2020 Sponsorship Prospectus

Cultural Diversity Week.
Acknowledgement of Country

The Victorian Multicultural Commission acknowledges the Traditional Owners of the land on which the Commission is located and where we conduct our business. We pay our respects to Elders, past, present and emerging.

The Commission is committed to honouring Australia’s First Peoples’ unique cultural and spiritual connection to the land, waters and seas, and their rich contribution to Victoria.
We also invite you to join an important conversation about multiculturalism, and what it means for Victoria now, and into the future.

Our sponsorship program has been streamlined to align with our vision, and we intend to provide more opportunities for sponsors to network and engage with communities and each other through a series of new events and initiatives.

I sincerely thank the organisations who have sponsored us in previous years, and I look forward to working with you to support our mutually beneficial partnership.

And to those organisations who we’ve not yet worked with, I thank you for considering our proposition and welcome a discussion to explore what Cultural Diversity Week could mean for your organisation.

Warm regards,

Vivienne Nguyen
Chairperson,
Victorian Multicultural Commission
Cultural Diversity Week has become a special time of year for Victorians. In our 18th year, we want to bring people together to not only celebrate, but to also spark their curiosity and to have a conversation about diversity and how it strengthens our community.

Recognition of Indigenous Australians

Victoria’s diversity can only be acknowledged within the context of recognising Indigenous Australians as the oldest living civilization on earth.

The work of the Victorian Multicultural Commission is framed in recognition of over 60,000 years of diversity in this country and we commit to building our capacity and knowledge to strengthen relationships with Victoria’s First Nation peoples and communities.

As a part of any discourse around multiculturalism, we commit to ensuring that the starting point of any conversation we have in relation to multiculturalism is firmly centred around the broader conversations of the rights of First Nations people.

Celebrating Victoria’s diversity

Here in Victoria, we embrace diversity. And as one of the most successful multicultural societies in the world, we have much to celebrate.

But our success isn’t by chance. It’s been built by generations of migrants who have contributed their skills, experience and traditions to help make our community thrive.

The Commission is dedicated to fostering greater unity, knowledge and respect for all cultures and is sincerely committed to intercultural dialogue to support learning from the multiple histories, experiences and narratives of Indigenous Australians.

Cultural Diversity Week brings Victorians together to recognise the benefits of diversity and to showcase the many cultures that have shaped our Victorian identity.

The Week also acknowledges the United Nations International Day for the Elimination of Racial Discrimination and the Australia-wide Harmony Day on 21 March.

2020 program

In 2020, the Week will run from 21 – 29 March with hundreds of events, exhibitions and performances hosted by community organisations, businesses, sporting clubs, schools and local councils across the state.

The Commission will hold four key events during the Week and in the following months that fall under our Cultural Diversity Week brand:

- THE PREMIER’S GALA DINNER – 21 March
- VICTORIA’S MULTICULTURAL FESTIVAL – 29 March
- CULTURE WAVES – April
- MULTICULTURAL FILM FESTIVAL – May

Cultural Diversity Week aims to

- ENGAGE all Victorians in a program of events and activities that promote, celebrate and deepen understanding of multiculturalism
- PROMOTE social cohesion in Victoria
- ENCOURAGE Victorians to engage in constructive dialogue about multiculturalism
- PROVIDE opportunities for learning about other cultures
- CREATE opportunities for members of Victoria’s new and emerging communities to be part of community events
- DEVELOP strong, ongoing and mutually beneficial relationships and connections with sponsors
- RAISE awareness of the Victorian Multicultural Commission and its role in promoting and supporting multiculturalism in Victoria
Be curious.

Start a conversation.

Strengthen our community.
We are all part of one community.

When we show curiosity about the world we live in and about the people we meet, we spark our sense of connection and belonging, and build a stronger community.

In 2020, the Victorian Multicultural Commission invites Victorians to be curious about multiculturalism and to ask the difficult questions in a safe environment.

We want people to join the conversation and share their views and ideas.

We encourage people to start a conversation with their family, friends, colleagues and neighbours.

We aim to nurture our welcoming and inclusive community by encouraging everyone to be respectful of one another and to embrace our differences and shared values.
Let’s work together.

Join us as we call on all Victorians to come together in recognition and celebration of our diversity.

Align your brand with Victoria’s largest multicultural celebration

As a sponsor, you will receive a range of benefits to your organisation including:

- **AWARENESS RAISING** of your commitment to diversity and inclusion
- **ENGAGEMENT** with culturally and linguistically diverse consumers
- **VIP TICKETS** to the Victorian Multicultural Commission’s Cultural Diversity Week events
- **ACKNOWLEDGEMENT** and promotional video spots on big screens at events
- **NETWORKING OPPORTUNITIES** with multicultural community and business leaders
- **YOUTH ENGAGEMENT** through the Culture Waves concert and Multicultural Film Festival
- **OPPORTUNITIES** to involve the Victorian Multicultural Commission Chairperson or other Commissioners in your own events
- **EDITORIAL CONTENT** or advertisements showcasing your commitment to diversity in event collateral and on social media
- **MARKETING ASSETS** to help you promote your involvement with Cultural Diversity Week
- **ONGOING** promotion of your sponsorship through the Commission’s website and marketing channels

Share our vision

The Victorian Multicultural Commission is embarking on an exciting journey of discovery and innovation around multiculturalism and what it means in 2020 and beyond.

We recognise that the Commission is only as strong as the sum of its parts, and for us that includes our relationships and connections with sponsors.

As an organisation with similar values, we want to work with you in partnership to drive the diversity agenda across all areas of society. We invite a discussion with you to discuss your strategic priorities around diversity and inclusion, and to explore how we can collaborate.

Promote diversity

Our 2020 theme ‘Curiosity. Conversation. Community.’ has been developed to capture the imagination of audiences and to drive higher community engagement.

We plan to elevate our efforts to not only promote Cultural Diversity Week and our events, but to also collaborate where possible on promotional opportunities with our sponsors and partners to reach broader audiences.

We are ready to tackle the big issues and want to lead a bold conversation about multiculturalism. We would love the opportunity to talk more about this with you.

The Commission will also support your marketing campaign through its own communication channels to assist you in reaching culturally and linguistically diverse audiences.

Your investment

Diversity and inclusion isn’t just about having a policy, it’s about people – your people, our people, and those Victorians who rely on your organisation. Whether you are in the corporate, community or public sector, diversity makes good business sense.

Sponsoring Cultural Diversity Week not only demonstrates your organisation’s commitment to diversity, it’s an investment in Victoria and our future.

Engage with one of Victoria’s fastest growing markets

Culturally and linguistically diverse communities are one of the fastest growing markets in Australia.

More than half our population were born overseas or have a parent who was born overseas. In 2016, 26 percent of people in Victoria spoke a language other than English at home.

The Commission has a highly engaged audience and network of stakeholders and supporters within our diverse community.

Sponsors will have access to Commissioners and other community and business leaders through a range of VIP events, as well as opportunities to meaningfully engage with the wider community at Victoria’s Multicultural Festival.
CULTURAL DIVERSITY WEEK EVENTS

The Premier’s Gala Dinner.

Arguably one of the most spectacular multicultural events of the year, the Premier’s Gala Dinner recognises and celebrates Victoria’s cultural diversity and officially launches Cultural Diversity Week.

Join us for glittering evening where we will not only showcase a variety of talented, diverse Victorian entertainers, we will also bring together more than 1400 guests from across the state in the spirit of community. Hosted by the Premier, this coveted event offers sponsors the opportunity to mingle with high-profile leaders from the government, business, community and multicultural sectors.

Date
Saturday 21 March 2020

Ticket value
$180 per head*

Attendees
1,400+

Audience
Senior politicians, business and community leaders, culturally and linguistically diverse Victorians, consular corps, corporate sector, not-for-profit sector, community groups, sponsors.

Program
▸ A SUMPTUOUS THREE-COURSE DINNER prepared using all Victorian produce
▸ LIVE ENTERTAINMENT with traditional and contemporary cultural performances
▸ A DANCEFLOOR for guests to join in the fun!

Sponsors will enjoy**
▸ NETWORKING OPPORTUNITIES
▸ BRAND ACKNOWLEDGMENT on big screen throughout the evening
▸ EDITORIAL CONTENT or advertisement in program booklet
▸ ACKNOWLEDGEMENT by the Master of Ceremonies

* Tickets for this event are highly sought after and generally sell out within two weeks.
** The benefits of each sponsorship package vary – please see details on pages 14-21.
Victoria’s Multicultural Festival.

A true celebration of culture, Victoria’s Multicultural Festival invites Victorians and tourists to immerse themselves in a range of cultural experiences that deepen their understanding and appreciation for diversity.

With a free one-day program featuring music, dance performances, art, film, cultural cuisines and activities for all ages, the vibrant festival celebrates the way diversity touches our lives every day. This family-friendly festival provides a fantastic opportunity for sponsors to engage with multicultural audiences through interactive activities. Sponsors will also have exclusive access to the festival’s VIP function where they can celebrate and network with Commissioners and community leaders.

Date
Sunday 29 March 2020

Attendees
45,000+

Audience
Multicultural and mainstream community members, families, international students, ‘culture vultures’, music lovers, foodies, interstate and international visitors

Program
▲ MUSIC AND DANCE performances from a wide variety of cultures
▲ DELICIOUS CUISINES from around the world
▲ CULTURAL WORKSHOPS and experiences for all ages

▲ KIDS ACTIVITIES
▲ MULTICULTURAL CINEMA

Sponsors will enjoy*
▲ OPPORTUNITIES to run engagement activities with multicultural communities
▲ NAMING OPPORTUNITIES for areas and attractions
▲ BRAND ACKNOWLEDGEMENT by Master of ceremonies
▲ LOGO ON DIGITAL SCREENS near stage and festival zones
▲ NETWORKING OPPORTUNITIES at VIP function

*The benefits of each sponsorship package vary – please see details on pages 14-21.
Culture Waves.

An explosive combination of youth, culture and music, Culture Waves presents an amazing line up of young diverse artists in an unforgettable concert.

Victoria’s music industry is bursting with talented young musicians whose art is influenced by their cultural roots.

Culture Waves celebrates how cultural diversity is influencing our local music scene and gives young emerging artists a platform to connect with multicultural communities and mainstream audiences. In its fourth year, the 2020 concert will be a stand-alone event to align with Youth Week in April. This all-ages gig is destined to be popular with young audiences and music lovers alike.

<table>
<thead>
<tr>
<th>Date</th>
<th>April 2020</th>
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<tbody>
<tr>
<td>Attendees</td>
<td>2,000+</td>
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<tr>
<td>Audience</td>
<td>Young people and music lovers</td>
</tr>
<tr>
<td>Features</td>
<td><strong>ALL AGES</strong> music concert, <strong>MUSIC</strong> from some of Victoria’s most acclaimed multicultural artists</td>
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**Sponsors will enjoy**

- **TICKETS** to exclusive VIP function before the concert
- **ACCESS** to young people engaged with multiculturalism and music
- **BRAND ACKNOWLEDGEMENT** and promotional videos on big screen

*The benefits of each sponsorship package vary – please see details on pages 14-21.
Drawing on the power of film as one of the greatest storytelling methods, the Multicultural Film Festival explores diversity through films that make us think and touch our hearts.

The Multicultural Film Festival offers a way of not only supporting emerging young filmmakers from culturally diverse backgrounds, it also invites filmmakers of any background to produce films that explore multiculturalism and promote social cohesion.

Proudly hosted in partnership with Swinburne University of Technology, the 2020 Multicultural Film Festival (formerly known as the VMC Film Festival) will include categories for school-aged children, incorporating the previous Cultural Diversity Week Primary School Film Competition as well as new categories for high school students. And, following the success of a sold-out 2019 festival which attracted 1,500 entries, the event will be held across consecutive nights in 2020.

Date
May 2020

Attendees
500+

Audience
► Film industry
► Film students and university film departments
► Multicultural sector
► Cinema lovers

Program
► SCREENING OF SHORTLISTED FILMS over consecutive nights at a leading cinema in the CBD
► Film Festival Launch VIP Party

Sponsors will enjoy*
► TICKETS to the exclusive VIP party prior to screening
► BRAND ACKNOWLEDGEMENT by speakers from the Commission
► LOGO ON THE BIG SCREEN prior to screening
► NETWORKING OPPORTUNITIES with film industry representatives including emerging and established filmmakers
► ACCESS to films for internal screenings for your organisation’s employees

*The benefits of each sponsorship package vary - please see details on pages 14-21.
SPONSORSHIP PACKAGES

Diamond Sponsor.

$60,000 (ex GST)

Our Diamond Sponsors will shine brightly with exposure across the Commission’s Cultural Diversity Week events and campaign, and enjoy an ongoing collaborative relationship throughout the year.

Cultural Diversity Week (CDW) campaign

- 6 TICKETS to the CDW campaign launch networking event
- ACKNOWLEDGEMENT of sponsor via two eDMs and two social media posts
- INCLUSION OF SHORT SPONSOR PROFILE or short relevant promotion in eDM
- LOGO AND ACKNOWLEDGEMENT on the sponsor page of the Commission website with links to your own website
- A RANGE OF DIGITAL ASSETS to support your own CDW promotion
- OPPORTUNITIES to involve Commission Chairperson and/or Commissioners in sponsor organised CDW activities
- OPPORTUNITY to nominate ambassadors or talent to help promote CDW

Premier’s Gala Dinner

- 20 TICKETS to the Premier’s Gala Dinner
- PREMIUM SEATING located close to the stage
- ACKNOWLEDGEMENT as a sponsor by speakers
- LOGO FEATURED as sponsor in acknowledgement loop on the big screen
- LOGO AND FULL-PAGE ADVERTORIAL showcasing your commitment to diversity included in the Premier’s Gala Dinner program booklet
- ACKNOWLEDGEMENT of sponsors via Commission digital channels before, during and after event
- SUPPORT of appropriate CDW related sponsor social media content on the day of event

Victoria’s Multicultural Festival

- NAMING RIGHTS for an event element such as a temporary structure, zone or activity including logo on related signage
- 10 TICKETS to the exclusive VIP Festival function
- ACKNOWLEDGEMENT as a sponsor by speakers
- DISPLAY of up to two 30-second promotional videos on digital screen
- LOGO FEATURED in acknowledgement loop on the digital screen
- ACKNOWLEDGEMENT of sponsors via Commission digital channels before, during and after event
- SUPPORT of appropriate CDW related sponsor social media content on the day of event
- OPPORTUNITY to explore sponsor activation and engagement activities on site that enhance the event program

Culture Waves

- 10 TICKETS to the exclusive VIP Culture Waves function
- ACKNOWLEDGEMENT as a sponsor by speakers
- DISPLAY of up to two 30-second promotional videos on the big screen
- LOGO FEATURED in acknowledgement loop on the big screen
- ACKNOWLEDGEMENT of sponsors via Commission digital channels before, during and after event
- SUPPORT of appropriate Culture Waves related sponsor social media content on the day of event
OPPORTUNITY to explore sponsor activation and engagement activities on site that enhance the event program

Throughout Culture Waves campaign

- **4 TICKETS** to the Culture Waves campaign launch networking event
- **ACKNOWLEDGEMENT** of sponsor via two eDMs and two social media posts
- **INCLUSION** of short sponsor profile or short relevant promotion in eDM
- **LOGO AND ACKNOWLEDGEMENT** as a sponsor on the Culture Waves webpage as part of the Commission website with links to your own website
- **A RANGE OF DIGITAL ASSETS** to support your own Culture Waves promotion
- **OPPORTUNITIES** to involve Commission Chairperson and/or Commissioners in sponsor organised Youth Week activities
- **OPPORTUNITY** to nominate ambassadors or talent to help promote Culture Waves

Multicultural Film Festival

- **10 TICKETS** to the exclusive Multicultural Film Festival VIP function which includes the announcement of winners and cinema screening of shortlisted films screening of shortlisted films
- **ACKNOWLEDGEMENT** as a sponsor by speakers
- **DISPLAY** of up to two 30-second promotional videos on the big screen
- **LOGO FEATURED** in acknowledgement loop on the big screen
- **LOGO AND A FULL-PAGE ADVERTISEMENT** featured in the Commission Film Festival program booklet
- **ACKNOWLEDGEMENT** of sponsors via Commission social media before, during and after event
- **4 TICKETS** to additional screenings

Throughout Multicultural Film Festival campaign

- **2 TICKETS** to the Multicultural Film Festival campaign launch networking event
- **ACKNOWLEDGEMENT** of sponsor via two eDMs and two social media posts
- **LOGO AND ACKNOWLEDGEMENT** as a sponsor on the Multicultural Film Festival web page as part of the Commission website
- **DIGITAL ASSETS** to support your own Multicultural Film Festival promotion
- **OPPORTUNITY** to nominate ambassadors or talent to help promote Multicultural Film Festival

Year-round opportunities

- **10 TICKETS** to the Cultural Diversity Week networking and supporters’ event
- **INCLUSION** of short sponsor profile on Commission website
- **ACKNOWLEDGEMENT** of sponsors on Multicultural Film Festival Youtube Playlist summary
- **PROMOTION** of relevant sponsor events through Commission website events calendar
- **NETWORKING OPPORTUNITIES** facilitated by the Commission
- **ACCESS TO AND NETWORKING OPPORTUNITIES** with culturally and linguistically diverse communities facilitated by the Commission
- **OPPORTUNITY** to engage Commissioners to attend, speak or host sponsor events or community events supported by sponsors
- **OPPORTUNITIES** for up to two relevant feature sponsor articles about initiatives or activities that relate to your commitment to cultural diversity to be included on the Commission website and eDM
- **OPPORTUNITIES** to collaborate with the Commission to deliver an event or activity
Gold Sponsor.

$30,000 (ex GST)

Gold Sponsors will enjoy recognition across each of the Commission’s Cultural Diversity Week events and throughout the campaign.

Cultural Diversity Week (CDW) campaign

- **4 TICKETS** to the CDW campaign launch networking event
- **ACKNOWLEDGEMENT** of sponsor via two eDMs and two social media posts
- **INCLUSION** of short sponsor profile or short relevant promotion in eDM
- **LOGO AND ACKNOWLEDGEMENT** on the sponsor page of the CDW website with links to your own website
- **BRANDED CDW COLLATERAL** to distribute to staff and customers
- **A RANGE OF DIGITAL ASSETS** to support your own CDW promotion
- **OPPORTUNITIES** to involve Chairperson and/or Commissioners in sponsor organised CDW activities
- **OPPORTUNITY** to nominate ambassador or talent to help promote CDW

Premier’s Gala Dinner

- **10 TICKETS** to the Premier’s Gala Dinner (2 tickets are for community champions)
- **PRIME SEATING** located close to the stage

Victoria’s Multicultural Festival

- **ACKNOWLEDGEMENT** as a sponsor by speakers
- **LOGO FEATURED** in acknowledgement loop on the big screen
- **LOGO AND HALF PAGE ADVERTORIAL** showcasing your commitment to diversity included in the Premier’s Gala Dinner program booklet
- **ACKNOWLEDGEMENT** of sponsors via Commission social media before, during and after event
- **SUPPORT** of appropriate CDW related sponsor social media content on the day of event

Culture Waves

- **6 TICKETS** to the exclusive VIP Culture Waves function
- **ACKNOWLEDGEMENT** as a sponsor by speakers
- **DISPLAY** of one 30-second promotional video on the big screen
- **LOGO FEATURED** in acknowledgement loop on the big screen
- **ACKNOWLEDGEMENT** of sponsors via Commission social media before, during and after event
- **SUPPORT** of appropriate Culture Waves related sponsor social media content on the day of event

Throughout Culture Waves campaign

- **2 TICKETS** to the Culture Waves campaign launch networking event
- **ACKNOWLEDGEMENT** of sponsor via two eDMs and two social media posts
INCLUSION of short sponsor profile or short relevant promotion in eDM

LOGO AND ACKNOWLEDGEMENT as a sponsor on the Culture Waves webpage as part of the Commission website with links to your own website

A RANGE OF DIGITAL ASSETS to support your own Culture Waves promotion

OPPORTUNITIES to involve Chairperson and/or Commissioners in sponsor organised Youth Week activities

OPPORTUNITY to nominate ambassadors or talent to help promote Culture Waves

Throughout Multicultural Film Festival campaign

2 TICKETS to the Multicultural Film Festival campaign launch networking event

ACKNOWLEDGEMENT of sponsor via two eDMs and two social media posts

INCLUSION of short sponsor profile or short relevant promotion in eDM

LOGO AND ACKNOWLEDGEMENT as a sponsor on the Multicultural Film Festival web page as part of the Commission website with links to your own website

A RANGE OF DIGITAL ASSETS to support your own Multicultural Film Festival promotion

Multicultural Film Festival

8 TICKETS to the exclusive Multicultural Film Festival VIP function which includes the announcement of winners and a cinema screening of shortlisted films screening of shortlisted films

ACKNOWLEDGEMENT as a sponsor by speakers

DISPLAY of one 30-second promotional video on the big screen

LOGO FEATURED in acknowledgement loop on the big screen

LOGO AND HALF-PAGE ADVERTISEMENT featured in the Multicultural Film Festival program booklet

ACKNOWLEDGEMENT of sponsors via Commission social media before, during and after event

2 TICKETS to additional screenings

Year-round opportunities

6 TICKETS to the Cultural Diversity Week networking and supporters’ event

INCLUSION of short sponsor profile on Commission website

ACKNOWLEDGEMENT of sponsors on Multicultural Film Festival Youtube Playlist summary

PROMOTION of relevant sponsor events through Commission website events calendar

NETWORKING OPPORTUNITIES facilitated by the Commission

ACCESS to and networking opportunities with culturally and linguistically diverse communities facilitated by the Commission

OPPORTUNITY to engage Commissioners to attend, speak or host sponsor events or community events supported by sponsors

NETWORKING OPPORTUNITIES facilitated by the Commission
Premier’s Gala Dinner Event Sponsor.

$10,000 (ex GST)

Be a part of this spectacular gala event and enjoy recognition throughout the campaign and with our VIP audience on the night.

- **4 TICKETS** to the Premier’s Gala Dinner
- **ACKNOWLEDGEMENT** as a sponsor by speakers
- **LOGO FEATURED** in acknowledgement loop on the big screen
- **LOGO** included in the Premier’s Gala Dinner program booklet
- **ACKNOWLEDGEMENT** of sponsors via Commission social media before, during and after event
- **SUPPORT** of appropriate CDW related sponsor social media content on the day of event

**Throughout Gala Dinner campaign**

- **ACKNOWLEDGEMENT** of sponsor via two eDMs and two social media posts
- **LOGO AND ACKNOWLEDGEMENT** as a sponsor on the Gala Dinner webpage on the Commission website with links to your own website
- **DIGITAL ASSETS** to support your own promotion

**Year-round opportunities**

- **4 TICKETS** to the Cultural Diversity Week (CDW) campaign launch networking event
- **PROMOTION** of sponsor events through Commission website calendar
- **NETWORKING OPPORTUNITIES** facilitated by the Commission
- **DIGITAL ASSETS** to support your own CDW promotion
- **4 TICKETS** to the CDW networking and supporters’ event
Multicultural Festival Event Sponsor.

$10,000 (ex GST)

Help Victorians celebrate our community’s cultural diversity and enjoy exposure throughout the festival campaign.

- **4 TICKETS** to the exclusive VIP Festival function
- **OPPORTUNITY** to run interactive consumer engagement activities that enhance festival program
- **ACKNOWLEDGEMENT** as a sponsor by speakers
- **LOGO FEATURED** in acknowledgement loop on digital screens
- **ACKNOWLEDGEMENT** of sponsors via Commission social media before, during and after event
- **SUPPORT** of appropriate CDW related sponsor social media content on the day of event

**Victoria’s Multicultural Festival campaign**

- **ACKNOWLEDGEMENT** of sponsor via two eDMs and two social media posts
- **LOGO AND ACKNOWLEDGEMENT** as a sponsor on the Festival webpage on the Commission website with links to your own website
- **A RANGE OF DIGITAL ASSETS** to support your own Festival promotion

**Year-round opportunities**

- **4 TICKETS** to the Cultural Diversity Week (CDW) campaign launch networking event
- **PROMOTION** of sponsor events through Commission website calendar
- **NETWORKING OPPORTUNITIES** facilitated by the Commission
- **DIGITAL ASSETS** to support your own CDW promotion
- **4 TICKETS** to the post CDW networking and supporters’ event
Culture Waves Event Sponsor.

$10,000 (ex GST) or in-kind

Help give up and coming young diverse artists a voice and enjoy exposure across the event campaign and during the concert.

- **6 TICKETS** to the exclusive VIP Culture Waves function
- **ACKNOWLEDGEMENT** as a sponsor by speakers
- **DISPLAY** of a 30-second promotional video on the big screen
- **LOGO FEATURED** in acknowledgement loop on the big screen
- **ACKNOWLEDGEMENT** of sponsors via Commission digital channels before, during and after event
- **SUPPORT** of appropriate Culture Waves related sponsor social media content on the day of event

**Culture Waves campaign**

- **4 TICKETS** to the Culture Waves campaign launch networking event
- **ACKNOWLEDGEMENT** of sponsor via two eDMs and two social media posts
- **LOGO AND ACKNOWLEDGEMENT** as a sponsor on the Culture Waves webpage as part of the Commission website with links to your own website
- **A RANGE OF DIGITAL ASSETS** to support your own Culture Waves promotion

**Year-round opportunities**

- **4 TICKETS** to the Cultural Diversity Week networking and supporters’ event
- **INCLUSION** of short sponsor profile or short relevant promotion on Commission website’
- **PROMOTION** of sponsor events through Commission website calendar
- **NETWORKING OPPORTUNITIES** facilitated by the Commission
Multicultural Film Festival Event Sponsor.

$10,000 (ex GST) or in-kind

Support greater diversity on screen and behind the scenes, and enjoy recognition throughout the campaign and in previews for the festival.

- **6 TICKETS** to the exclusive Multicultural Film Festival VIP function which includes the Multicultural Film Festival competition awards announcement and cinema screening of shortlisted films
- ** ACKNOWLEDGEMENT** as a sponsor by speakers
- ** DISPLAY** of a 30-second promotional video on the big screen
- ** LOGO FEATURED** in acknowledgement loop on the big screen
- ** LOGO FEATURED** in the Multicultural Film Festival program booklet
- ** ACKNOWLEDGEMENT** of sponsors via Commission digital channels before, during and after event
- **2 TICKETS** to additional screenings

**Multicultural Film Festival campaign**

- **4 TICKETS** to the Multicultural Film Festival campaign launch networking event
- ** ACKNOWLEDGEMENT** of sponsor via two eDMs and two social media posts
- ** LOGO AND ACKNOWLEDGEMENT** as a sponsor on the Multicultural Film Festival web page as part of the Commission website with links to your own website
- ** ACKNOWLEDGEMENT** of sponsors on Multicultural Film Festival Youtube Playlist summary
- ** A RANGE OF DIGITAL ASSETS** to support your own Multicultural Film Festival promotion

**Year-round opportunities**

- **4 TICKETS** to the Cultural Diversity Week networking and supporters’ event
- ** INCLUSION** of short sponsor profile or short relevant promotion on Commission website
- ** PROMOTION** of relevant sponsor events through the Commission website events calendar
- ** NETWORKING OPPORTUNITIES** facilitated by the Commission
Connecting with the Victorian Multicultural Commission.

We look forward to meeting with you to discuss Cultural Diversity Week and to explore the possibilities of a partnership.

The Victorian Multicultural Commission is committed to fostering positive and mutually beneficial partnerships with our sponsors and would welcome the opportunity to discuss your requirements, and where possible tailor a package to suit your marketing objectives and budget, including the opportunity to purchase advertising space in the Premier’s Gala Dinner event booklet.

We also invite collaboration on Cultural Diversity Week projects including events, digital campaigns and media opportunities.

Reach out to our team to make an appointment to meet with us.

Victorian Multicultural Commission
culturaldiversityweek@vmc.vic.gov.au
03 7005 1267