



AACTA AWARDS & FESTIVAL PARTNERSHIP OPPORTUNITIES

EARLY FEBRUARY 2026





5 DAYS



16,000+ ATTENDEES



200+ SPEAKERS



100+ EVENTS



\$931 MILLION+ PR VALUE



350,000+ SOCIAL MEDIA FOLLOWERS



WHY AACTA?

The Australian Academy of Cinema and Television Arts (AACTA) is a not-for-profit organisation, aiming to recognise, encourage, promote and celebrate screen excellence in Australia.

With a proud and rich history of celebrating top Australian screen talent via the annual AACTA Awards and AACTA Festival, AACTA is committed to connecting Australian and international audiences with great Australian film and television content.

Our programs support and celebrate all aspects of Film, Television, Documentary and Digital Creation and foster emerging talent within the industry.



KEY EVENTS

To be held in Early February 2026



AACTA AWARDS INDUSTRY GALA

This event celebrating the unsung heroes of the industry sees the presentation of over 30 awards honouring national craftsmanship across film, television, documentary, short film, and digital production. A night to for the crew to step out from behind the camera and celebrate.



AACTA AWARDS CEREMONY PRESENTED BY FOXTEL GROUP

This 'Night of the Nights' sees the presentation of 25+ awards to celebrate Australian screen excellence. This exclusive red carpet event brings together international A-list talent, rising stars, and industry powerhouses for an unforgettable celebration of the industry's incredible creators and stories.



AACTA FESTIVAL

AACTA Festival brings the screen industry to life with five incredible days of panels, workshops, screenings, thought-provoking talks, engaging keynotes and exclusive industry events including both Award nights, the Industry Conference Day and Screen Careers Expo.



INDUSTRY CONFERENCE DAY

Over 40 sessions targeted specifically to industry professionals are presented across this day. Topics include show-running and financing, location seminars, writers rooms, new content showcases and much more, offering valuable and intimate insights on the Australian screen industry.



SCREEN CAREERS EXPO

More than 30 businesses, institutions, and organisations dedicated to nurturing the Australian screen industry offer hands-on experiences, interactive workshops, and tailored advice for aspiring professionals across film, TV, games and online at the AACTA Screen Careers Expo.

PARTNERSHIP OPPORTUNITIES

Unlike other major events in Australia, the AACTA Awards and AACTA Festival offer a distinctive platform for your brand to connect with a diverse audience across generations and cultural backgrounds. AACTA provides creative and bespoke ways to interact with guests, build meaningful connections and deliver a memorable brand experience.



Access to Australia's favourite Television & Film Actors and Creatives



Reward or incentivise customers



Money Can't Buy Experiences



Advertising to a targeted & engaged audience



Media Amplification and Earned Media, PR & Social Media



Roaming Photographers & Opportunities for Social Moments



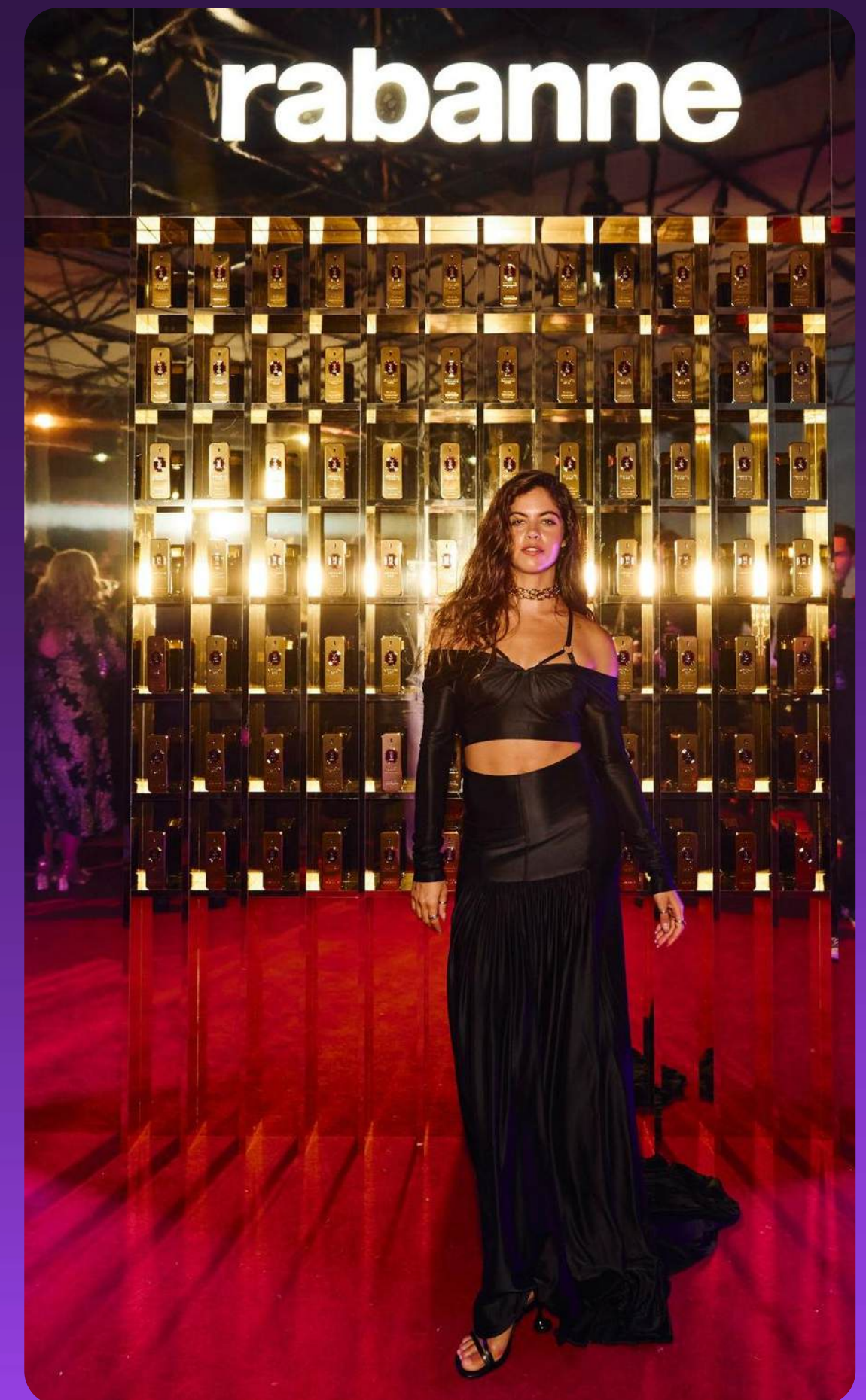
Pourage, sampling and on site activation in a stylish and sophisticated setting



Help nurture and empower the next generation of talented creatives



Telecast Integration & Advertising





AACTA AWARDS

PRESENTED BY **FOXTEL** GROUP



MAJOR PARTNER OF THE AACTA AWARDS

Become a Major Partner of the AACTA Awards and enjoy extensive recognition across the event, category exclusivity and tailored activations.

OFFICIAL PARTNER OF THE AACTA AWARDS

Join the AACTA family as an Official Partner of the AACTA Awards, and gain valuable exposure across key events and engage with an exclusive, high-profile audience through meaningful brand integration.

KEY BENEFITS

- Allocation of VIP Tickets to key AACTA Awards events
- Prominent logo placement across key AACTA Awards materials
- Brand presence on-screen during formalities, including a pre-show TVC
- Event activation opportunities tailored to your brand
- Access to exclusive content creation opportunities



STYLING SUITE PRESENTING PARTNER

Each year, AACTA hosts an exclusive Styling Suite designed specifically for presenters and key talent participating in both the AACTA Awards Industry Gala and the AACTA Awards Ceremony. This space serves as a professional and luxurious environment where presenters and digital creators can have their hair and makeup expertly styled for the high-profile events.

More than just a preparation space, the Styling Suite offers an array of extensive branding and promotional opportunities for the presenting partner such as dedicated product displays or branded mirrors.

Additionally, the Styling Suite is a hub for content creation, with numerous opportunities for audience engagement. This could include social media collaborations with AACTA or “Get Ready With Me” clips, offering engaging glimpses into the awards experience and amplifying brand exposure across a wide audience of film and television fans.



*Required investment level available upon request.

EXCLUSIVE CAR PARTNER

Ensure your vehicles are front and centre by becoming the Official Car Partner of the AACTA Awards, delivering VIP guests to the AACTA Awards Red Carpet in style.

Decade vehicles will deliver talent to the official AACTA Awards Red Carpet and provide luxury shuttle services throughout the week of AACTA Festival, generating high-impact brand visibility among influential guests and passionate film and television enthusiasts.

This high-profile presence offers not only extensive brand recognition but also an association with creativity, prestige, and sophistication.

As the Official Car Partner, you'll also benefit from a suite of additional exclusive activation opportunities, including integration across the AACTA Awards broadcast, the chance to drive dealership visitation, and the opportunity to host a dedicated red carpet arrivals space.



*Required investment level available upon request.

BEVERAGE PARTNER

The AACTA Awards and AACTA Festival are a vibrant celebration of the Australian screen industry, and a partnership with AACTA positions your beverage at the heart of the festivities, giving guests the perfect way to toast another incredible year in film and television.

The activation opportunities are endless, from ensuring the AACTA Awards bars are stocked with your products, to a custom branded bar at the exclusive After Party or an interactive general public activation across AACTA Festival, creating meaningful touch-points for guests to engage with your brand throughout the week.

This partnership also offers a chance to place your products in the hands of the industry's best and brightest with the opportunity to place beverages in the talent greenrooms for A-Listers to enjoy during the event or in the gift bags gifted to our wonderful AACTA Awards presenters.



*Required investment level available upon request.

ADDITIONAL ACTIVATION OPPORTUNITIES



PRESENTING RIGHTS TO RED CARPET ARRIVALS

Be at the forefront of one of Australia's most glamorous and talked-about events by securing the presenting rights to the AACTA Awards Red Carpet. Featured in the broadcast, this is a high-impact opportunity that guarantees visibility behind the industry's biggest stars.



BRANDED FAN GRANDSTAND

Takeover this exclusive position on our AACTA Awards Red Carpet! Positioned at the end of our carpet, this activation is the perfect opportunity for a consumer promotion, extensive branding and the creation of content for socials and the free-to-air broadcast.

ADDITIONAL ACTIVATION OPPORTUNITIES



PORTRAIT STUDIO PRESENTING RIGHTS

AACTA's Portrait Studio is the perfect opportunity to capture premium content of our winners and presenters and their joy after coming off stage. This exclusive space can be dressed up and customised to align with your brand ensuring brand exposure with the key talent in attendance.



BACKSTAGE THANK YOU CAM

Winning an AACTA can be very overwhelming! This branded opportunity provides key winners with a chance to thank all the people they didn't have a chance to thank on-stage and share any final thoughts. Align your brand with this special moment and capture unmissable content.

ADDITIONAL ACTIVATION OPPORTUNITIES



NOMINEE LUNCHEON

Host an exclusive nominees luncheon in the week leading up to the event to celebrate these individuals and provide them with an opportunity to network. This could also double as a media event, with countless opportunities for brand activation and exposure.



AACTA AWARDS PRE SOIREE

Claim the presenting rights to this intimate event for nominees, presenters, and VIPs which occurs before the official commencement of the AACTA Awards Red Carpet, with the potential for exclusive branding and content generation.



AACTA AWARDS LIVE VIEWING PARTY

Entertain key partners and clients by hosting the ultimate viewing experience of the AACTA Awards Ceremony before dancing the night away with AACTA Awards Ceremony guests at the Official After Party. Opportunities include branding, activation and sampling.

AACTA FESTIVAL



FESTIVAL OPPORTUNITIES



EXCLUSIVE FESTIVAL PRESENTING RIGHTS

Align your brand with the future of screen, storytelling, and innovation by becoming the Presenting Partner of the AACTA Festival. As the Festival's Presenting Partner, your brand will enjoy extensive visibility across all channels, connecting you with a passionate and engaged audience of filmmakers, digital creators, and entertainment professionals.



FESTIVAL STRAND PRESENTING RIGHTS

AACTA Festival features a diverse program that spans multiple strands, including Behind the Scenes, Horror, Industry Insights, and more, offering unique opportunities for your brand to connect with specific communities. By securing presenting rights to one of these strands, your brand can connect with a highly targeted audience of filmmakers, fans, and industry professionals.



OUTDOOR STAGE PRESENTING RIGHTS

The Outdoor Stage is the heart of AACTA Festival. A vibrant, high-traffic hub that draws diverse, energetic crowds for an immersive celebration of Australian screen culture. The stage hosts a dynamic lineup of live music performances and iconic film screenings that attract families, fans, and creators, generating brand exposure on a BIG scale.



GREEN ROOM PRESENTING RIGHTS

Become the presenting partner of the AACTA Festival Talent Greenroom - an exclusive space where industry icons and rising stars come together to relax, connect, and celebrate before taking the stage. This premium experience offers a unique opportunity for your brand to align with the most intimate moments of the Festival.

FESTIVAL OPPORTUNITIES



HOST AN INDUSTRY BREAKFAST

Kickstart the day and spark meaningful connections by hosting a breakfast networking event ahead of AACTA Festival Industry Conference Day, offering your brand a chance to foster collaboration and fuel creativity, connecting guests before the day begins.



PRESENT AN INDUSTRY GATHERING

Host a night of fun for the Industry! Put your brand front and centre of a high-energy evening, where guests gather for friendly competition, great food and drinks, and relaxed networking. It's the perfect mix of business and pleasure.



HOST CLOSING NIGHT DRINKS

Cap off five incredible days of the AACTA Festival by hosting a vibrant celebration and final chance to connect with an exclusive closing night gathering. Align your brand with the Festival's grand finale and present this key moment for networking and reflection.

FESTIVAL OPPORTUNITIES



KARAOKE BAR

Become the presenting partner of the Festival's beloved Karaoke Bar. This hub is where guests come to connect, unwind, and create memorable moments. Showcase your brand through custom activations and direct engagement in this lively, social setting.



ON-SITE ACTIVATION

Leave a lasting impression at the AACTA Festival with a branded photo booth or interactive activation. Whether it's a quick product trial or a creative photo op, give guests a fun, memorable keepsake to take home, boosting visibility and creating highly shareable content.



FESTIVAL LOUNGE

Create a stylish, branded VIP Lounge at AACTA Festival where guests can unwind, reflect on the day's highlights, and connect with industry peers. It's the perfect setting for relaxed conversations, idea-sharing, and maintained branding throughout the week.

FESTIVAL OPPORTUNITIES



YOUNG STARS

Support AACTA's leading development initiative for emerging actors by becoming a partner of AACTA Young Stars. You have the opportunity to support this important community initiative and help bolster this experience for the kids. In return, your brand would receive branding across key assets within AACTA's national campaign.



AACTA SCREEN CAREERS EXPO LOUNGE

Create a vibrant space within the AACTA Screen Careers Expo where aspiring filmmakers and industry professionals can connect with peers and industry leaders, reflect on the sessions they've attended, and exchange ideas amidst the energy of the event.

JOIN US IN 2026

Position your brand at the heart of Australia's leading screen industry celebration. The AACTA Awards and AACTA Festival offer an unparalleled platform to connect with an influential, diverse, and highly engaged audience.

At AACTA, we're passionate about creating tailored, high-impact partnerships that align with your brand vision. Our dedicated Partnerships Team will work closely with you to craft a collaboration that leaves a lasting impression.

Let's bring your brand to life together.

Get in Touch:

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