

IAM 2024

CBR 06-08 DEC ONLINE 06-15 DEC



Sponsorship prospectus

**AIATSIS
INDIGENOUS
ART MARKET**

Canberra 06-08 December
Online 06-15 December



AIATSIS

aiatsis.gov.au



About AIATSIS

This year, The Australian Institute of Aboriginal and Torres Strait Islander Studies (AIATSIS) celebrates its 60th Anniversary. Established in 1964, through an Act of Parliament, as a place for research and preservation of Indigenous culture and heritage – to record Australia's First Nations People before they disappeared. Over the course of the past 60 years, Australia's First Nations People however have not disappeared, we have continued to reclaim our rights, practice and celebrate our culture, the oldest living culture in the world. As an Institute we are privileged to undertake our leading facilitation role working closely with our traditional owners, our communities and broader sector partners.

Over the past 6 decades, AIATSIS has evolved into a world class organisation, focusing on telling the story of Aboriginal and Torres Strait Islander Australia. It continues to transform and create opportunities for all people to encounter and engage with cultures that are thousands of years old. AIATSIS supports and facilitates Aboriginal and Torres Strait Islander resurgence through our vast array of cultural programs, such as the Return of Cultural Heritage Program, our Family History Unit and extends to research, education and discovery of our Collection of over one million items.

The AIATSIS vision is to create a world in which Aboriginal and Torres Strait Islander peoples' rights, knowledge, cultures and stories are recognised, respected, celebrated and valued.



'The AIATSIS Indigenous Art Market provides a unique opportunity for First Nation art centres and artists from across Australia and the Canberra region to share their culture and showcase their impressive creativity, artistry, and craftsmanship to the Australian public as well as international visitors.

We are extremely proud that since its inception the AIATSIS Indigenous Art Market continues to grow from strength to strength, joining the likes of the Darwin and Cairns Art Fairs as a fixture in the Indigenous art calendar'.

Leonard Hill, Interim AIATSIS CEO

**The AIATSIS Indigenous Art Market
is located on the lawns of Maraga,
51 Lawson Cres, Acton Peninsula, Canberra.**



2024 AIATSIS Indigenous Art Market Sponsorship Prospectus

The AIATSIS Indigenous Art Market (IAM) is the largest Indigenous Art Market in the Canberra region. The market has also become a popular online event, showcasing a diverse range of Aboriginal and Torres Strait Islander paintings, textiles, sculptures, and much more.

Importantly, 100 per cent of sales from the AIATSIS IAM go back to the participating Indigenous art centres, artists, and their communities.

IAM in 2023



30 in person art centres

and exhibitors from around the Country

Approximately

2000 visitors

across three days with many more online



Thousands of dollars in sales, with

100% of sales

going directly to the Art Centres and Artists

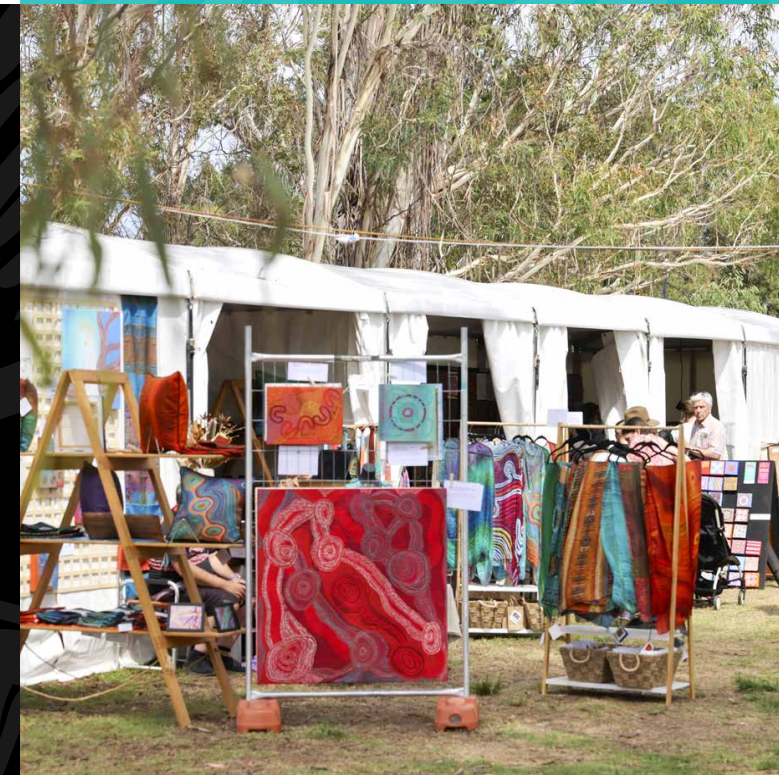


46 online art centres

and exhibitors

Thousands of available artworks,

textiles, sculptures, and jewellery





2023 IAM customer statements

'The AIATSIS Indigenous Art Market provides a rare opportunity for people living in the Canberra region to buy First Nation artworks directly from the Artist and Art Centres. It is an event I look forward to each year'.

'I love the rich heritage, culture and tradition that is showcased through the variety of the artworks, textiles, and jewellery. There is something for everyone and every budget at the IAM'.

'For me, it is the ability to talk directly to the artist, to hear the story behind the artwork. To understand the depth of its meaning and significance'.







'I've attended the AIATSIS markets every year that it's been running, as I love supporting mob and purchasing their work. It's always a really good opportunity to meet the artists behind the scenes and hear more about them. This will be the first year that I've been there myself as a stallholder, so I'm really excited! I love getting to meet the people supporting my work, it's important to me to know that it's going to good people.

This is one of the few markets that empower Indigenous artists, centres, and communities; we're able to make and sell our work on our own terms. AIATSIS is one of a kind and leading the way'.

Jessika Spencer, Ngurru

Sponsorship packages

Principal sponsor \$55,000 (inc GST)	Major sponsor \$22,000 (inc GST)	Contributing sponsor \$5,500 (inc GST)	Supporting sponsor \$2,750 (inc GST)	Bespoke sponsor package
<p>Exclusive opportunity</p> <p>Package benefits</p> <ul style="list-style-type: none"> • Exclusive logo inclusion on AIATSIS IAM advertising at 3 Australian Capital Territory (ACT) light rail stations along the Gungahlin – Civic Line and exterior of light rail vehicle. • Logo listed on the dedicated AIATSIS IAM web page with link to company website. • Logo inclusion on supporting AIATSIS IAM marketing material, including communication to artists and art centres. • Dedicated post on AIATSIS social media platforms acknowledging level of sponsorship. • Opportunity to provide company merchandise during the in-person AIATSIS IAM. • Invitation for 8 people to attend a cultural weaving workshop at Maraga. • Verbal acknowledgment during the VIP opening showcase event on Thursday, 7 December 2024 and across the weekend of the in-person AIATSIS IAM event. • One 9 x 3m (width x depth) marquee at the in-person AIATSIS IAM event at Maraga. • Invitation for 8 people to attend the VIP opening showcase event on Thursday, 7 December. • Invitation for 8 people to attend an exclusive behind the scenes tour of AIATSIS. 	<p>Exclusive opportunity</p> <p>Package benefits</p> <ul style="list-style-type: none"> • Logo inclusion on supporting AIATSIS IAM marketing material, including communication to artists and art centres. • Logo listed on the dedicated AIATSIS IAM web page with link to company website. • Dedicated post on AIATSIS social media platforms acknowledging level of sponsorship. • Verbal acknowledgment during the VIP opening showcase event on Thursday, 7 December 2024 and across the weekend of the in-person AIATSIS IAM event. • One 6 x 3m (width x depth) marquee at the in-person AIATSIS IAM weekend at Maraga. • Invitation for 4 people to attend the VIP opening showcase event on Thursday, 7 December 2024. • Opportunity to provide company merchandise during the in person AIATSIS IAM. 	<p>Multiple opportunities</p> <p>Package benefits</p> <ul style="list-style-type: none"> • Logo inclusion on marketing material, including communication to artists and art centres. • Logo listed on the dedicated AIATSIS IAM web page with link to company website. • Verbal acknowledgment during the VIP opening showcase event on Thursday, 7 December 2024 and across the weekend of the in-person AIATSIS IAM event. • Invitation for 1 person to attend the VIP opening showcase event on Thursday, 7 December 2024. • One 3 x 3m (width x depth) marquee at the in person AIATSIS IAM weekend at Maraga. • Opportunity to provide company merchandise during the in-person AIATSIS IAM. • Digital thank you via AIATSIS social media channels. 	<p>Multiple opportunities</p> <p>Package benefits</p> <ul style="list-style-type: none"> • Logo inclusion on marketing material, including communication to artists and art centres. • Logo listed on the dedicated AIATSIS IAM web page with link to company website. • Verbal acknowledgment during the VIP opening showcase event on Thursday, 7 December 2024 and across the weekend of the in-person AIATSIS IAM event. • Digital thank you via AIATSIS social media channels. 	<p>Multiple opportunities</p> <p>Package benefits</p> <ul style="list-style-type: none"> • Bespoke sponsorship packages are available. To discuss this option, please email our Partnerships Team partnerships@aiatsis.gov.au <div data-bbox="1778 1050 2163 1520" style="background-color: black; color: white; padding: 10px; text-align: center;"> <p>To become a sponsor of the AIATSIS Indigenous Art Market 2024 please email partnerships@aiatsis.gov.au prior to 30 November 2024.</p>   <p>AIATSIS</p> </div>