

HOLI MAHOTSAV 2020: 4-5 APRIL
PARTNERSHIP PROPOSAL
BENEFITS AND ASSOCIATED COSTS

Partnership Categories	Principal Partner	Leadership Partner	Associate Partner	Support Partner	Connect Partner
Cost of Partnership	\$35,000	\$25,000	\$15,000	\$10,000	\$6,000
<u>Partnership Entitlements</u>					
Partner Use of Intellectual Property (IP) - Access and use of the event IP including:	YES	YES	-	-	-
Event Logo					
Event Content (Imagery, video and audio)					
<u>Partner Brand Promotion (access to a number of brand promotion channels)</u>					
Digital: Website	YES	YES	-	-	-
Social: Facebook, Twitter, Linked-in	YES	YES	YES	-	-
Festival Program (full / half page colour advertisement)	Full Page	Full Page	Half Page	Half Page	-
Event Activation on Site	YES	YES	YES	-	-
A Marquee of 6m x 6m or 3m x 6m or stall 2.4mx2.4m	6mx6m	6mx6m	3mx3m	2.4mx2.4m	2.4mx2.4m
<i>Activations can include:</i>					
Branded signage that aligns with activation site					
Display of products and services (within activation site)					
Vending of product					
promotional staff participation					
distribution of premium/samples					
Access to the VIP Marquee	YES	YES	YES	-	-
<u>Partner Recognition</u>					
Media Release / Launch:	YES	YES	YES	-	-
Media Call - Signage (shared)					
Press release - Written acknowledgement					

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Partners Page - Logo					
<i>Festival Website</i>					
Hyperlink to Partner's page (Principal Partner only)	YES	YES	-	-	-
<i>Branding on printed merchandize</i>					
Invitations, flyers, souvenirs and volunteers/staff t-shirts	YES	YES	YES	-	-
<i>Press Advertising</i>	YES	YES	-	-	-
Metro advertising					
Local advertising					
<i>Festival Signage</i>	YES	YES	YES	-	-
Stage at Tumbalong Park, Darling Harbour					
<i>Festival Program</i>	YES	YES	YES	YES	YES
Logo on Partner's grid					
<i>Live Reads</i> - Verbal acknowledgment every hour	YES	YES	-	-	-
Food Vouchers (to be used by partner's staff and guests)	20	15	10	5	3
Tailored installations in line with brand objectives	YES	-	-	-	-

