

## Holi Mahotsav 2012– Sponsorship Proposal

Bharatiya Vidya Bhavan Australia is a non-profit, non-religious NGO. Bhavan has been playing a crucial role in educational and cultural interactions in the world, holding aloft the best of Indian traditions and meeting the needs of **multiculturalism and integration**. Bhavan Australia, established in 2003, continues this tradition of service through education, community and cultural development in Australia.

**We invite you to be part of the 10th anniversary celebration of Holi Mahotsav in 2012.**

Holi Mahotsav is a grand and unique festival of colors, friendship and harmony. It attracts a diverse cross section of Australians and each year is growing in popularity and importance. **According to official data in year 2010 more than 180.000 people enjoyed the spectacle of Holi Mahotsav.** Even though it is Indian festival, it **attracts people from many different cultures and mainstream Australian community.**

**Program of Holi Mahotsav (23<sup>rd</sup> – 25<sup>th</sup> of March 2012)** The music and dance performances will start on Friday at noon, and will continue till Sunday 25<sup>th</sup> of March evening. The festival will last for **3 days**.

**On Friday** we will welcome many groups **from schools**. We prepare special section and events for **young people and children**. The festival starts with **musical performances**, and **lectures, seminars and cultural workshops** about diversity, multiculturalism, social cohesion.

**Saturday** becomes the stage of **yoga, prayers**, and **meditation activities**. Furthermore, **the street procession from Hyde Park** (Rath Yatra and the cultural bon fire tradition in the afternoon).

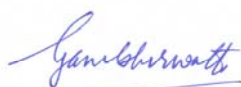
On **Sunday** in the designated area will take place the funny practice of **color throwing / playing colors**.

The cultural performances include **aboriginal performances** and **tribal belly dances**, together with many Indian and other **international dance and music groups**. There are also food and merchandise stalls. Holi Mahotsav also presents several **art exhibitions**, to support upcoming international artists.

It has been a pleasure to see such a mix of cultures coming together under one banner to experience the ability of people to unite and transcend boundaries of race, caste, culture, age and gender; or simply having rejoiced the array of cultural performances.

Keeping the tradition of this annual event, we now seek support from the local business community to ensure the ongoing success of the festival. **Innovative sponsorship opportunities** are presented below.

I look forward to your prompt confirmation.



**Gambhir Watts**

President

Bharatiya Vidya Bhavan Australia

**Holi Mahotsav is proudly supported by** Sydney Harbour Foreshore Authority, City of Sydney and Incredible India (Government of India Tourist Office).

## Major Sponsor - \$ 40,000



### Benefits / entitlements include:

- **A stall for 2 days** (size: 2.4 m X 2.4 m – with roof and half wall) to present information materials and merchandise to the guests.
- **Advertisement in 2 Pole banners for 1 week which will be put up along Tumbalong Park, Darling Harbour.** Please note that as per SHFA requirements 80% of the banner will have information of the festival and 20% for the sponsors name / message.
- **Branding on all printed merchandise** including invitations, flyers, stage back drop etc.
- **Corporate Logo in the Festival advertisements** in 5-6 Indian (in Australia) Newspapers for 3 months and mentioned in 3 Indian **Radios** and 2-3 Indian section of local **TV** station (TV Sydney). In addition, in cultural diverse background newspapers, such as, Navtarang (Fiji newspaper and radio), Nepali Times, Chinese Times. Also at SBS TV.
- Advertisements will also be released in the “Sydney Morning Herald / Daily Telegraph” **papers** 2 - 3 times 4 week prior to the festival.
- The event will give you **exposure**; in addition opportunities can also be created by the sponsor's own PR and marketing department to leverage on the event in enhancing **any in-house product or corporate campaigns**.
- A full page in color for the sponsor in the **special souvenir book** to be distributed to a wide range of communities and organizations.
- **Logo** on staffs T-shirts
- Live read every one hour
- **50** Food and merchandises **vouchers**



## Gold Sponsor - \$25,000



### Benefits include:

- **A stall for 2 days** (size: 2.4 m X 2.4 m – with roof and half wall) to present information materials and merchandise to the guests.
- **Branding on all printed merchandise** including invitations etc.
- **Corporate Logo in the Festival advertisements** in 5-6 Indian (in Australia) **Newspapers** including Indian Link; The Indian; Indus Age; the Indian Down Under and Punjab Times for 3 months.
- Advertisements will also be released in the Cumberland Locality Weekly Newspapers, Sydney Morning Herald / Daily Telegraph papers 2 - 3 times 4 – 6 week prior to the festival.
- The event will give you **exposure**; in addition opportunities can also be created by the sponsor's own PR and marketing department to leverage on the event in enhancing any in-house product or corporate campaigns.
- A Full page in color for the sponsor in the **special souvenir book** to be distributed to a wide range of communities and organizations.
- Live read every one hour
- **25 Food and merchandises vouchers**



## Silver Sponsor - \$12,500

### Benefits include

- **A stall for 2 days** (size: 2.4 m X 2.4 m – with roof and half wall) to present information materials and merchandise to the guests.
- **Branding on all printed merchandise** including invitations
- **Corporate Logo in the Festival advertisements** in 5-6 Indian (in Australia) Newspapers including Indian Link; The Indian; Indus Age; the Indian Down Under and Punjab Times for 3 months.
- A full page in color for the sponsor in **the special souvenir book** to be distributed to a wide range of communities and organizations.
- 15 Food and merchandises vouchers

## Bronze Sponsor - \$8,000

### Benefits include

- **Corporate Logo in the Festival advertisements** in 5-6 Indian (in Australia) **Newspapers** including Indian Link; The Indian; Indus Age; the Indian Down Under and Punjab Times for 3 months.
- A full page in color for the sponsor in **the special souvenir book** to be distributed to a wide range of communities and organizations.
- 10 Food and merchandises vouchers



***We welcome any ideas to [tailor sponsorships](#) that best suit you, we are happy to consider any [special requests](#) or accommodate your company needs where possible.***