

Media Partnership and the Event Coverage Proposal



Saturday, 20th November 2010
Federation Square, Melbourne

Festival Snapshots:

- ✓ Festival in the heart of Melbourne, Federation Square.
- ✓ Activities include Cultural Performances, Live Musical Concert, Ethnic Fashion Parade, Food Stalls, Information Stalls, Activity Stalls and much more.
- ✓ Over 10,000 plus visitors expected throughout the day
- ✓ Opportunity to promote and showcase your brand to visitors plus thousands more through different forms of media
- ✓ Publicity through electronic and print media.
- ✓ Broadcasting of media partnership ads on a large display screen at Federation Square, Melbourne

Organised by:



**Non-Resident Nepali
Association, Australia**

In Association with:



**Embassy of Nepal
Canberra, Australia**

Consulate of Nepal, Victoria

Nepalese Association of Victoria

**Nepalese Community
Organizations and clubs in
Victoria**



Glimpses from Nepal Festival 2008 Melbourne



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 organisations in 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 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.

Nepal Festival is being organized again this year with the details as follows:

| | |
|------------------------|------------------------------|
| Date: | 20 November 2010, Saturday |
| Venue: | Federation Square, Melbourne |
| Expected Participants: | 15,000 |

This event is organized by all volunteers who are working day and night to make this event a great success once again, as they did in 2008.

3. Festival Objectives

The following are the festival objectives:

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

4. Festival Activities

The following is a brief list of activities which will be in the festival:

- 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. Media Partnership Opportunity

This is an opportunity to be part of a grand event being organised in Melbourne by the Nepalese community. The event will be held right in prime venue of Federation Square, right in the heart of Melbourne, 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 over 15,000 visitors in Melbourne. This will include participants from not only the Nepalese community but also from the communities having cultural similarities with Nepalese culture such as Indian, Bhutanese, Thai and Chinese communities.

Media partnership will have an opportunity to promote and expose your 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 media partners get the maximum value out of their contribution to the Festival. And in return, we want to have the maximum promotion and coverage of our event through you.

6. Benefits of Media partnership

Being a media partner of the event will create a tremendous opportunity for you to be recognised in the Nepalese and similar other communities. The following is a brief list of direct benefit to our media partners:

1. Association with an event of community importance
2. To reach out to the Nepali Diaspora spread across Australia
3. Opportunity to showcase/expose your presence in community journalism
4. Publicity through electronic and print media. Your logo will appear in:
 - In the multimedia that will be repeatedly displayed in the Federation Square screen.
 - Posters / flyers.
 - The event webpage.
 - The DVD of the program, which will be distributed/sold to general public through Nepalese community.
 - Any other publicity material used for this event.

Do you have any special requirements?

As a media partner, we understand that your partnership requirement might be different from what we have on offer. If you have any special need or requirements regarding your partnership or promoting yourself at the festival, we are happy to discuss further to accommodate them.

7. Responsibilities of the Media Partners

The following are our minimum expectations from our media partners:

7.1. Online media:

- Put a Nepal Festival banner on their website with the link to Nepal Festival website.
- Put a festival poster on their website
- Cover the news/articles leading up to the festival
- Coverage of Nepal Festival in article, news and blogs

7.2. Print media:

- Put a full page (or reasonable size) ad on printed newspaper at least 2 times
- Put a Nepal festival banner on their website with the link to Nepal Festival website.
- Put a festival poster on their website
- Cover the news/articles leading up to the festival
- Coverage of Nepal festival event

7.3. Radio/TV:

- Announce Nepal festival ad on air
- Cover Nepal festival news leading to the festival
- Coverage of Nepal festival event

8. Accepting this proposal

If this proposal seems something you would be interested in, you can accept the offer to become a media partner of the event by sending us an email at nepalfestivalmelbourne@gmail.com, (or contact to any of the coordinators listed below) with the following details by October 15, 2010:

1. Your Organisation Details,
2. A brief proposal of how you will be promoting our event, and
3. Special Requirements (if any).

9. Media coverage of the event

Although we will very happy and excited be have you as a media partner, and mutually promote each other, we understand that our event profile might not exactly match with your requirements. In such case, we invite you to come and cover the event for your media and help us to publicise our event and encourage our tireless volunteers.

10. Contact Details

If you have any queries in relation to our proposal please contact us on the details as below:

Mr. Raj Gaire

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Mr. Raju Shakya

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