



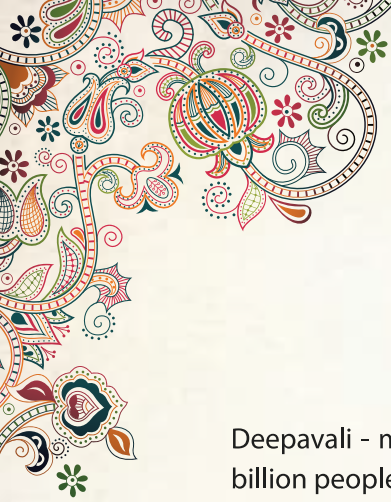
Hindu Council of Australia  
PRESENTS



October 27 to November 4, 2018

**SPONSORSHIP  
PACKAGE**





# Deepavali 2018

## [ Sponsorship Package ]

Deepavali - meaning a row of lights, is the most significant Hindu festival celebrated by over a billion people around the world including Australia.

Deepavali celebrations throughout Australia continue to spread the message of love, peace and harmony to help build a stronger community bonding. The Festival gives expression to many aspects of human life. Spiritually, it symbolises the victory of good over evil. Socially, it is an important occasion that brings together families and friends in a happy celebration. And finally, Culturally it facilitates the expression of festivity through dance, music and creative arts.

**This year the Hindu Council of Australia (HCA) is celebrating  
Deepavali Fair for the 20th consecutive year.**

The Hindu Council of Australia (HCA) is a national body bringing together not only Hindus but also other religious and cultural communities in the country. Deepavali fair has been attracting thousands of visitors annually; in 2017 over 50,000 people attended the fairs.

This year the Hindu Council is planning to celebrate Deepavali at Rouse Hill Shopping Centre on the 27th of October, Martin Place on 31st October, Westfield shopping centres and many local Council areas besides the 2 day extravaganza at Parramatta Park on 3rd and 4th November. Councils are willing to participate in a week-long celebration of the festival of lights, to make this a significant event for the Hindu Community.

In addition to public celebrations in Sydney, Deepavali is also celebrated in Adelaide city and in the Federal Parliament Canberra. The active support of the respective governments promotes participation and strengthens the values of multiculturalism.

Like the previous years, the Deepavali Festival 2018 will be held at the Parramatta Park which attracts not only local residents but also visitors from all across Sydney region. Since 2012, Deepavali is also being celebrated at the iconic Martin Place, which has become a unique and huge community celebration on a weekday. In 2017, the Deepavali Fair was extended to Rouse Hill shopping centre which received an overwhelming response from the local community. In 2018 we plan to add new locations to extend the festivities to even wider community. We warmly welcome you all once again to join the traditional Hindu festivities in all its glory, to light up the lamp and enlighten the true human spirit.



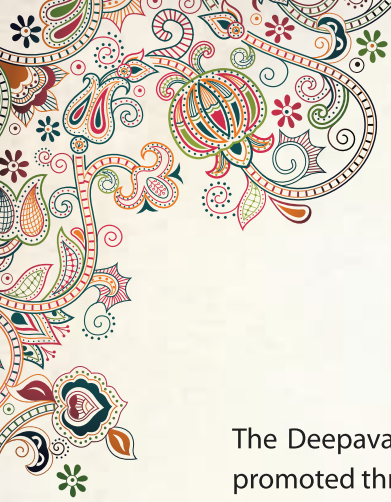


# Deepavali 2017

## [ Key Highlights ]

- ★ More than 50,000 visitors
- ★ Ramayana dance drama on stage
- ★ Over 500 performers
- ★ Ravana Effigy, fireworks and pyrotechnics to end the celebrations
- ★ Major media coverage with presence of TV channels Martin Place extravaganza
- ★ Rouse Hill Deepavali celebrations - First major celebration at a Shopping complex
- ★ Huge LED screens for promotion programs
- ★ Deepavali celebrations at Federal Parliament - Canberra
- ★ Food competition
- ★ Gourmet global cuisine Food Stalls
- ★ Indian dance competition
- ★ Rangoli art competition
- ★ Corporate dance challenge
- ★ Henna Tattoo makers Fashion retailers
- ★ Dressed up characters from Indian Folklore
- ★ Free Face painting for children
- ★ Free Photo booth with fancy costumes
- ★ Free giveaways for children





# Promotion Opportunities

## [ Visibility, Exposure and Networking ]

The Deepavali festival provides fantastic promotional opportunity for businesses. The event is promoted through print, radio, TV and digital media. Social media promotions have been the key to success as one can reach out to a much larger audience. All these promotional activities put your business and products between the masses. The event gives you an excellent visibility, exposure and opportunities for networking.

The festival will be celebrated at multiple locations in Sydney - the iconic Martin Place, Rouse hill, Wentworthville and the Parramatta Park. Across these locations, over 50,000 visitors are expected to attend the Deepavali fairs. The Martin Place event attracts city goers on a working day and all other events attract the weekend family crowd.

After the success of the two-day event at The Parramatta Park in 2017, we will have a two-day event in 2018 as well. Greater Parramatta is home to the biggest population of Indians and Hindus across Australia. The Deepavali festival has established itself as the biggest Indian and Hindu community event in NSW. The exposure is so huge, therefore, this event has become the first choice for businesses launching new products or promoting their current ones. Several leading brands have been participating in the Deepavali event for many years. The festival has been of great interest to the free to air channels as well, broadcasting the vibrant festival reflecting the multicultural spirit of Australia.

**Connect with over 30,000 visitors on a single day!!!**

Sponsor the Entire Main Stage, the Dining Pavilions, the Spiritual Lanes and other Pavilions with horizontal and vertical banners. A completely branded independent pavilion at the centre of the ground.

Opportunity to network with thousands of people at one place and time | Face to Face contact to promote and market your products | Ideal to launch new products | Offer special Deepavali products | Capture business leads and showcase products | Leading universities and school involved in the fair | Top Business organisations participation | Special Youth and kids activities Various Multicultural organisations actively participating





# Deepavali 2018

## [ Sponsorship Package : Parramatta Park ]

Sunday, 3rd & 4th November 2018

WHAT YOU GET	PLATINUM	DIAMOND	GOLD	SILVER
Cost (Excluding GST)	\$40,000	\$30,000	\$20,000	\$10,000
Category Exclusivity	Yes	No	No	No
Major Sponsor Rights	Yes	Yes	No	No
Stall	Corporate	Corporate	Corporate	Standard
Sponsor a Program Segment	Yes	Yes	No	No
Logo in Print Media	Yes	Yes	Yes	Yes
Logo on Deepavali Website	Yes	Yes	Yes	Yes
Social Media	Yes	Yes	Yes	Yes
Souvenir	Inside Cover	Full Page	Full Page	Full Page
Venue Banners	5	4	3	2
Electronic Display	5 slides	3 slides	2 slides	1 slides
Stage Front Banners	2	1	No	No
VIP Area Pass	12	8	6	4
On Stage Recognition	Yes	Yes	Yes	No
On Stage Speech	Yes	Yes	No	No
PA announcement	Yes	Yes	No	No



# Deepavali 2018

## [ Sponsorship Package : Martin Place & Local Council Areas ]

WHAT YOU GET	DIAMOND	GOLD	SILVER
Cost (Excluding GST)	\$12,000	\$9,000	\$7,000
Major Sponsor Rights	Yes	NO	NO
Stall	Corporate	Corporate	Standard
Sponsor a Program Segment	Yes	No	No
Logo in Print Media	Yes	Yes	Yes
Logo on Deepavali Website	Yes	Yes	Yes
Stage Front Banners	2	1	NIL
On Stage Recognition	Yes	Yes	Yes
On Stage Speech Time	Yes	No	No







# Sponsorship Opportunities

## [ Corporates, Small Business and Individuals ]

### Premium Quality, Full Colour, and Glossy Souvenir Magazine

Distributed to hundreds of Indian Restaurants, Community events and Grocery stores all over Sydney.

GOLDEN OPPORTUNITY to place your advertisements in our very popular souvenir. Printed copies of this souvenir are distributed free of cost at the Deepavali fair and other events throughout the year. The magazine reaches over 50,000 readers. An electronic copy is made available online. In addition, the electronic copy is distributed via email to our database of over 3000 subscribers, members and VIPs'.

#### COST FOR ADVERTISEMENTS : SOUVENIR (Excl. GST)

Centre Spread - 2 Pages	\$2,200.00
Back Page	\$2,200.00
Inside Front	\$1,700.00
Inside Back	\$1700.00
Full Page	\$900.00
Half Page	\$500.00
Quarter Page	\$300.00





# Exclusive Sponsorship

## [ Corporates, Small Business and Individuals ]

### EXCLUSIVE SPONSORSHIP PRODUCT

Item	Cost (excl. GST)	Details
VIP Lounge	\$15,000.00	Exclusive VIP area with corporate brand name and banners
Fireworks	\$12,000.00	Includes Bronze Benefits + Ravana Fence Banners
Ravana Effigy	\$12,000.00	Includes Bronze Benefits + Ravana Fence Banners
Special Event of the evening	\$10,000.00	Special program on Saturday 3rd Nov, 2018
Diwali Sweets Stand	\$5,000.00	Includes Free Double Stand Plus Souvenir Advertisement & Social Media marketing
Ticket Booth Brand	\$3,000.00	Large greeting banners, pamphlets distribution at booth
Roaming Pamphlets	\$300.00	Allows to roam the grounds to distribute pamphlets
Entrance Banners (Each)	\$2,000.00	Continuous banners on fences and at the entrance giving high brand visibility
Fence Banners	\$2,000.00	
Social Media Photo	\$400.00	Frames are placed at various points in the ground

**Corporate In ground High Visibility Premium Pavilions**  
**Showcase your brand to over 30,000 visitors in a day**

Create an exclusive lounge area for your customers or members  
Showcase your brand | Run marketing events/speeches | Product Launch

**Pricing starts from 10K and varies with size.**  
**Please see back cover for contact details.**







## ENQUIRIES

### Corporate Sponsorships & Public Relations

Bhagwat Chauhan 0412 076 809

Jay Raman 0410 759 906

Sanjeev Bhakri 0414 971 122

Rengarajan 0448 757 785

### Media, Marketing & Presentations

Akhil Verma 0402 113 393

Ashwani Jain 0403 163 002

### Souvenir Magazine

Tara Sharma 0409 981 355

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