

Cultural Night 2009 - *Inspiration. Individuality. Heritage. Harmony.*



# ***SPONSORSHIP PROSPECTUS***

## ***Cultural Night 2009***

◦ *Inspiration* ◦ *Individuality* ◦ *Heritage* ◦ *Harmony* ◦

<http://www.culturalnight.com.au>

**Sponsorship  
Enquiries**

*Cultural Night 2009  
Representative*

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Website:  
**www.culturalnight.com.au**

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## **INTRODUCTION**

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Cultural Night is a longstanding premier community charity event that has been held annually **since 1994**. The event is produced by the combined effort of representatives from five major universities in Sydney which include The University of Sydney, University of Technology, University of New South Wales, Macquarie University and University of Western Sydney. **With crowds of over 2,500 people**, Cultural Night has escalated to be of enormous significance amongst Sydney's Student Community and is renowned for being the most anticipated event of the universities calendar each year.

Over the last 16 years, more than 100 students have taken part in vivacious presentations of dance, drama, modelling, songs and other forms of performing arts each year. Cultural Night provides an opportunity for students and the youth community to display extraordinary talent in contemporary styles and modern fusion while also encapsulating the youth's diverse and elaborate cultural identity. With rigorous schedules of auditions and rehearsals, talents and performances are perfected and as a result; the night is an epitome of today's youth commitment, passion and teamwork.

As one can imagine, an event of this magnitude and calibre can generate a significant profit, which is donated entirely to the nominated charitable organizations. We hope that the relentless efforts of all of us involved in producing this magnificent event with the generous help of the sponsors will go a long way in educating the youth of Australia about the various cultures that co-exist as one within this country.

**CULTURAL NIGHT COMMITTEE**

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The Cultural Night 2009 Committee comprises of a minimum of two representatives from each of the five universities of metropolitan Sydney who are also members of the relevant South East Asian societies within their university. The University Societies are:

- Ashoka** - University of Sydney
- Bharat** - University of Technology, Sydney
- Josh** - Macquarie University
- Mast** - University of Western Sydney
- Taj** - University of New South Wales

This year, our enthusiastic committee members are dedicated towards producing a stage presentation that not only captivates our large young audience, but also inspires the mind and the senses in a journey through the various traditions, colours and characters of the many cultures that are present within today's society.

This year, the Cultural Night Committee has opted for the theme: **“Inspiration, Individuality, Heritage, and Harmony”**.

More details about the Cultural Night Committee can be found online at our website: <http://www.culturalnight.com.au/committee.html>

## **EVENT INFORMATION**

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*Cultural Night 2009* is an excellent opportunity for your business to promote themselves to a large audience in a cost effective method. The cause related marketing program adopted for this event will enhance your company's corporate image and increase brand awareness within our target audience. Through our rigorous promotional mix, your company will be able to achieve high levels of marketing success in the lucrative student market.

The Cultural Night Committee is currently working towards the completion of all planning and promotional material in regards to the event. For this reason, early entry as a sponsor will ensure that your company is able to utilize our promotional mix to its maximum potential.

### **Evening Program**

#### **Cultural Night 2009 — Saturday, 19th September 2009**

Location:

**Hills Centre, Carrington Road, Castle Hill**

5.00pm - 6.45pm

First half

6.45pm - 7.15pm

Intermission (Dinner break)

7.15pm - 9.00pm

Second Half

#### **Cultural Night After party**

Location TBA — 10pm - late

### **Audience Demographics**

Cultural Night historically attracts a diverse demographic including:

- **University students**
- **Business Owners**
- **Graduates**
- **High School Students**
- **TAFE Students**
- **Family and friends of participants**
- **General community members**

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## **CHARITY BENEFIT**

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The nominated charities for Cultural Night 2009 are The I-India project and The Bangladesh-Australia Disaster Relief Committee.

**I-India Project** is a branch of the I-India organisation which aims to keep homeless and impoverished children off the streets and through education, training and moral support, and employment assistance; thus greatly improving their future prospects and quality of life. At present the I-India Project is focused on the children of Jhag, a village near Jaipur, India. After the successful completion and progress of a similar project in Jaipur, they are now building Jhag Children's village, as they have appropriately named it. This village is under construction and requires donations for its completion.

Their specific aim in the construction of the children's village is to provide the kids with growing opportunities in education, health and wellbeing through the provision of a School, which is due to open on **July 1st, 2009** and a Library which is still under construction. There are also various other projects, currently at different stages of construction which require our financial aid.

The Jhag Children's Village will also consist of:

- **A girls shelter home**
- **A boys shelter home**
- **A girls vocational training centre focused on training in jewellery making**
- **A boys vocational training centre focused on training in tailoring**
- **Staff accommodation**
- **Communal dining room**

The **Bangladesh-Australia Disaster Relief Committee (BADRC)** is a charity which has been launched to appeal for donation to help the flood victims in Bangladesh. Money is an essential resource required to assist these people and alleviate their suffering by providing food, emergency shelter, sanitisation, medical assistance and clean water.

Millions of the poor have lost their homes, their possessions and their livelihoods, and the BADRC are appealing for donations to help assist these people in time of their need.

As event sponsors, your brand will be strongly associated with this cause, allowing you to create a favourable image through corporate social involvement and responsibility.

## **MARKETING AND PROMOTION**

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As a sponsor of Cultural Night 2009, your company will have the opportunity to utilise a wide variety of channels to gain a high level of exposure through all our publicity materials and other such promotional mediums.

Our promotions are not just limited to the members of these societies, but rather, we constantly promote externally throughout the period of May to October. This event is promoted to students at all major Universities in Sydney, and our committee uses the following promotional strategies to achieve our marketing aims:

### **5.1 Promotions at all major universities and other events**

Over the period of 5 months the committee will directly advertise Cultural Night 2009 at University events as well as other major non-University events. Over the years, Cultural Night has developed a large support base and this year we are committed to not only developing this on going support, but also building on it through increased publicity and enhanced marketing campaigns. The committee will tailor our promotions as far as possible to suit your needs according to your requirements.

### **5.2 Email and SMS Databases**

Our committee will also be conducting promotions through a number of student portals, which allows us to directly market Cultural Night to these students. These portals include:

**The Cultural Night 2009 website** – (<http://www.culturalnight.com.au>)

**Various societies across all major universities within Sydney**

**Hot Ashes (the largest South-East Asian youth web portal)** - has more than 3 million hits a month.

### **5.3 Radio and Newspapers**

Advertisement via interviews and commercials on these mediums, have been arranged by the committee. Your company will be recognized on these promotional mediums. Our current media partner is Indus Age; the most widely circulated Indian newspaper in Sydney.

### **5.4 Distinguished Guests**

Offers have been received by potential associates to coordinate special appearances by celebrity figures. These celebrities range from sporting to TV personalities. This will raise the brand image of Cultural Night to a higher level, enhancing the buzz value of the event and associated sponsors with it.

### **5.5 Presence Opportunities**

Your company will be given a designated editorial space (terms and conditions apply) in our program booklet which is distributed to all audience members and participants on the night.

## ***SPONSORSHIP INFORMATION***

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As Cultural Night is a not-for-profit event, ticket sales and generous sponsorships are the only financial channels through which it is supported and maintained. Your financial support will contribute towards operational costs, venue hire, catering and other expenses for the night of the event. It will also greatly assist the Cultural Night committee in producing a memorable event to raise proceeds to be entirely donated to the selected charities. A budgeted costing schedule is available upon request by the sponsor.

Please note that this sponsorship proposal is an invitation for negotiation. We are able to focus and create your sponsorship package to ensure you reach your target markets and needs. In case any clarification is required regarding the particulars of the event, please do not hesitate to contact us and we will be more than willing discuss any possibilities in detail.

## ***SPONSORSHIP CONDITIONS***

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Sponsorships are accepted at the discretion of the Cultural Night Committee and sponsors participate on the understanding that:

- Sponsorship monies contribute to the successful planning, execution and promotion of the evening in addition subsidising the costs of management, communication, invited guests and publications etc.
- Sponsorship exposure and acknowledgement is facilitated by credits in the Cultural Night Program
- Sponsorship monies are not expended on any entertainment incurred which is incidental to the activities of the evening and, on this basis,
- sponsorship monies are tax deductible. Provision of banners, logos and any other promotion material is the responsibility of the sponsor.
- Colour reproduction will, when printed, be as close to the specified colour as practical. Advertisements to be provided as full colour separations. Any costs incurred with colour separations in the printing of adverts to be borne by the sponsor.
- Information provided in the sponsorship document is correct at the time of printing. However, as the document is subject to change, sponsors will be notified of any changes prior to the evening.

## PACKAGE SUMMARY

| Package Contents  | Ruby     | Emerald    | Sapphire  |
|---|----------|------------|-----------|
| <b>Prior To Event</b>   |          |            |           |
| Company Logos and/or URL on Flyers                              | YES      | YES        | YES       |
| Media Coverage (Prior to event)                                 | YES      | YES        | YES       |
| Web Advertisement   | YES*     | YES*       | YES*      |
| Company logo and/or URL on E-mail Flyers (Prior to event)       | YES      | YES        | YES       |
| VIP Tickets to the Event  | YES (3)  | YES (2)    | YES (2)   |
| <b>Event</b>  |          |            |           |
| Company advertisement displayed during the show                 | YES      |            |           |
| Company Advertisement displayed during intermission of the show | YES      | YES        | YES       |
| A4 Colour Advertisement featured on event program               | YES [1]* | YES [1/2]* | YES[1/4]* |
| Special Thank-you at Event                                      | YES      | YES        | YES       |
| <b>Post Event</b>   |          |            |           |
| Television Promotion (Post Event)                               | YES      |            |           |
| Media Coverage (Post event)                                     | YES      | YES        |           |
| Visual Advertising on the Official DVD                          | YES*     | YES*       | YES*      |

Note: Empty cells indicate the package does not include the respective content.

\* Offer varies might contain some terms and conditions. Refer to the package details for clarification.

() - The number inside the parenthesis indicates the number of VIP-tickets included in the respective package.

[] - The number inside the square braces indicates the number of the A4 sheet included in the respective package.

## **PACKAGE DETAILS**

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### **Ruby Package [ \$1,500+ ]**

- Company logo and/or URL on all Cultural Night promotional flyers (and e-mail flyers) which are distributed in all Universities in Sydney metropolitan area, and other events throughout the year
- Media coverage, including newspapers, of the event and your company/product, prior to and post Cultural Night 2009
- Promotion on official Cultural Night web site including:
- Company logo displayed
- Information about your company as well as your company logo and a link to your website on the Sponsors Page of the Cultural Night website
- 3 VIP tickets to the show which includes a VIP buffet dinner during the interval.
- The opportunity to play a visual advertisement (compiled by us or one provided by your company) during the show, during the intermission and prior to event commencing on the 30-second revolving slideshow
- 1 full colour A4 page advertisement in the official Cultural Night program issued to every member of the audience and participant on the night.
- Special thank-you to your company during the introduction (and thanking of sponsors)
- The opportunity to have your visual advertisement at the beginning and the end of the official Cultural Night DVD and video, which are released after the event

### **Emerald Package [ \$1,000 - \$1500 ]**

- Company logo and/or URL on all Cultural Night promotional flyers (and e-mail flyers) which are distributed in all Universities in Sydney metropolitan area, and other events throughout the year
- Media coverage, including newspapers, of the event and your company/product, prior to Cultural Night 2009
- Promotion on official Cultural Night web site including:
- Company logo displayed.
- Information about your company as well as your company logo and a link to your website on the Sponsors Page of the Cultural Night website
- 2 VIP tickets to the show which includes a VIP buffet dinner during the interval.
- The opportunity to play a visual advertisement (compiled by us or one provided by your company) during the intermission on a 30-second revolving slideshow
- 1/2 full colour A4 pages advertisement in the official Cultural Night program issued to every member of the audience and participant on the night
- Special thank-you to your company during the introduction (and thanking of sponsors)
- The opportunity to have your visual advertisement on the official Cultural Night DVD and video, which are released after the event

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***PACKAGE DETAILS (cont.)***

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**Sapphire Package [ \$500 - \$1000 ]**

Company logo and/or URL on all Cultural Night promotional flyers (and e-mail flyers) which are distributed in all Universities in Sydney metropolitan area, and other events throughout the year

Media coverage, including newspapers, of the event and your company/product, prior to Cultural Night 2009

Promotion on official Cultural Night web site including:

- Company logo displayed.
- Information about your company as well as your company logo and a link to your website on the Sponsors Page of the Cultural Night website
- 2 VIP tickets to the show, which includes a VIP buffet dinner during the interval
- The opportunity to play a visual advertisement (compiled by us or one provided by your company) during the intermission on a 30-second revolving slideshow
- 1/4 an A4 page of colour advertisement on the official Cultural Night program issued to every member of the audience and participant on the night.
- Special thank-you to your company during our thanking of sponsors
- The opportunity to have your visual advertisement at the end of the official Cultural Night DVD and video which are released after the event

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***CONTACT DETAILS***

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The Cultural Night Committee of 2009 strives to make sponsorship of Cultural Night a rewarding experience. Your decision to sponsor us will ensure the most effective promotion of your brand, with the package of your choice with and a personalized ongoing correspondence with the Cultural Representative who established first contact with you. Our ability to provide your organization the maximum exposure possible will be affected by the timing of your decision.

The Cultural Night 2009 Committee thanks you sincerely for your time spent in consideration of our proposal. One of our committee members will be in contact with you in the next few days to discuss this opportunity further.

Kindest Regards,

The Cultural Night Committee 2009

Visit: <http://www.culturalnight.com.au>

Email: [info@culturalnight.com.au](mailto:info@culturalnight.com.au)

For any enquiries please contact your dedicated representative of any of the following reps:

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*Individuality* *Inspiration*

**ତ୍ଵାପୁରାଣ ନିଘଣ୍ଟ ଠ଼**



*Heritage* *Harmony*