

Sponsorship Proposal



Sydney:

Saturday, 4th September 2010
Darling Harbour, Sydney
(Between IMAX Theatre & Chinese Garden)

Melbourne:

Saturday, 20th November 2010
Federation Square, Melbourne

Festival Snapshots:

- ✓ Festival in two of the high profile venues in Melbourne and Sydney
- ✓ Activities include Cultural Performances, Live Musical Concert, Ethnic Fashion Parade, Food Stalls, Information Stalls, Activity Stalls and much more.
- ✓ Over 40,000 plus combined visitors expected at Darling Harbour, Sydney and Federation Square, Melbourne.
- ✓ Opportunity to promote and showcase products and services to expected combined 40,000 visitors plus thousands more through different forms to media
- ✓ Publicity through electronic and print media.
- ✓ Broadcasting of sponsors ad on a large display screen at Federation Square, Melbourne

Organised by:



**Non-Resident Nepali
Association, Australia**



In Association with:

Consulate of Nepal, New South Wales

Consulate of Nepal, Victoria

**Nepalese Community Organizations in
Australia**



Glimpses from Nepal Festival 2008 Melbourne



NEPAL FESTIVAL 2008



1. Introducing NRN Australia

NRN Australia is part of the Global NRN Network representing common interests of all Non Resident Nepalese and People of Nepalese Origin living in Australia. Established in 2005, NRN Australia is a not-for-profit community organization. It aims to promote Nepalese culture, heritage and foster goodwill between Australia and Nepal. Nepalese community is one of the newest emerging culturally and linguistically diverse (CALD) communities in Australia.

The population of Nepalese community is increasing rapidly every year as more students and migrants make Australia their home. There are currently over 50,000 people of Nepalese origin living in Australia. NRN Australia believes that the Nepalese community can make an important contribution to Multicultural Australia through its rich cultural heritage.

2. About Nepal Festival:

Nepal Festival 2010 is an all-day event being jointly organised by NRN Australia, the Nepalese Embassy, Canberra and the Nepalese Community Associations in NSW & Victoria. Nepal Festival 2010 is part of NRN Australia's objectives to promote Nepal and Nepali cultural heritage in Australia.

After the successful launch of the Nepal Festival 2006 in Darling Harbour (Sydney) and Nepal Festival 2008 in Melbourne and Sydney, the event is being organised again in Sydney and Melbourne in 2010. Nepal Festival 2008 in Sydney was attended by 20,000 plus people and Nepal Festival 2008 in Melbourne was attended by 10,000 plus people.

Sydney

Date: 4 September 2010; Saturday

Venue: Darling Harbour Sydney (Between Imax & Chinese Garden)

Melbourne

Date: 20 November 2010, Saturday

Venue: Federation Square Melbourne

3. Festival Objectives

- To promote Nepal and rich Nepalese cultural heritage
- Introduce the Australian community to Nepalese Culinary Delights
- Showcase trade and tourism opportunities in Nepal
- Celebrate it as the day of harmony in multicultural Australia
- To promote Nepal Tourism Year 2011
- To celebrate 50th Anniversary of Diplomatic Relationship between Nepal and Australia

4. Festival Activities

- Official opening and attendance of festival by government officials
- Live performance with Nepalese cultural music and dances, fashion parade
- Food Stalls
- Travel and Tourism Promotion Stalls
- Exhibition of Nepalese arts and crafts, photographs and paintings
- Nepalese Handicraft and other trade promotion Stalls
- Sponsors stands to promote their product and services
- Other fun and entertainment activities

5. Sponsorship Opportunity

This is an opportunity to be part of a grand event being organised in Sydney and Melbourne by the Nepalese community. The event will be held right in prime venue of Darling Harbour and Federation Square, right in the heart of two major cities of Australia.

The event will be open to public for free. Given the location, the accessibility to the venue and the attention it will get, we expect that over 25,000 visitors in Sydney and over 15,000 visitors in Melbourne. This will include participants from the Nepalese community and other communities.

Sponsors will have an opportunity to promote and expose their brand, product and services to the large number of visitors at this unique event at a relatively low cost compared to other promotional activities. And, we will ensure that all our sponsors get the maximum value out of their contribution to the Festival.

6. Benefits of Sponsorship

- Association with an event of community importance.
- To reach out to the Nepali Diaspora spread across Australia
- Opportunity to showcase/expose your products and services to expected combined 40,000 visitors at Darling Harbour, Sydney and Federation Square, Melbourne.
- Publicity through electronic and print media.

Any special requirements?

As a sponsor we understand that your sponsorship requirement might be different from what we have offered. If you have any special need or requirements regarding your sponsorship or promoting your products and services at the festival, we are happy to discuss further to accommodate them.

7. Sponsorship Packages

We have the following Sponsorship Packages available for the Nepal Festival 2010 (Please note that sponsorships and benefits apply to each city independently):

Principal Partner

Cost: \$5000 for one city / \$9000 for both cities

This package will include:

- ✓ Limited to 3 Principal Partners for each city
- ✓ Guarantee of Business Area exclusivity (No more than one sponsor from same business sector will be allowed to be principal partner for each city)
- ✓ Display of name and logo in following official publications and promotional materials to be distributed during the festival:
 - Electronic Poster
 - Printed Poster
 - Festival Program booklet
 - Festival Flyers
 - Festival Report
 - Newspaper Advertisements
 - Email Advertisements (to 10,000+ emails in our mailing lists)
- ✓ Display of the name and logo at the venue in the form of banners to be placed around the stage.
- ✓ Free Sponsorship Stall to display product and services.
- ✓ Display of your 60 seconds advertisement on a display screen at Federation Square at regular intervals (Only for Melbourne sponsors)
- ✓ Acknowledgement of your sponsorship through Stage Announcement
- ✓ Display of your hyperlinked logo on Nepal Festival website for one year until September 2011.
- ✓ Opportunity to appear on stage as a guest at both festivals
- ✓ Upto 60 seconds of Ad on Festival DVDs to be released after the festival
- ✓ Certificate of Appreciation

Platinum Partner

Cost: \$3000 for one city / \$5000 for both cities

This package will include:

- ✓ Display of name and logo in following official publications and promotional materials to be distributed during the festival:
 - Electronic Poster
 - Printed Poster
 - Festival Program booklet
 - Festival Flyers
 - Festival Report
 - Newspaper Advertisements
 - Email Advertisements (to 10,000+ emails in our mailing lists)
- ✓ Display of the name and logo at the venue in the form of banners to be placed around the stage.
- ✓ Free Sponsorship Stall to display product and services.
- ✓ Display of your 30 seconds advertisement on a display screen at Federation Square at regular intervals (Only for Melbourne sponsors)
- ✓ Acknowledgement of your sponsorship through Stage Announcement
- ✓ Display of your hyperlinked logo on Nepal Festival website for one year until September 2011.
- ✓ Opportunity to appear on stage as a guest at both festivals
- ✓ Upto 30 seconds of Ad on Festival DVDs to be released after the festival
- ✓ Certificate of Appreciation

Gold Partner

Cost: \$2000 for one city / \$3500 for both cities

This package will include:

- ✓ Display of name and logo in following official publications and promotional materials to be distributed during the festival:
 - Electronic Poster
 - Printed Poster
 - Festival Program booklet
 - Festival Flyers
 - Festival Report
 - Newspaper Advertisements
 - Email Advertisements (to 10,000+ emails in our mailing lists)
- ✓ Display of the name and logo at the venue in the form of banners to be placed around the stage.

- ✓ Display of your 10 seconds advertisement on a display screen at Federation Square at regular intervals (Only for Melbourne sponsors)
- ✓ Acknowledgement of your sponsorship through Stage Announcement
- ✓ Display of your hyperlinked logo on Nepal Festival website for one year until September 2011.
- ✓ Opportunity to appear on stage as a guest
- ✓ Upto 10 seconds of Ad on Festival DVDs to be released after the festival
- ✓ Certificate of Appreciation

Silver Partner

Cost: \$1000 for one city / \$1700 for both cities

This package will include:

- ✓ Display of name and logo in following official publications and promotional materials to be distributed during the festival:
 - Electronic Poster
 - Festival Program booklet
- ✓ Display of your 5 seconds advertisement on large display screen at Federation Square at regular intervals (Only for Melbourne sponsors)
- ✓ Acknowledgement of your sponsorship through Stage Announcement
- ✓ Display of your hyperlinked logo on Nepal Festival website for one year until September 2011.
- ✓ Upto 5 seconds of Ad on Festival DVDs to be released after the festival
- ✓ Certificate of Appreciation

Festival Supporter

Cost: \$300 for one city / \$500 for two cities

This package will include:

- ✓ Display of name and logo in following official publications and promotional materials to be distributed during the festival:
 - Festival Program booklet
- ✓ Display of your hyperlinked logo on Nepal Festival website for one year until September 2011.
- ✓ Acknowledgement of your sponsorship through Stage Announcement
- ✓ Certificate of Appreciation

8. Sponsorship Package vs Benefit Matrix

	Principal	Platinum	Gold	Silver	Supporter
Limited Number of Sponsors	3 for each city	Unlimited	Unlimited	Unlimited	Unlimited
Guarantee of Business Area exclusivity	√				
Logo on Electronic Poster	√	√	√	√	
Logo on Printed Poster	√	√	√		
Logo on Festival Program Booklet	√	√	√	√	√
Logo on Festival Flyer	√	√	√		
Logo on Festival Report	√	√			
Logo on Newspaper Ads	√	√	√		
Logo on Email Ads	√	√			
Stage Advertisement	√	√			
Advertisement on large display screen at Federation Square (Only for Melbourne sponsors)	Upto 60 seconds	Upto 30 seconds	Upto 10 seconds	Upto 5 seconds	
Logo on Nepal Festival website	√	√	√	√	√
Stage Announcement	√	√	√	√	√
Advertisement on Festival DVD	Upto 60 seconds	Upto 30 seconds	Upto 10 seconds	Upto 5 seconds	
Stage Appearance as a guest	√	√	√		
Certificate of Appreciation	√	√	√	√	√

9. Our Contact Details

If you have any queries in relation to your sponsorship proposal please contact one of the Sponsorship Coordinators below:

Mr. Raju Shakya
Sponsorship Coordinator
Nepal Festival 2010
Mo: 0425 440 570

Mr. Ganesh KC
Sponsorship Coordinator
Nepal Festival 2010
Mo: 0402 921 687

Mr. Ranjan Vaidya
Sponsorship Coordinator
Nepal Festival 2010
Mo: 0410 545 520

Mr. Dhruba Subedi
Coordinator
Nepal Festival 2010 Sydney
Mo: 0402 248 511

or please send email to:

nf2010-sponsorship@nrn.org.au



**NON-RESIDENT NEPALI ASSOCIATION
NATIONAL CO-ORDINATION COMMITTEE AUSTRALIA
INCORPORATED (NRN-NCC)**

ABN: 29 136 322 598

Nepal Festival 2010 Sponsorship Form

Your Details

Name of the company/ Sponsor:

Address:

Contact Name:

Phone Number:

Fax Number:

E-mail Address:

Website:

Sponsorship Details

I/we would like to sponsor Nepal Festival in: Melbourne and Sydney Melbourne Sydney

Please choose one of the following Sponsorship Packages:

<input type="checkbox"/>	Principal Partner	\$9000 two cities, \$5000 one city
<input type="checkbox"/>	Platinum Partner	\$5000 two cities, \$3000 one city
<input type="checkbox"/>	Gold Partner	\$3500 two cities, \$2000 one city
<input type="checkbox"/>	Silver Partner	\$1700 two cities, \$1000 one city
<input type="checkbox"/>	Festival Supporter	\$500 two cities, \$300 one city

Payment Option

I/We would like to make a payment by:

<input type="checkbox"/> Cash	<input type="checkbox"/> Cheque. Please make your check payable to NRN Australia	<input type="checkbox"/> Direct Deposit/ EFT. Please make a deposit with following reference into the account below: Name of Account: NRN Australia BSB:032006 Account Number: 307982 Bank: Westpac Reference: [Company Name] NF2010
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Sponsorship Agreement

I have read, understood and agreed to all the term and conditions included in the sponsorship packages and agreed to indemnify Nepal Festival Organizing Committee (Melbourne & Sydney) for any actions arising from failure to comply with these terms and conditions. I acknowledge that this application will not be considered approved until a written confirmation is received from the Nepal Festival Organizing Committee 2010 (Sydney & Melbourne).

Name of person representing sponsor

Signature

Date

Nepal Festival 2010 OC Representative

Signature

Date