



# 1-7 September 2025

## Sponsorship Prospectus



[www.wynlearnfestival.org.au](http://www.wynlearnfestival.org.au)





### Acknowledgement of Country

The Wyndham Learning Festival team recognises Aboriginal and Torres Strait Islander peoples as the First Custodians of the lands on which Australia was founded.

The team acknowledges the Bunurong and Wadawurrung people as the Traditional Custodians of the lands on which the Wyndham Learning Festival is run.

The team pays respect to the wisdom and diversity of past and present Elders. We share commitment to nurturing future generations of Elders in Aboriginal and Torres Strait Islander communities, including in learning and education.

“Victoria University (VU) takes pride in its enduring partnership as the gold sponsor of the Wyndham Learning Festival, a testament to our shared dedication to lifelong learning and fostering opportunities for the local community in the west. This annual festival holds great significance for Wyndham, and VU remains steadfast in its commitment to support the diverse communities, ensuring they can live, learn, and work locally.”

*Wayne Butson,  
Chief TAFE Officer, Victoria University*

## Welcome

The Wyndham Learning Festival is the city's largest annual learning event and its reach has grown significantly since its inception in 2016.

The seven day Festival features a curated program ensuring that all members of the community can find a learning event that interests them.

In 2025 the Festival will be celebrating its 10th year. We look forward to providing some new and exciting initiatives that will provide sponsors with more opportunities to reach the community.

The opportunity to be a Festival sponsor has enormous visibility and cost-effective benefits for your organisation, our community, the sustainability of our Festival and Wyndham's proud status as an official UNESCO Learning City. Our program provides your business with the opportunity to realise tangible marketing benefits through partnership with one of Wyndham's biggest events. Partnership opportunities begin at \$1200 with benefits accruing as your investment increases.



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## What is the Wyndham Learning Festival?

Great question! The annual Wyndham Learning Festival is a whole of community event that provides opportunities for FREE learning activities across the City of Wyndham annually. The Festival has activities for all ages and interests, promoting life long learning for all. The Festival also welcomes new events, sponsors and participants to reflect this diverse and dynamic learning community.

Previous Learning Festival activities have included sessions on digital literacy, creative skills, and career development at the Learning for Business Expo. Participants have enjoyed workshops on dancing, cooking, car care, cultural immersion, and inspiring young scientific minds. Additionally, mindfulness workshops, AI tools, art therapy and local Aboriginal culture have been explored.

## Background

The City of Wyndham is one of the fastest growing cities in Australia. Its population forecast for 2024 is 334,180, and is forecast to grow to 505,822 by 2040. Almost half of Wyndham residents come from overseas and with this rapid expansion comes many opportunities and challenges for the city and its residents. To take full advantage of these opportunities and promote sustainable inclusion, the city is dedicated to focusing on lifelong learning for its community.

The Festival encourages the community to get out and try new things in both formal and informal learning settings.

The Learning Festival is led by Wyndham Community & Education Centre, with support from Wyndham City.

Sponsorship of the Learning Festival ensures we can promote, support and reach the whole community across the municipality from all age groups and backgrounds.



## Why have a Learning Festival in Wyndham?

A learning community addresses its own learning needs through partnerships. It uses the strengths of individual, social and institutional relationships across sectors to bring about cultural shifts in the perceptions of the value of learning. Learning communities explicitly use learning to enhance social, economic, cultural and environmental conditions on a sustainable, inclusive basis. The Wyndham Learning Community Strategy 2024-2029 reflects the Wyndham 2040 Vision of striving to be a socially inclusive community with diverse and plentiful education and employment for everyone, and learning is key for realising this vision.

The Festival is one important way to both celebrate the many learning opportunities that exist in our great city and to encourage people to venture out and try something new.

"Congratulations to you all for delivering such a brilliant event...Dr Karl was outstanding..."

Thanks again for your effort and passion in bringing this festival together. I'm looking forward to attending more great events this week."

2024 Participant Feedback



Mini Expo at 2024 Launch

### 2024 Launch

The 2024 Launch event was a huge success having the much loved Dr. Karl Kruszelnicki deliver the signature Wyntalk on August 31.

For 2025, being our 10 year anniversary, we plan to deliver a similar launch event aimed at engaging local communities and people from all walks of life.

### Media Coverage

Sponsoring the Wyndham Learning Festival offers a unique opportunity to enhance your brand's visibility through extensive media coverage. The Festival is featured in local media, including articles in the Star Weekly newspaper and the Wyndham Council's Wyndham News, which is distributed to every household in the city. Additionally, the Festival runs a coordinated social media campaign across Facebook, Instagram, and LinkedIn, with posts organically reaching over 2,000 accounts in the lead-up to Festival week. This multi-platform exposure ensures that your sponsorship will be seen by a wide and engaged audience across Wyndham and beyond.

"Thank you very much WLF2024 for such an amazing opportunity and a good learning experience as a host to meet the larger community. It was very heartwarming to see a conscious effort by the participants in seeking the techniques to learn and incorporate in their daily life. With each passing year the Wyndham Learning Festival experience has been like going one step closer to inspiring the community with a larger purpose.

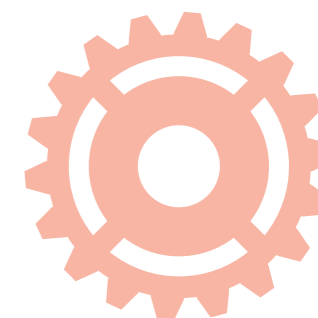
Overall the session was very vibrant, and filled with positive vibes!

Hoping for another amazing session next year."

*2024 Festival Event Host*



## 2024 WYNDHAM LEARNING FESTIVAL BY THE NUMBERS...



7  
DAYS

Over 3,000 registrations 90+  
in person and online events

90+ in person or online  
free talks and workshops

Ever growing social media presence  
with an organic reach of over 27K  
accounts during the campaign.

### OUR SPONSORS FROM 2024



## Sponsorship Opportunities

Suggested packages are below. If you would like to discuss a bespoke package, to suit your company or organisation's needs, do not hesitate to contact us.

**Platinum Sponsor: \$12,000** (plus GST)

**Gold Sponsor: \$6,000** (plus GST)

**Silver Sponsor: \$3,000** (plus GST)

**Bronze Sponsor: \$1,200** (plus GST)

SPONSORSHIP PACKAGE	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
Logo on Facebook post prior to and post festival	✓	✓	✓	✓
Logo included in Social Media advertising (circ 52,000)	✓	✓	✓	✓
Provided promotional material in festival showbag	✓	✓	✓	✓
Provided banner on main stage at festival launch signature event	✓			
Five minute speech at festival launch	✓			
Provided banner in foyer at festival launch signature event	✓	✓	✓	
Logo on invitation to festival launch signature event	✓			
Featured post on social media highlighting the sponsor and their work in the community	✓	✓		
Priority Booking at WLF Keynote events	✓	✓		
Logo and link to sponsors' website on WLF website	✓	✓	✓	✓
Logo and link to sponsors' website featured on WLF website footer	✓	✓		

## Sponsor the Wyndham Learning Festival

Packages can be arranged for specific events of the Festival or for the complete 7 days. To discuss your sponsorship needs please contact Wyndham Community & Education Centre on **9742 4013** or email [contact@wynlearnfestival.org.au](mailto:contact@wynlearnfestival.org.au)

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