

The MindTribes Business in Colour Awards

Sponsorship Guide



October 23 2026

The Timber Yard
351 Plummer Street, Port Melbourne VIC



Featuring a powerful keynote, vibrant cultural performances, and a celebration of the leaders driving change - this night launches a movement for anti-racism and equity.

Join 300+ influential leaders from across public and private sectors.



What is the Business in Colour Awards?

The 2026 MindTribes Business in Colour Awards celebrate the leaders and workplaces driving real change in racial and cultural equity across Australian organisations.

There are five 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**.



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Why the Awards?

Despite meaningful progress in areas such as gender equity and LGBTQIA+ inclusion, many workplaces remain limited in racial and cultural equity – struggling to define what success or maturity in this space actually looks like.

These Awards spotlight excellence in anti-racism to inspire others to strive for better.

By recognising organisations genuinely advancing racial and cultural equity, the Awards set the benchmark and drive momentum for change.



What we need from you

We're seeking sponsors to back this vision. This is your opportunity to make a public commitment to anti-racism and help shift workplace culture at scale.

As a sponsor, you'll drive a national movement to embed racial equity across Australian workplaces. Your leadership will set the standard and amplify the organisations doing the work.

Together, we will build workplaces where no one is racialised or excluded.

Change starts here.



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



Benefits of Sponsorship

Brand Alignment to
Anti-Racism and Racial Equity

Keynote or Stage Spotlight

VIP Access & Networking
Opportunities

Brand Visibility including
Media and Client Exposure

**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's a movement.

Our commitment is reflected in who leads and whose voices shape the Awards. First Nations peoples are at the heart: not siloed into a category, but centred throughout as judges, applicants, and awardees, shaping every category and grounding our work.

Each award is judged by a diverse panel of leaders across sectors, redefining what recognition in racial equity looks like and setting a new standard for the nation.



Join us as we build an anti-racist Australia, together.



The Business in Colour Awards is a reflection of the world we want to see.

In our commitment to doing things differently, our Awards are **bold and innovative**. Rather than tired, black-tie formality, the Awards is a space that is vibrant, culturally rich and alive.

Think diverse cuisines, speakers and performers who bring the work to life, through rich culture and truth-telling.





Lead Sponsor

25,000+

1. **Keynote:** Deliver an opening keynote to align your brand with the event's purpose.
2. **Brand Exposure:** Logo and blurb about the organisation, featured across website, emails, social media, and event banners.
3. **Complimentary Tickets:** Receive 10 VIP tickets for your team to attend the Awards.
4. **Media Acknowledgement & Networking:** Recognised in press releases and event communications, with networking opportunities on the night.



Category Sponsor

10,000+

1. **Award Presentation:** Present an award onstage for prominent recognition.
2. **Brand Exposure:** Logo and a blurb about the organisation, featured across website, emails, social media, and event banners.
3. **Complimentary Tickets:** Receive 5 VIP tickets for your team to attend the Awards.
4. **Media Acknowledgement & Networking:** Recognised in press releases and event communications, with networking opportunities on the night.



Supporting Sponsor

5,000+

1. **Sponsor Young Leaders to Attend:** Enable 5 culturally diverse young people to attend and connect with industry leaders.
2. **Brand Exposure:** Logo and a blurb about the organisation, featured across website, emails, social media, and event banners.
3. **Complimentary Tickets:** Receive 3 VIP tickets for your team to attend the Awards.
4. **Media Acknowledgement & Networking:** Recognised in press releases and event communications, with networking opportunities on the night.

*All sponsorship packages can be customised to better align with your brand, values, and needs.