



October 03 to November 21, 2020

Hindu Council of Australia

PRESENTS

DEEPAVALI 2020

FESTIVAL OF LIGHTS

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22
years



Deepavali 2020

Festival of lights, Deepavali, is an important celebration that is often considered the highlight of India's festive season. It is an auspicious time of the year across Hindu communities, it is also a big tradition of giving abundantly to mark this occasion.

The festival symbolises the light of knowledge that destroys ignorance. Themes of good over evil, light over darkness, hope over despair and appreciation of Hindu culture is seen across Australia during this time of the year.

Biggest and most significant festival celebrated by Hindus around the world. It is marked by five days of celebration, each day denotes a different tradition with the common theme of reverence towards goodness in the natural order and celebration of life. In many ways, it matches the festive fervour of Christmas of the Western world.

In an increasingly culturally diverse Australia organisations (workplaces, private, public institutions) now celebrate multicultural festivals. Deepavali is one of them and it is the biggest and brightest of festivals Hindus celebrate. Here are some of the essential information about this festival on how to celebrate it in an authentic and a culturally appropriate way at your function.

Origin of Deepavali

Deepavali was the day thousands of years ago when the kingdom of Ayodhya erupted with joy on the home coming of Lord Ram after the victory over the tyrannical king Ravan. Also on this day, Lakshmi, the goddess of peace and prosperity, incarnated. Hence the association of Deepavali with the worship of goddess Lakshmi. Deepavali also marks the victory of Lord Krishna over the diabolical Narkasur and the rescue of people under his captivity.

The Meaning

Deepavali is a Sanskrit word composed of 2 roots (deep & awali) which means "row of lights" the word is often connected to "Diwali". On Deepavali day, row of small clay lamps (deep / diyas) are traditionally lit and placed in houses. Fireworks are let off everywhere; giving Deepavali a description "Festival of Lights".

Deepavali Festival

Deepavali is India's biggest and most significant festival celebrated by Hindus around the world. The festival symbolises the light of knowledge that destroys ignorance. The Hindu culture, striving to remove the ignorance is the primary goal of life. Deepavali is marked by five days of celebration, each day denotes a different tradition with the common theme of reverence towards goodness in the natural order and celebration of life.



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Deepavali 2020



The five days of gala festival of Deepavali

Dhanteras – November 12, 2020 (Day of fortune)

The festival of wealth (dhan=prosperity teras=thirteenth day) is celebrated on the thirteenth day of the fortnight of waning of moon (Krishna Paksha) in the Hindu month of Karthik (October / November). This day marks the arrival of Goddess Lakshmi.

Naraka Chaturdasi – November 13, 2020 (Day of knowledge)

Also known as Choti Deepavali is celebrated on the eve of Deepavali. The demonic Narakasur was slain on this day by Lord Krishna

Deepavali – November 14, 2020 (Day of light)

Deepavali commemorates that auspicious day on which the triumphant Lord Ram returned to Ayodhya after vanquishing Ravana. Ever since then, this day symbolises victory of good over evil.

Govardhan Puja / Annakoot – November 15, 2020 (New Year)

Govardhan puja follows the day of Deepavali It commemorates Lord Krishna's feat of lifting the Govardhan mountain on his little finger in order to save the residents of Vrindhavan from the torrential rains.

BhaiDuj – November 16, 2020 (Day of love between siblings)

Bhaiduj is a celebration of the bond between brothers and sisters. Brothers and Sisters pray together on the day.

Whether an organization is having a public Deepavali party or a quieter celebration, below is a guide on how to celebrate it in the authentic spirit and culturally appropriate way.

Deepavali is a very pious and spiritual festival. It is customary to start off the celebrations with lighting a lamp, without wearing any footwear. Once the lamp is lit the space is sanctified.

Pious the spirit of Deepavali is best honored in a tobacco and alcohol-free environment where only vegetarian food is served and a lot of sweets.

Wearing ethnic dress is welcome to make the celebration vibrant and colorful "Shubh Deepavali" or "Happy Deepavali" is a commonly exchanged greeting.

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Deepavali 2020



The Hindu Council of Australia (HCA) has been in forefront of organizing multicultural Deepavali Fair for 21 years.

The Hindu Council of Australia (HCA) is a national body representing more than 50 organisations and bringing together not only Hindus but also other religious and cultural communities in the country. Deepavali programs by HCA has been attracting thousands of visitors annually, in 2019 over 50000 people attended the fairs at different locations.

Avenues this year

Considering COVID 19, the plan this year is different to the regular program. We are looking at celebrating more by engaging the community online.

Social Media, Webinars, Newsletters and Live telecast over online channels is our main focus. We have successfully managed some BIG programs like International Yoga Day, Sri Krishna Janmashtami, Webinars and Online live events. Our engagement with community over online has been successful followed by a big number of subscribers to our newsletters across Australia. We also have our member organisations who further have individuals associated with them, this is not limited to India but Hindus across the world who live in Australia.

There is a physical celebration planned in major shopping centres, local councils, schools and parliaments via display of art, presentations about culture, brochures and information and display of video and performance (if permitted) without NO gatherings. The same will be telecasted online.



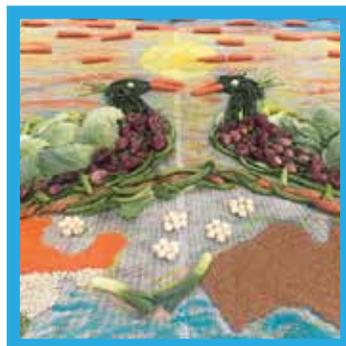
Deepavali 2019

[Event Highlights]

- ★ Over 50,000 visitors
- ★ Ramayana dance drama on stage
- ★ Over 700 performers
- ★ Ravana Effigy, fireworks and pyrotechnics to end the celebrations
- ★ Major media coverage with presence of TV channels
- ★ Huge LED screens for promotion programs
- ★ Major Deepavali Celebrations @ Rouse Hill, Cherrybrook, Strathfield, Wentworthville, Parramatta, Federal Parliament, Adelaide

[Main Attractions]

- ★ 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



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Deepavali 2020



The Program Overview

Major Shopping Centres (Cherrybrooke, Liverpool, RouseHill, Hornsby)

Local Councils and Libraries (Parramatta, Cumberland, Strathfield)

Schools and Universities (min 3 in each city tbc)

State and Federal Parliament (NSW & ACT)

Multi City Celebrations (Sydney, Canberra, Adelaide, Perth)

Online, Social media, Webinars, Newsletters and Live casts

** we are working on adding more online platforms, cities, shopping centres this year in celebrating the festival.

Sponsorship Opportunities

Like every year this year as well there are opportunities for businesses to sponsor during the festive season and promote their businesses. Infact we see that this year the opportunity is BIGGER and more engaging, rewarding and longer association on our online platforms and physical presence of event venues (subject to approvals).

The Festival is on 14th November 2020, We are offering our sponsors a 7 weeks social media / online "esponsorship" digital marketing packages (subject to terms & conditions).

Our recent success with events like International Yoga Day in June & Sri Krishna Janmashatami in August and our regularly events online to keep the community engaged and active during the current COVID crisis has been acknowledged by the community with active participation, this not only promising but has give us the confidence and encouragement to do more. We look forward to engaging community with a unique Deepavali celebrations and hope to bring NOT only Hindus but in wider multi-cultural community online in watching the festive celebrations and learn and understand more about us.

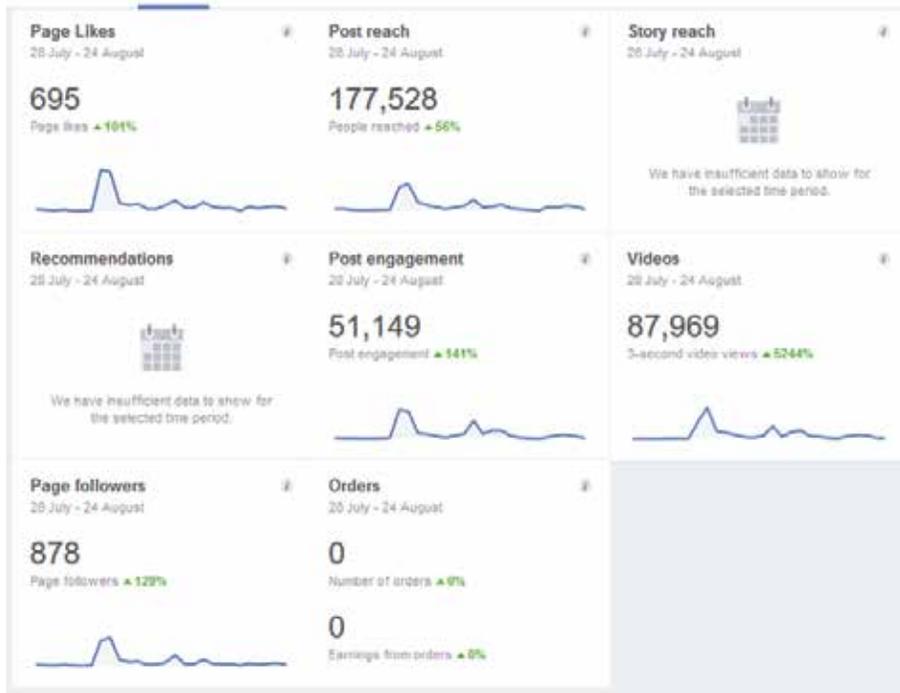
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Deepavali 2020

Facebook pages statistics

- /hinducouncil.australia/
- /dpavali/
- /InternationalYogaDayAustralia/
- /karmakitchenaus/



Page	Total Page Likes	From last week	Posts This Week	Engagement This Week
1 Deepavali - Festival of LI...	29.1K	0%	0	791
YOU 2 Hindu Council Australia	17.8K	▲0.4%	7	4.6K
Keep up with the Pages you watch Get More Likes				
3 International Yoga Day A...	2.1K	0%	0	12
4 Hindu Council Australia-SA	1.9K	▲0.4%	2	806
5 Hindu Benevolent Fund	519	▲0.2%	0	1
6 Karma Kitchen Australia	183	0%	1	0



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Sponsorship Packages

Seven weeks digital marketing “esponsorship” packages
Starting 3rd October to 21st November 2020

SILVER	GOLD	DIAMOND	PLATINUM
One post a week online facebook & instagram	Two posts a week online facebook & instagram	Three posts a week online facebook & instagram	Five posts a week online facebook & instagram
Weekly Newsletter to our members and subscribers			
N/A and announcement	on-screen display and announcement	on-screen display video and announcement	Frequent repeat on-screen and announcement
Advertisement in Souvenir	Quarter page in Souvenir	Half Page in Souvenir	Full page in Souvenir
N/A	N/A	Pull-up Banners	Pull-up Banners
N/A	N/A	Information display	Information giveaways
N/A	N/A	Announcement of offers	Program hosting
Only online	Online + One Venue	Online + Three Venues	Online + All Venues
Only Sydney	Only Sydney	Sydney and Adelaide	All Cities
N/A	N/A	Raffles & Prizes	Prizes and contact database
N/A	Targeted Marketing	Targeted Marketing & Boosting	Targeted Marketing & Boosting

We have 2 pricing models one for the event to event pricing, second is an annual package for all events

OPPORTUNITY	SILVER	GOLD	DIAMOND	PLATINUM
Annual Online Package	N/A	N/A	10,000	20,000
Deepavali Package 2020	1000	2000	3500	6000
Holi Festive Package	500	1000	2000	3000
Sri Krishna Janmashtami	500	1000	1500	3000
Harvesting / Kite Festival	500	1000	1500	3000
International Yoga Day	N/A	1000	1500	3000
Special Interest Events	N/A	1000	1500	3000
New Year Celebrations (each state in India celebrates at different times)	N/A India	1000 India	2000 India	3000 India
Webinars / Guest Lectures	N/A	N/A	2500	5000
Fund Raising / Charity Events	N/A	1500	3000	5000

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Deepavali 2020

Package Inclusions and conditions

- Eligible post every week on social media as per selected package, on Facebook we have over 29k followers on our festival handle, around 20k on our main page HCA page.
- The same post will be sent to all our members (100+), volunteers (500+) and 13k subscribers via our weekly newsletter.
- If we have any live events on the week of the post on Facebook, we will run all our sponsors advertisements before and after event.
- If the post is NOT performing well, we will do appropriate boosting to get the maximum coverage for our sponsors.
- Sponsors can see for themselves how their posts are performing and if need be we can generate a report or screen shot of the post insights and send it to the sponsor.
- Client must provide all the art work and text to go with including any hashtags and links.
- We will review the text and tags and If we have any suggestions we will send it and if approved we will add that to the post.
- Posts have to follow fair-go policy, non-abusive and adhering to HCA values and policies.
- Indirect or direct views of aggression, racial, violent, political, alcohol, meat, sexists, targeting a particular segment etc. advertisements are not allowed. We will discuss in detail all the allowed and disallowed content.



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OTHER ACTIVITIES

HINDU COUNCIL OF AUSTRALIA

Celebration of important festivals:

Diwali, Holi, International Women's Day, International Yoga Day, Janmashtami etc.

Hindu Chaplains, provide emotional & spiritual counselling to University students in Hospitals, Correctional Centre and Universities

Chaplaincy scholarships and Certificates in Hinduism, are online education courses on Introduction to Hinduism and encourage study of Hindu Chaplaincy among Hindus

Hindu Benevolent Fund, provides emotional & financial help to those in difficult situations

Karma Kitchen, Organizes food for numerous homeless people around Parramatta Local area

Gargi Woman Award (launched in 2017), celebrates Australian women who are exceptional role models for Hindu women in Australia

Interfaith, is the meet and exchange of views with leaders of other religions. Emphasis is on working together for a harmonious Australian society

Walk-a-thons (Short and long walks) are organized between temples.

Vegetarianism is a big initiative of HCA and the team regularly lobbies for it with the government as a consumer choice issue

Promoting Hindu Arts: To discover and encourage Hindu artists in Australia and showcase their work, Hindu council hosted a big 'Diwali' themed, art exhibition at the Strathfield council with the support of the Strathfield council in 2018.

and More...



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ENQUIRIES

Public Relations

Jay Raman 0410 759 906

Ashwani Sharma 0411 548 411

Corporate Sponsorship

Ashwani Jain 0403 163 002

Sai Pravastu 0402 449 524

eSouvenir

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