



SPONSORSHIP
OPPORTUNITIES

2023 ZINDA FESTIVAL

LODDON CAMPASPE



**MULTICULTURAL
SERVICES**



Join us to ensure cultural diversity
is
understood, valued and celebrated
in Bendigo!

ABOUT ZINDA FESTIVAL

Zinda Festival is all about multicultural music, food and art in the heart of Bendigo.

Zinda celebrates our region's growing diversity- the cultures that increasingly contribute to the vibrancy of our community. Zinda means alive and lively in a number of languages- Dari, Bengali, Farsi, Hindi, Hazaraghi and Urdu. It is therefore a truly multicultural name for our multicultural festival. Zinda has been connecting community and giving a platform to showcase culture and diversity since 2018 - with an average of 4000 participants each year, making it the largest multicultural event in Bendigo.

OBJECTIVES

As the previous census shows, we are a rapidly changing community, with increasing numbers of new arrivals choosing to call Bendigo home. While cultural diversity can hugely benefit our community, social inclusion does not always come naturally and needs to be worked on. Zinda Festival is a crucial component in supporting our region to transition smoothly to an inclusive multicultural community. The festival does this by supporting the wider public to better understand cultural diversity, get to know newcomers and enjoy first-hand the rich benefits of multiculturalism.

SPONSORS

Zinda Festival would not be possible without sponsors. Sponsor investment ensures that we can produce a high quality event that showcases multiculturalism and Bendigo at its best. By aligning your brand with Zinda Festival, your business or organisation will have access to an emerging and growing multicultural audience. Your sponsorship will also provide a strong message about the value you place in multiculturalism and a strong message of welcome to new communities choosing to call Bendigo home.

EXPOSURE

- **Brand alignment** with Bendigo's premier multicultural celebrations
- **Awareness raising** of your commitment to cultural diversity
- **Engagement** with multicultural communities
- **Attendance** of approx 4,000
- **Media attention** across print, radio, television and social media.
- **High visibility of sponsors' brands** through presence on our website, on banners, on posters, press releases, e-mailing list notifications, and other printed materials

SPONSORSHIP BENEFITS

ZINDA FESTIVAL WILL BE OFFERING ONE PLATINUM SPONSOR OPPORTUNITY. PLATINUM SPONSORSHIP BENEFITS WILL BE BY NEGOTIATION, AND WILL INCLUDE BEING NAMED AS A CO-PRESENTER OF ZINDA FESTIVAL, PROUDLY PRESENTED BY MULTICULTURAL SERVICES
For more information: Contact Sonia Di Mezza, Chief Executive Officer - soniadimezza@lcms.org.au

	MAJOR SPONSORS VALUE: \$5,000 (OR \$8,000 IN-KIND)	COMMUNITY SPONSORS VALUE: \$2,500	FRIENDS OF THE FESTIVAL VALUE: \$500
GUARANTEED BRAND EXCLUSIVITY FROM INDUSTRY COMPETITORS	✓		
LOGO ON ZINDA AD SHOWN DURING PRIME TIME TV (MIN. 150 SHOWINGS) AND ON FACEBOOK	✓		
MARQUEE AT ZINDA FESTIVAL- PROMINENTLY PLACED, AND TAILORED TO YOUR NEEDS. CAN INCLUDE CHILDREN'S/ARTS ACTIVITIES TO INCREASE ATTENDANCE AND ENGAGEMENT	✓		
LOGO ON PRINTED ZINDA PROGRAM BOARD	✓		
LOGO ON PRINTED ZINDA POSTER (MIN. 600 PLACED AROUND BENDIGO AND SURROUNDS)	✓		
LOGO ON SUPER BANNERS AT LAKE WEEROONA (MIDLAND HIGHWAY) 2 WEEKS PRIOR TO EVENT AND AT ENTRANCE OF GARDEN FOR THE FUTURE VENUE 3 WEEKS PRIOR TO THE EVENT	✓		
LOGO ON EVERY WEB PAGE OF ZINDA WEBSITE	✓		
PUBLIC ACKNOWLEDGEMENT IN MEDIA RELEASES AND INTERVIEWS	✓		
PROMINENT, LARGE LOGO PLACEMENT ON "SPONSOR CUBES" ON THE MAIN STAGE	✓		
ZINDA FESTIVAL T-SHIRTS (3 FOR MAJOR AND 1 FOR COMMUNITY SPONSORS)	✓	✓	
OPPORTUNITY FOR ZINDA FESTIVAL TO PROMOTE YOUR OWN SOCIAL MEDIA CONTENT	✓	✓	
PUBLIC ACKNOWLEDGEMENT AS A SPONSOR BY MC	✓	✓	
NAME ON SPONSORS BOARDS DISPLAYED AT ENTRANCES TO ZINDA	✓	✓	✓
LOGO ON SPONSOR PAGE WITH LINK TO SPONSOR WEBSITE (NAME ONLY FOR FRIENDS)	✓	✓	✓
CERTIFICATE OF APPRECIATION	✓	✓	✓



2022 ZINDA FESTIVAL REACH HIGHLIGHTS



YOU WILL HAVE ACKNOWLEDGMENT AND YOUR LOGO ON BOTH LCMS & ZINDA WEBSITES AND IN NEWSLETTERS AND SOCIALS



ZINDA FACEBOOK EVENT REACHED 24,000 PEOPLE



ZINDA FESTIVAL IS THE LARGEST MULTICULTURAL EVENT HELD IN BENDIGO



ZINDA FESTIVAL TV AD WITH MAJOR SPONSOR LOGO WAS AIRED 98 TIMES ON CHANNEL 9



ZINDA FESTIVAL WAS PROMOTED THROUGH 12 DIFFERENT NEWSPAPERS AND MAGAZINES





ZINDA

FESTIVAL

2023

ZINDA.ORG.AU

CONTACT:

OFFICE

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