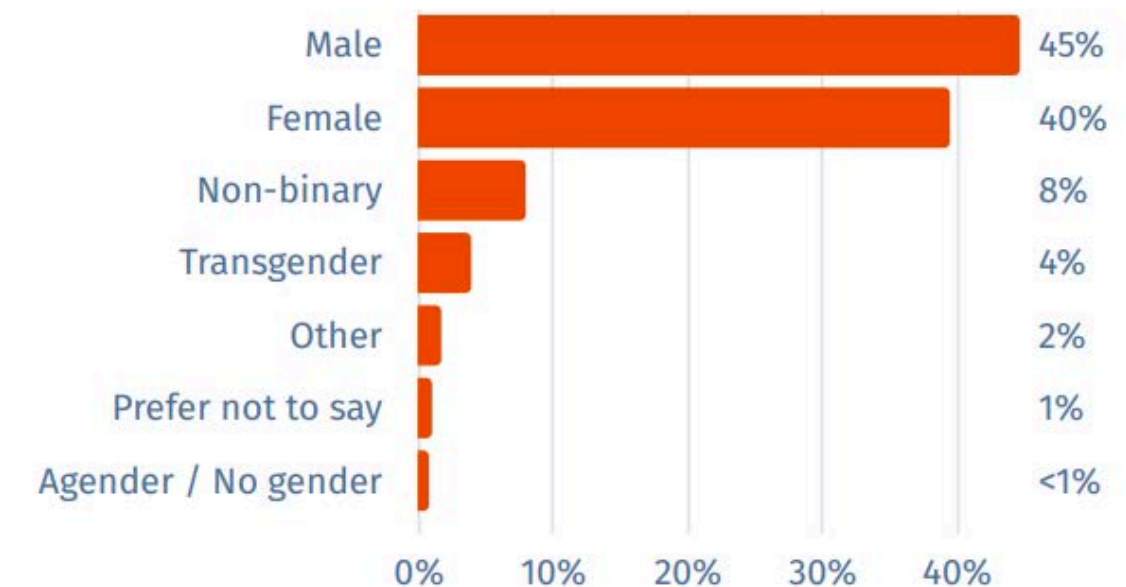
Age Group

What is your age?



Gender

How would you describe your gender?





midsumma
festival

DFB.AU

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 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 - \$70K 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

an idea of included deliverables

Midsumma partnerships include:

| | Midsumma Carnival Activation - 130,000+ people | Premium position in Midsumma Pride March - 45,000+ people | Collaboration to activate meaningfully at Major Events | Naming rights or supporting partner for awards and programs | Midsumma event logo inclusions | Your branded event banner | Free program guide ad (print & digital) |
|-----------|--|---|--|---|--------------------------------|---------------------------|---|
| Silver | 3x3 m2 | X | X | | X | | |
| Gold | 3x4 m2 | X | X | | X | | ¼ page |
| Major | 6x4 m2 | X | X | X | X | | ½ page |
| Principal | 6x6 m2 | X | X | X | X | X | full page |

For Silver and Gold 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 Midsumma Staff and Volunteer shirts |
|-----------|---|-------------------------------------|----------------------|----------------------------|---------------------------------|-------------------------------------|---|
| Silver | X | X | X | | | | |
| Gold | X | X | X | | | | |
| Major | X | X | X | X | | X | X |
| 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

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



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