

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 250+ private and public sector professionals and leaders.



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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. Business in Colour **Exemplar**,
2. Business in Colour **Sponsor**,
3. Business in Colour **Inclusive Companies**,
4. Race & Culture **Research Excellence**,
5. Business in Colour **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're seeking values-aligned founding sponsors for this inaugural Awards. This is a chance to make a public, enduring commitment to anti-racism and equity—to help shift systems, institutions, and the collective. Founding sponsors will be recognised as the driving force behind a national movement to embed racial equity across workplaces and communities. Take a stand. Back this vision. Fill the room. Bring your leadership and investment. Let's change the conditions that allow racism to exist and build a future where no one is racialised or excluded. Change starts with bold leadership.



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



Benefits of Sponsorship

Brand Alignment to Anti-Racism and Racial Equity

Keynote or Panel & Stage Spotlight

VIP Access and Influence & Networking Opportunities

Media and Client Exposure & Brand Visibility

*All benefits can be tailored in collaboration with our founding sponsors—to align with your brand, values, and strategic priorities.

Why are we different?

The Business in Colour Awards is more than an event—it is a movement.

Anchored by a keynote from Sisonke Msimang, acclaimed Guardian writer and author, the night brings powerful storytelling and radical celebration.

At the heart of the Awards is First Nations peoples—not siloed into a category, but centred throughout, as judges, applicants, and awardees, shaping every category, and grounding the awards in principles of anti-racism. With a diverse panel of leaders across sectors, this night redefines what recognition in anti-racism looks like.



These awards reflect who we are.

Dynamic, bold, and proudly different.



The Business in Colour Awards is a celebration for the future society we're working towards. We're reimagining the Awards narrative, moving away from the tired black-tie experience. Picture food trucks serving global and ethnic flavours, young First Nations women leading a Welcome to Country, South Asian dancers and African drummers bringing rhythm, colour, and energy to the crowd. This is about celebrating culture, honouring real impact, creating a movement, and about truth-telling.