The Victorian Multicultural Commission’s Cultural Diversity Week

Partnership Opportunities

15 March–23 March 2014
Cultural Diversity Week is a unique annual event bringing together Victorians from all walks of life to celebrate our rich cultural diversity, promoting mutual understanding and respect.
Victoria is made up of a population representing more than 230 cultures. Is your message reaching all of them? Does your organisation employ a multicultural work force?

We can offer your organisation the opportunity to engage with a diverse audience, and to align your brand with an established, successful and exciting program of events celebrating community harmony and multiculturalism.

**Cultural Diversity Week: 15 to 23 March 2014**

Cultural Diversity Week, run by the Victorian Multicultural Commission, is an annual statewide program of events, bringing together Victorians from all walks of life to celebrate our rich cultural diversity.

It’s designed to encourage all Victorians to embrace their cultural inheritance, whilst inspiring social unity and harmony.

Held annually during March, Cultural Diversity Week is scheduled to coincide with the United Nations Day for the Elimination of Racial Discrimination, marked around the world on 21 March.

Cultural Diversity Week is now in its 13th year, and has built a strong reputation as being Victoria’s premier celebration of cultural, linguistic and religious diversity.

We would like to offer you the opportunity to partner with the Victorian Multicultural Commission by becoming a sponsor or supporter of Cultural Diversity Week 2014.

This is an exciting opportunity to align your brand with the most highly anticipated event on Victoria’s multicultural calendar.

To find out more about Cultural Diversity Week, visit: www.multicultural.vic.gov.au/projects-and-initiatives/cultural-diversity-week

**Cultural Diversity Week Goals**

- To **engage** all Victorians in a program of events and activities that promote and celebrate multiculturalism.
- To **encourage** Victorians to engage in constructive dialogue and debate about the issues of multiculturalism.
- To **promote** community harmony, tolerance and respect in Victoria.
- To **provide** opportunities for learning about the benefits of cultural diversity, particularly among children and young people.
- To **create** opportunities for members of Victoria’s new and emerging communities to participate in positive community events.
- To **raise awareness** of the work of the Victorian Multicultural Commission.
- To **develop** strong, ongoing partnerships with stakeholder organisations.
Advertising and Promotion

A comprehensive promotional campaign is implemented in the lead up to Cultural Diversity Week to ensure our brand and messages are effectively delivered to a broad audience. The media responds positively, with coverage of activities throughout metropolitan and regional media outlets.

SBS television
74 x 30 second television commercials advertising Viva Victoria festival were broadcast on SBS Channels 1 and 2 during March.

Advertisements
25 full-colour advertisements were placed in metropolitan, suburban, ethnic and regional newspapers in March.

Flags and banners
42 Viva Victoria flags and banners were positioned in prime areas around the City of Melbourne CBD area during March – including in the Bourke Street Mall, Southbank Boulevard and Federation Square.

Program and posters
25,000 Viva Victoria festival programs and 1,000 A2 posters were distributed to cafes, information centres, universities and bars around metropolitan and suburban Melbourne.

Promotional flyers
20,000 Viva Victoria DL flyers were displayed on-board Yarra Trams during February and March.

AAMI Park commercial
A 30 second Viva Victoria television commercial was shown on the big screen at AAMI Park during a Melbourne Storm match on 21 March, attended by 11,923 people.

Social media coverage
The VMC used social media extensively in the lead-up to and during Cultural Diversity Week to promote our activities.

Some of the highlights of the 2013 promotional campaign included:

- SBS television commercials
- Advertisements in newspapers
- Flags and banners in prime areas
- Program and posters distributed
- Promotional flyers displayed
- AAMI Park commercial
- Social media coverage

Tastes and sights highlight Maribyrnong melting pot

By Benjamin Miller
12 March 2013, 9:50pm

Maribyrnong’s vibrant culture is on show in a whirlwind of colour with a host of activities for Cultural Diversity Week (March 16-23).

A Stand Up For Diversity show kicks off events at Phoenix Yab Yate Centre next Monday with an event at Whiteman Park on the same day.

Maribyrnong’s cultural diversity is celebrated throughout the week, offering a feast of activities for the entire community.

Celebrating Cultural Diversity Week with a ride on the Worship Bus

Updated 22 March 2013, 4:30pm

This Worship Bus takes its passengers on a ride through the rich cultural makeup of Australia, by opening the doors of places of worship and the hearts of those who worship there to everyone on board.

Have you ever wished you knew your neighbours better? Well, imagine if those neighbours came from 135 different countries and spoke over 80 different languages.

In the cities of Melbourne and Maribyrnong, Melbourne’s inner western suburbs, that’s exactly the

Interfaith group does a lot more soul-searching

By Daniel Train
1 April 2013, 12:30am
http://www.monashdiversity.com.au

In a fast-paced age where religion is sometimes struggle to find foothold, the Monash Interfaith Gathering is fighting to stay relevant by reaching out to other faiths and followers worldwide.

The group’s new outlook is crucial if those neighbours came from 135 different countries and spoke over 80 different languages.

As part of its talk, Mr. Trinhlooks at how the group to be

G’day to our one, big family

By Mitsuura Mager Glenn Mien
18 March 2013, 3:30am

Celebration: Sustains is a melding pot of many diverse cultural backgrounds.

Hernia Milden and the surrounding region is a remote community.

We believe much of our strength lies in the fact that so many different people, from all walks of life, call our region home.

We have a very significant local Aboriginal history and culture.

Our ethnically diverse community can be tracked through migration from the early pastoral era, and during the establishment of the irrigation colony.

This tradition continues today as we welcome people from all corners of the globe to our area.

This tradition continues today as we welcome people from all corners of the globe to our area.
Partnership Opportunities
This is your opportunity to align your brand with a proven, statewide, week-long program which promotes diversity and community harmony. Connect in a tangible way with a diverse and growing market audience.

The Victorian Multicultural Commission has a number of sponsor and supporter packages available. We are happy to discuss your individual requirements and budget, and tailor a package to suit your needs.

All sponsors of Cultural Diversity Week enjoy:
> brand and logo exposure during our promotional campaign,
> logo exposure and verbal mentions during the Premier’s Gala Dinner and Viva Victoria festival,
> a physical presence at the spectacular Viva Victoria multicultural festival, with options to initiate activities and competitions,
> tickets to a number of exclusive VIP networking events,
> tickets to the popular Premier’s Gala Dinner, a highlight event on Victoria’s multicultural calendar, and an excellent networking opportunity,
> the opportunity to connect with a diverse and often hard-to-reach audience, including members of Victoria’s new and emerging communities, and
> an ongoing and attentive relationship with the Victorian Multicultural Commission.
The Premier’s Gala Dinner
Hosted by the Hon. Dr Denis Napthine MLA, Premier of Victoria

The Victorian Multicultural Commission’s flagship Cultural Diversity Week events

An event not to be missed! Join over 1,400 guests including senior political figures, heads of government, business leaders and members of Victoria’s diverse community groups in a night of celebration and spectacle.

**Event date**
Saturday 15 March 2014

**Location**
Crown Palladium, Melbourne

**Attendees**
1,400+

**Sponsors enjoy**
- Tickets to a pre-dinner function for sponsors and VIP guests
- Prime seats positioned close to the stage
- Logo exposure and verbal mention by speakers
- A gastronomic three-course meal, and an amazing floorshow, featuring the best of Victoria’s cultural performers
- Opportunity to provide prizes for door prize competition
- A fantastic networking opportunity

Viva Victoria festival
A free, family-friendly public event

Melbourne’s biggest celebration of cultural diversity, held to celebrate the end of Cultural Diversity Week. The event includes four stages of musical and dance performances, roving performances, children’s activities, licensed area, installations, cultural workshops, food, arts and crafts.

**Event date**
Sunday 23 March 2014

**Location**
Federation Square, Melbourne

**Attendees**
45,000+

**Sponsors enjoy**
- Tickets to VIP sponsor function
- A physical presence at the festival, with options for interactive displays and activities
- Logo exposure and verbal mention by speakers
- Options to provide prizes and run competitions
- The chance to connect face-to-face with a diverse audience
Sponsorship Package
Principal sponsor $50,000

> Principal sponsors are guaranteed brand exclusivity from industry competitors.
> Opportunity to put forward ambassadors or talent for Cultural Diversity Week.

Premier’s Gala Dinner
3 complimentary tables at the Premier’s Gala Dinner
4 complimentary tickets to a VIP cocktail reception at the Premier’s Gala Dinner
Verbal acknowledgement at the Premier’s Gala Dinner by MC and speakers
Logo rotation on big screen at Premier’s Gala Dinner

Premier’s Gala Dinner
Option to show 30 second video on big screen at Premier’s Gala Dinner
Logo included on Premier’s Gala Dinner ticket, menu and program of events
Ability to provide door prizes for the Premier’s Gala Dinner
Opportunity to purchase additional tickets to Premier’s Gala Dinner at a discounted rate

Viva Victoria Festival
Naming rights of the main stage at Viva Victoria festival
Logo displayed on the big screen at Federation Square
Option to show up to five different 30 second promotional videos on big screen at Federation Square
Ability to provide prizes and run competitions at Viva Victoria

Viva Victoria Festival
Dedicated prime-position space at the festival for a marquee or stand-interactive displays and activities are possible
Premier’s Gala Dinner
3 complimentary tables at the Premier’s Gala Dinner
4 complimentary tickets to a VIP cocktail reception at the Premier’s Gala Dinner

Prime’s Gala Dinner
Logo included on Premier’s Gala Dinner ticket, menu and program of events
Ability to provide door prizes for the Premier’s Gala Dinner
Opportunity to purchase additional tickets to Premier’s Gala Dinner at a discounted rate

Viva Victoria Festival
Ability to connect with diverse festival audience of about 45,000
Your logo on the VMC website, with links to your own website
Logo included in Cultural Diversity Week collateral
A two-page advertisement/article in the Multicultural Victoria quarterly magazine

VMC and Cultural Diversity Week
Promotion and Collateral
Your logo on the VMC website, with links to your own website
Logo included in Cultural Diversity Week collateral
A two-page advertisement/article in the Multicultural Victoria quarterly magazine

VIP Events
4 complimentary tickets to a VIP function at Viva Victoria festival
4 complimentary tickets to a post-Cultural Diversity Week sponsor function

Package price excludes GST.
**Sponsorship Package**

**Major sponsor $25,000**

- **Premier’s Gala Dinner**
  - Palladium at Crown
  - 15 complimentary tickets to the Premier’s Gala Dinner
  - Logo included on Premier’s Gala Dinner menu and program of events

- **Premier’s Gala Dinner**
  - 4 complimentary tickets to the pre-event VIP cocktail reception at the Premier’s Gala Dinner
  - Ability to provide door prizes for the Premier’s Gala Dinner
  - Opportunity to purchase additional tickets to Premier’s Gala Dinner at a discounted rate

- **Viva Victoria Festival**
  - Federation Square
  - Naming rights for a secondary stage Viva Victoria festival, or support for your own Cultural Diversity Week event
  - Dedicated space in high-traffic area at the festival for a marquee or stand (interactive displays, activities and outside broadcasts are possible)
  - Option to show three different 30 second promotional video on big screen at Federation Square

- **VMC and Cultural Diversity Week**
  - Promotion and Collateral
    - Your logo on the VMC website, with links to your own website
  - Ability to connect with diverse festival audience of about 45,000

- **VIP Events**
  - 4 complimentary tickets to a pre-Cultural Diversity Week VIP function
  - 2 complimentary tickets to a post-Cultural Diversity Week sponsor function

Package price excludes GST.
## Sponsorship Package

**Media Partnership**

$25,000 (in-kind)

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<tr>
<th><strong>Premier’s Gala Dinner</strong></th>
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<tbody>
<tr>
<td><strong>Palladium at Crown</strong></td>
<td>10 complimentary tickets to the Premier’s Gala Dinner for executives and media</td>
<td>4 complimentary tickets to the pre-event VIP cocktail reception at the Premier’s Gala Dinner</td>
<td>Verbal acknowledgement at the Premier’s Gala Dinner by MC and speakers</td>
<td>Opportunity to purchase additional tickets to Premier’s Gala Dinner at a discounted rate</td>
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<tr>
<td><strong>Logo rotation on big screen at Premier’s Gala Dinner</strong></td>
<td><strong>Logo included on Premier’s Gala Dinner menu and program of events</strong></td>
<td><strong>Logo included on Premier’s Gala Dinner ticket</strong></td>
<td><strong>Ability to provide door prizes for the Premier’s Gala Dinner</strong></td>
<td><strong>Logo rotation on big screen at Premier’s Gala Dinner</strong></td>
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<tr>
<td><strong>Federation Square</strong></td>
<td>Dedicated space in high-traffic area at the festival for a marquee or stand (interactive displays, activities and outside broadcasts are possible)</td>
<td>Logo displayed on the big screen at Federation Square</td>
<td>Option to show a 30 second promotional video on big screen at Federation Square</td>
<td>Ability to provide prizes and run competitions at Viva Victoria</td>
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<th><strong>VIP Events</strong></th>
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<td>2 complimentary tickets to a pre-Cultural Diversity Week VIP function</td>
<td>2 complimentary tickets to a VIP function at Viva Victoria festival</td>
<td>2 complimentary tickets to a VIP function at a post-Cultural Diversity Week sponsor function</td>
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Package price excludes GST.
### Sponsorship Package

**$15,000**

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<tr>
<th>Premier's Gala Dinner</th>
<th>Viva Victoria Festival</th>
<th>VMC and Cultural Diversity Week</th>
<th>Promotion and Collateral</th>
<th>VIP Events</th>
</tr>
</thead>
</table>
| **Premier’s Gala Dinner**
  Palladium at Crown
  **Logo included on Premier’s Gala Dinner menu and program of events**
| **Viva Victoria Festival**
  Dedicated space in high-traffic area of your choice at the festival for a marquee or stand-interactive displays and activities possible
| **VMC and Cultural Diversity Week**
  Promotion and Collateral
  **Logo on the VMC website, with links to your own website**
| **Promotion and Collateral**
  Logo included in Cultural Diversity Week collateral
| **VIP Events**
  **2 complimentary tickets to a pre-Cultural Diversity Week VIP function**
| **Premier’s Gala Dinner**
  10 complimentary tickets to the Premier’s Gala Dinner
| **Premier’s Gala Dinner**
  4 complimentary tickets to the pre-event VIP cocktail reception at the Premier’s Gala Dinner
| **Premier’s Gala Dinner**
  Verbal acknowledgement at the Premier’s Gala Dinner by MC and speakers
| **Premier’s Gala Dinner**
  Logo rotation on big screen at Premier’s Gala Dinner
| **Viva Victoria Festival**
  Ability to provide prizes and run competitions at Viva Victoria
| **VIP Events**
  4 complimentary tickets to a post-Cultural Diversity Week sponsor function

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Package price excludes GST.
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<td><strong>Viva Victoria Festival</strong></td>
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<td>Your logo on the VMC website, with links to your own website</td>
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<td><strong>VIP Events</strong></td>
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<td>VMC and Cultural Diversity Week</td>
<td>2 complimentary tickets to a pre-Cultural Diversity Week VIP function</td>
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<td>You will be provided with branded collateral to distribute to staff and customers</td>
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Package price excludes GST.
## Sponsorship Package

**$5,000**

### Premier’s Gala Dinner
- **Palladium at Crown**
- Logo rotation on big screen at Premier’s Gala Dinner

### Premier’s Gala Dinner
- **Premier’s Gala Dinner**
  - 2 complimentary tickets to the Premier’s Gala Dinner
- **Premier’s Gala Dinner**
  - Verbal acknowledgement at the Premier’s Gala Dinner by MC and speakers

### Viva Victoria Festival
- **Federation Square**
- **Viva Victoria Festival**
  - Shared space in a sponsor marquee at the festival – interactive displays are possible

### Viva Victoria Festival
- **Viva Victoria Festival**
  - Logo displayed on the big screen at Federation Square
  - Ability to provide prizes and run competitions at Viva Victoria

### VMC and Cultural Diversity Week
- **Promotion and Collateral**
  - Logo on the VMC website, with links to your own website
  - Logo included in Cultural Diversity Week collateral

### VMC and Cultural Diversity Week
- **VIP Events**
  - 2 complimentary tickets to a pre-Cultural Diversity Week VIP function
  - 2 complimentary tickets to a VIP function at Viva Victoria Festival

### Package price excludes GST.
Community partnerships and in-kind support
The VMC welcomes offers of in-kind support for Cultural Diversity Week. Please contact us to discuss how your organisation could become a supporter of this great program.

Next steps
The VMC is also committed to fostering positive community partnerships and would be happy to discuss ideas for collaborative Cultural Diversity Week projects that could be developed through a partnership.
We look forward to meeting with you to discuss partnership opportunities for Cultural Diversity Week 2014.

Contact details
To discuss this proposal, please contact:
Matthew Scanlon
Victorian Multicultural Commission
(03) 9651 0651
matthew.scanlon@vmc.vic.gov.au