



AIII

THE AUSTRALIAN INDIAN INNOVATIONS INC.



BE A PART OF
MELBOURNE LARGEST MULTICULTURAL EVENT
FOR THE 17th YEAR

Sunday 04.11.18
SPRINGERS LEISURE CENTRE, KEYSBOROUGH

SPONSORSHIP

P R O P O S A L



Event Partner



About Us

The Australian Indian Innovations Inc. (AIII) was formed in **July 2002**, comprising a group of “Melbourne Aussies” of Indian descent from all parts of the world.

The inaugural meeting at the council meeting rooms of The City of Greater Dandenong in Springvale attracted over 200 people who agreed to form a Democratic, Secular, Vibrant and Non-Political organisation.

The AIII comprises of a conglomerate of independent organisation and individuals, who have come together in membership to work in mutual harmony, respect and united purpose to nurture, promote, foster and empower the Indian presence in multicultural Victoria.

We aim to facilitate opportunities, depict cultural kaleidoscope of India and assist members to showcase Indian Art, Culture, Style, Traditions and Food via various activities, seminars, festivals, fairs and events.

To this day, our Association has successfully and consecutively celebrated and showcased the Festivals of India - particularly **Diwali-The Festivals of Lights and Holi-The Festival of Colours** to Victoria and its visitors...



In the Community

The Australian Indian Innovations Inc. has been bringing communities together for the past **17 years.....**

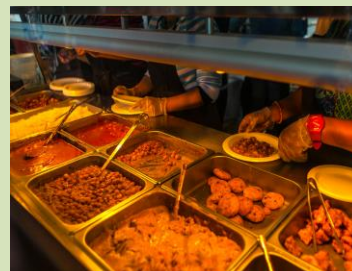
We helped the Arts Centre promote Indian Costume and Food during **Anoushka Shankar's** concert in Melbourne.



We join the members of the Indian Community showing solidarity amongst Ethnic Indians in Australia during **Indian Republic Day & Australia Day** every 26th January.



We showcase the colour and sounds of **Holi (The Festival of Colours)** every March at SPRINGERS LEISURE CENTRE (Tatterson Park, Keysborough).



We share the joys and patriotism of **Indian Independence Day** by inviting communities and Government officials to an annual dinner and entertainment, with proceeds benefitting a deserving charity.



We replicate the food, the entertainment, the Lights and the Fireworks of mainland India during **Diwali - Festival of Lights** each October at SPRINGERS LEISURE CENTRE (Tatterson Park, Keysborough).



.... and each year, we support upcoming organisations, schools and smaller community groups by extending a hand in event organising or providing cash and moral support.



What You Get ...

- Naming rights to Event, i.e. “**XXXX** presents AIII 17th DIWALI FAIR”
- 2 free 3.0 m x 3.0 m covered marquees (or 1 marquee and a ‘display’ vehicle space) complete with lights & power in a Premium location complete with 4 trestle tables and 6 chairs. **Your choice of Indoor or Outdoor OR both Indoor and Outdoor setup**
- Opportunity to display 4 advertising banners in the venue and at the entry, with unlimited balloon & print material distribution
- Opportunity for 2 advertising pull-up banners at main stage area
- Advertising logo in all event posters, flyers, our website, our face-book page and social media texts
- 10 free invitations to the VIP hour during the closing ceremony and dinner with invited guests and Government Representatives.
- Opportunity for a 3 minute speech during the closing ceremony promoting your business
- 5 free car parking spaces inside the venue at allocated VIP Spot



What You Get ...

- 2 free 3.0 m x 3.0 m covered marquees (or 1 marquee and a 'display' vehicle space) complete with lights & power in a Premium location complete with 4 trestle tables and 6 chairs. **Your choice of Indoor or Outdoor OR ½ indoor setup & ½ outdoor setup**
- Opportunity to display 4 advertising banners in the venue and at the entry, with unlimited balloon & print material distribution
- Opportunity for 1 advertising pull-up banner at main stage area
- Advertising logo in all event posters, flyers, our website, our face-book page and social media texts
- 5 free invitations to the VIP hour during the closing ceremony and dinner with invited guests and Government Representatives.
- Opportunity for a 3 minute speech during the closing ceremony promoting your business
- 3 free car parking spaces inside the venue at allocated VIP Spot



What You Get ...

- 2 free 3.0 m x 3.0 m covered marquees complete with lights & power in Premium location complete with 4 trestle tables and 6 chairs. **Your choice of Indoor or Outdoor OR ½ indoor setup & ½ outdoor setup**
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- Opportunity for 1 advertising pull-up banner at main stage area
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How to apply to be a Sponsor at the AIII Diwali Fair 2018 ...?

It's simple

1. Choose the sponsorship (**PLATINUM, GOLD or SILVER**) that best suits your business and budget.
2. Email your expression of interest to: ylakshman@bigpond.com
3. You will receive an email confirmation of acceptance (or rejection) within 48 hours. Please note that **ONLY ONE** business per category will be permitted as sponsor, i.e. one Bank, one Phone Company, one Money Transfer Agency, one Real Estate Agent, etc. Therefore, sponsors will be accepted on **"First Come First In"** basis.
4. Following receipt of your email confirmation, a contract will be sent for execution.
5. As the sponsorship agreement includes your logo to be inserted in our newspaper and printed matter advertising, a signed contract and payment **MUST** be received before **31st August 2018** to enable 2 months advertising to occur.
6. Please note that if your business is a sponsor, there will be no similar business participating in this fair as a normal stall-holder (apart from Food Businesses).

Show off your business to over 12,000 patrons throughout the day
APPLY TODAY

The AIII reserves the right to refuse any prospective sponsor who in its opinion would contravene the spirit of the event and hinder its effort in promoting multiculturalism to Victoria

AIII DIWALI FAIR 2018

brought to you by



04.11.18
Springers Leisure Centre
400 Cheltenham Rd, Keyborough

