



SaltwaterFreshwater Festival

26 January 2026

Reflect. Respect. Celebrate.



Saltwater Freshwater Arts Alliance acknowledges the Traditional Custodians of the lands where we work and live. We celebrate the diversity of Aboriginal peoples and their ongoing cultures and connections to the lands and waters of NSW.

We pay our respects to Elders past, present and emerging and acknowledge the Aboriginal and Torres Strait Islander people that contributed to the development of this document.

We advise this resource may contain images, or names of deceased persons in photographs or historical content.

Reflect. Respect. Celebrate.

Honouring the Next Generation – Strength, Vision and Legacy.

This year's festival invites us to reflect on the past, respect culture, Country and Elders, and celebrate the next generation — their strength, vision, and legacy. Together, we honour tradition while embracing the future, sharing stories, culture, and creativity with community.

Supporting SWF'26

The Saltwater Freshwater Festival (SWF'26) is a flagship celebration of culture, community, and connection. On 26 January 2026, the festival will be held at the stunning North Coast Regional Botanical Garden Coffs Harbour, on the lands of the Gumbaynggirr people.

The Saltwater Freshwater Festival unites like-minded individuals and organisations in a celebration of culture and Country, with a strong focus on elevating the voices of our youth. By partnering with SWF'26, sponsors and vendors can align their brand with a meaningful, high-impact event that attracts thousands of attendees and generates lasting community value.

This Sponsorship, Satellite Host and Vendor Marketplace Prospectus outlines the unique opportunities available to showcase your organisation or micro-business, connect with audiences, and demonstrate your commitment to culture, community, and Country.



Evolution and Milestones / Est 2010

2010–2014 Foundations

- Festival launched on Australia Day with strong community ownership.
- Headline performers included Archie Roach and Troy Cassar-Daley.

2015–2019 Growth & Regional Engagement

- Audience expansion and program diversification.
- Festival rotated across Gumbaynggirr, Dunghutti, Biripi, and Worimi Country.

2020–2021 Resilience & Innovation

- COVID-19 disruptions led to innovative delivery models.
- Focus on community wellbeing and adaptability.

2022–2024 Reinvigoration & Leadership

- Investment in youth programs, cultural workshops, and regional partnerships.
- Shifted to Reconciliation Week to emphasise truth-telling and cultural sensitivity.

2022–2024 Returning to Australia Day

- Reclaiming the day as an opportunity for truth, unity, and cultural pride.
- Ongoing focus on local talent, intergenerational learning, and community connection.



Where is it?

On Gumbaynggirr Country

The Saltwater Freshwater Festival 2026 is proudly held on the homelands of the Gumbaynggirr Nation. Stretching from sea country to the mountain ranges, ancient escarpments, plateaus and valleys of the Great Dividing Range, this diverse landscape is home to World Heritage rainforests, threatened species, and ecosystems of international significance.

The coast embraces rivers, estuaries, headlands and the Solitary Islands, all of which are central to the cultural and spiritual values of the Gumbaynggirr People.

Gaagal (the sea) is the totem that unites Gumbaynggirr as one people, with families also connected to totems of the *gurruuja* (whale), *yanggaay* (shark), and *yugiirr* (dolphin).

We honour the Gumbaynggirr People as custodians of this Country, and pay respect to their deep connections to land, sea, and culture.



Audience reach & sponsorship impact

The Saltwater Freshwater Festival attracts a broad and engaged audience, delivering strong exposure for sponsors, hosts and vendors:

- **Attendees:** Significant audience engagement spanning First Nations communities (Gumbaynggirr, Dunghutti, Biripi, Worimi) and broader Mid North Coast networks of families, professionals and community leaders.
- **Vendors Marketplace:** Up to 100 vendors provide multiple touchpoints for audience engagement across food, retail, arts, and services.
- **Dedicated Festival Website and Social Accounts:** Sponsors are prominent.
- **Media Coverage:** Regional media attention across print, radio, and digital channels, complemented by newsletters and social media promotion.
- **Social Media & Digital Reach:** Festival content reaches tens of thousands online, with highly engaged local and regional audiences on Facebook, Instagram, and the festival website.
- **Regional Impact:** Beyond attendance, the festival boosts local tourism and business activity, positioning sponsors as key supporters of culture and community.

By sponsoring SWF'26, your organisation gains significant exposure to a diverse, engaged audience, strengthens brand recognition, and demonstrates commitment to supporting culture, community, and Country.

Donate space in the Vendors Marketplace

You can also donate part of your sponsorship benefits?

SWF'26 will be happy to connect any sponsors who wish to donate their complementary space in our Festival or the 'At-A-Glance' program with Indigenous micro-businesses who could benefit from your generosity.

Feel free to contact us on gm@saltwaterfreshwater.com.au to discuss further.



Festival Experiences

Sponsor a space, support culture

Partner with the Saltwater Freshwater Festival to celebrate the living cultures of the Gumbaynggirr, Dunghutti, Biripi and Worimi peoples.

Each Festival space offers immersive experiences for thousands of visitors — families, community leaders and tourists — while giving sponsors high-profile visibility and the chance to directly support culture, community, and connection.

More than sponsorship, this is an opportunity to stand with community, celebrate culture, and create lasting impact.

Saltwater Freshwater Stage — Heartbeat Sponsor

The heartbeat of the festival, the Saltwater Stage showcases Aboriginal music from across the region and Australia. From emerging artists to renowned performers, visitors experience the rhythms, stories, and songlines of the Gumbaynggirr, Dunghutti, Biripi, and Worimi nations.

Heartbeat Sponsors champion cultural storytelling, live performance, and celebration of Aboriginal music.

Dance Grounds — Expression Sponsor

The Dance Grounds bring storytelling to life through traditional and contemporary dance from Gumbaynggirr and regional groups. From the festival opening ceremony to the afternoon yarning circle, audiences engage with ancestral narratives and contemporary culture.

Expression Sponsors celebrate movement, story, and community through performing arts.



Elders Tent — Heritage Sponsor

A space for intergenerational learning and storytelling, where Elders share knowledge, creativity, and wisdom. Children and youth participate in games and cultural practices that continue traditions spanning thousands of years.

Heritage Sponsors demonstrate commitment to cultural preservation and intergenerational engagement.

Next Generation Space — Empowerment Sponsor

A hub for young people and families to engage with weaving, painting, canoe building, bush tucker cooking, language, music, and dance. Discussions on land rights, leadership, and cultural identity encourage respectful dialogue and cultural understanding.

Yarns on cultural identity encourage respectful dialogue and cultural understanding.

Little Custodians — Nurture Sponsor

A safe and fun environment for children to explore Aboriginal culture through storytelling, crafts, and interactive play led by First Nations educators.

Nurture Sponsors champion early learning, family engagement, and cultural curiosity.

Rest & Restore — Wellbeing Sponsor

A sensory-focused environment designed to promote relaxation, focus, and self-regulation. Visitors can experience a calm, restorative space where the senses are gently engaged, supporting mindfulness and wellbeing. This area acknowledges the importance of balance, reflection, and connection to self and country within the festival experience.

Sponsoring this space aligns your organisation with wellbeing, inclusivity, and mindful community engagement.

The Saltwater Freshwater Festival is a celebration of culture, community, and country. Each space invites visitors to connect, learn, play, and reflect, offering a day of immersive experiences that honour the rich traditions and contemporary life of the Gumbaynggirr, Dunghutti, Biripi, and Worimi peoples.



Sponsorship opportunities

	Saltwater Freshwater Stage \$100,000 Exclusive	Dance Grounds \$50,000 Exclusive	Elders Tent \$25,000 Exclusive	Rest & Restore \$10,000 Exclusive	Next Generation Space \$2,500 4 Available	Little Custodians Space \$1,000 4 Available	Festival Friends \$500 Unlimited
Recognition on marketing materials	Heartbeat Sponsor (Main Sponsor)	Expression Sponsor	Heritage Sponsor	Wellbeing Sponsor	Empowerment Sponsor/s	Nurture Sponsor/s	Supporter
Acknowledgement of support via dedicated social media post	✓	✓					
Inclusion in relevant social media post acknowledging all sponsors	✓	✓	✓	✓			
Profile on the SWF'26 web page	100 words	50 words	25 words	10 words			
Logo and hyperlink 'Meet our Sponsors' SWF'26 web page	✓	✓	✓	✓	✓	✓	✓
Logo in the 'Program at a Glance'	✓	✓	✓	✓	✓	✓	
Pull-up banner display	2	2	1				
Recognition during Opening Ceremony announcements	✓	✓	✓				
Recognition during sponsored space announcements	Saltwater Stage	Dance grounds	Elders Tent				
Recognition during general announcements	✓	✓	✓				
Marquee in the Vendors Marketplace	6x3	6x3	3x3				
Access to the official delegate list (subject to Privacy Act conditions)	✓	✓					
Complimentary tickets to any hosted satellite events	5	3	2	1			
Complimentary tickets to the Meeting Place	5	3	2	1			
Post-event media release	✓	✓	✓				
Post-event website Blog inclusion	✓	✓	✓	✓	✓	✓	✓
Post-event Festival Photos	✓	✓					

Vendor Marketplace

The Vendor Marketplace is one of the festival's most vibrant and popular attractions. It offers attendees the chance to shop, taste, and discover, with a diverse mix of food and beverage vendors, retailers, service providers, community agencies, and talented Aboriginal and Torres Strait Islander artists and makers.

For SWF '26, the Marketplace will host up to 100 vendor and exhibitor stalls, creating a lively hub of activity and connection.

Marketplace Vendor spaces are limited and allocated first-come, first-served.

SWF '26 is committed to supporting local Aboriginal businesses and service providers. Preference will be given to vendors from the Gumbaynggirr, Dunghutti, Biripi, and Worimi communities across the Mid North Coast of NSW. We encourage these businesses to apply and showcase their products, services, and cultural expertise at the festival.

Vendor Marketplace Booth Packages — SWF'26

There are three categories of booths available:

1. **Aboriginal and Torres Strait Islander Vendor/Stallholder**
2. **Non-Indigenous Vendor/Stallholder — limited**
3. **Service Providers/Community Agencies (Indigenous & Non-Indigenous) — limited**

Limit of one booth per business.

Booth Pass

- **Indigenous Vendor/Stallholder**
 - Deposit: \$200 (ex GST)
 - Refund: \$100 (ex GST) — upon adherence to terms & conditions
- **Non-Indigenous Vendor/Stallholder**
 - Cost: \$200 (ex GST)
- **Service Providers (Indigenous & Non-Indigenous)**
 - Cost: \$500 (ex GST)

All Booth Packages Include:

- Exclusive reservation of one 3x3 booth
- 2 x stools
- 1 x white display table
- Website/social media link on the festival website
- All-day access to the exclusive Vendor Marketplace coffee cart



Satellite Event Host

Beyond Festival Day, Satellite Events provide opportunities for Aboriginal-focused events that align with the Festival Mission, Vision, and Objectives. These experiences allow organisations to share culture, art, and knowledge with wider audiences while extending the festival program.

Why Host a Satellite Event?

- Celebrate and share Aboriginal culture, art, and knowledge.
- Engage festival audiences and local communities in authentic, meaningful ways.
- Connect your event with the Saltwater Freshwater Festival brand and network.
- Retain ticket sales to sustain your program and support the festival.
- Ticketed events contribute a portion of proceeds directly to supporting SWF programs, creating sustainable cultural impact.

Event Opportunities

Organisations can propose a variety of experiences, including:

- Performances & Screenings: Theatre, music, dance, film, and multimedia storytelling.
- Community Gatherings & Celebrations: Yarning circles, breakfasts, or other immersive cultural experiences.
- Exhibitions & Installations: Visual arts, photography, or installations exploring Aboriginal heritage and contemporary creativity.



Getting Involved

Organisations interested in hosting a Satellite Event are invited to submit proposals to gm@saltwaterfreshwater.com.au including:

- Event concept and cultural significance
- Target audience and expected outcomes
- Logistics, location, and support required from SWF
- Proposed ticketing or participation model

Marketing & Asset Submission Deadlines

Task	Deadline	Requirements — Aligned with sponsorship tier
Sponsor Confirmation & Agreements	By 31 Oct	Signed sponsorship agreements in place
Logo & Branding Materials Submission	By 30 Nov	High-resolution EPS + PNG logos (transparent background) Brand guidelines (if applicable)
Bio / Organisation Profile	By 30 Nov	Bio/description for website
Image Assets	By 30 Nov	1 high-resolution hero image (2560px wide) 3–5 additional high-resolution images for promotion
Video Assets	By 30 Nov	MP4 (H.264), 1080p+ (4K preferred), 25/30fps, AAC audio. Provide: 1 master file, 1 web-optimised file (<200MB), and optional social media cuts
Social & Digital Handles	By 30 Nov	Social media handles Website URL Other digital platforms (SoundCloud, YouTube, Spotify)
Advertising/Promotional Copy	By 30 Nov	Any text or creative copy for newsletters, social media, etc
Final Proofing of Sponsor Mentions	By 15 Dec 2026	Review sponsor mentions, logos, bios, and placements across program, website, and marketing materials.
Media & Press Quotes / Endorsements	By 5 Jan 2026	Optional sponsor quotes for media releases
On-Site Signage & Materials Delivery	By 20 Jan 2026	Delivery of banners, signage, merchandise, and collateral for on-site visibility

Participation Summary— Key Terms & Conditions

Availability & Preferred Providers

Sponsorships, Satellite Event Host spots, and Marketplace Vendor spaces are limited and allocated first-come, first-served.

Preferred Providers: SWF '26 is committed to supporting local Aboriginal businesses and service providers. Preference will be given to vendors from the Gumbaynggirr, Dunghutti, Biripi, and Worimi communities across the Mid North Coast of NSW. We encourage these businesses to apply and showcase their products, services, and cultural expertise at the festival.

Marketing & Asset Deadlines

All logos, images, bios, videos, and other materials must be submitted by the stated deadlines to be included in festival materials.

Participant Responsibilities

Meet all package requirements and ensure safety and security of your equipment, merchandise, and materials.

Satellite Event Hosts must safely deliver their events and comply with all permits and regulations.

Program & Package Changes

The festival may adjust packages, program schedules, or event details without prior notice.

Compliance

Follow festival site rules, local regulations, health and safety requirements, the Festival Code of Conduct, and cultural protocols.

Insurance & Liability

Participants are responsible for their own insurance.

The festival is not liable for loss, damage, or injury to participants, staff, volunteers, or property.

Force Majeure

The festival cannot be held responsible for cancellations, delays, or changes due to events beyond its control (e.g., weather, emergencies, government restrictions).

Disclaimer & Cancellation

All information in the prospectus is correct at the time of publication but may change without notice.

Participants may cancel in writing, subject to agreement conditions.

The festival may cancel, postpone, or modify any part of the festival due to unforeseen circumstances. Refunds or compensation are only as outlined in the participant agreement.

Please feel free to send all queries to
gm@saltwaterfreshwater.com.au



