

The MindTribes Business in Colour Awards

Sponsorship Guide



November 13 2025

The Timber Yard
351 Plummer Street, Port Melbourne VIC

Featuring a public figure-keynote, dynamic performing arts, and an inspiring awards ceremony, this night goes beyond to begin a movement towards meaningful progress. Join 200+ private and public sector professionals and leaders.



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MINDTRIBES



What are these awards?

The 2025 MindTribes Business in Colour Awards will celebrate and honour the extraordinary contributions and achievements of employees, leaders, allies, and communities who are driving meaningful change in race & cultural equity & inclusion within organisations. Nominations will be invited for five distinguished award categories:

1. CALD Exemplar,
2. CALD Sponsor,
3. CALD Inclusive Companies,
4. Race & Culture Research Excellence,
5. Collective Impact.

Why these awards?

On the principle of intersectionality, we recognise that beyond celebration of achievements in gender equity and LGBTQIA+ inclusion in the business community, there remains a significant gap when it comes to recognising advancements in racial and cultural equity and inclusion. Often, businesses struggle to define what success or maturity in this space looks like. These awards will spotlight excellence, showcase leading practices, and amplify the good to influence others to strive for better.



What we need from you

We invite you to partner with us as sponsors and align your brand with this landmark event. Sponsorship packages are available at various levels:

- ★ Platinum (\$15,000+)
- ★ Gold (\$10,000)
- ★ Silver (\$7,500)
- ★ Bronze (\$5,000)

Sponsors will gain industry and brand recognition whilst influencing the business community to invest in progress for people who represent 15-30+% of Australian workforces.



**Become a Sponsor.
Lead The Change.**



Benefits of Sponsorship

Presenting Awards with
Mini-Keynote

Brand Alignment to
Business & Social Good

Media Exposure & Top Tier
Client Exposure