CULTURAL DIVERSITY WEEK 17 MARCH 2018

PROUD TO BELONG

2018 SPONSORSHIP OPPORTUNITIES

VICTORIAN multicultural commission
strengthening our community
DID YOU KNOW?
ALMOST HALF OF ALL VICTORIANS WERE EITHER BORN OVERSEAS OR HAVE AT LEAST ONE PARENT BORN OVERSEAS
Victoria is the most culturally diverse state in Australia, and Australia’s most successful multicultural state.

And as the latest census shows, our diversity is only increasing, and that’s something to celebrate.

And celebrate we do. Each year, The Victorian Multicultural Commission (VMC) presents Cultural Diversity Week (CDW), reaffirming our multicultural success story. The week pivots around two flagship events, the prestigious Premier’s Gala Dinner and Victoria’s Multicultural Festival.

But wait, there’s more. Next year, our suite of offerings will include a significant pre-launch of the event, the VMC’s second Film Festival which encourages Victorians to share their story through film, and the Culture Waves concert which is the climactic culmination of Victoria’s Multicultural Festival.

CDW has enormous reach and broad appeal to all Victorians, including multicultural communities, new and emerging communities, metropolitan and rural Victoria, schools and young people.

In 2018, our theme will build on our shared identity as Victorians, because we believe that multiculturalism is ‘everybody’s business’.

The week runs from 17-25 March, alongside hundreds of state-wide inspired community, business and sporting events.

For those sponsors who’ve been part of the journey to date, we are honoured and privileged to work with you, as we continue to promote our state’s cultural diversity together. For those about to embark on the journey, welcome! We believe there’s never been a more important time to embrace and champion our diversity.

It is Victoria’s greatest asset.

Helen Kapalos
Chairperson,
Victorian Multicultural Commission
Cultural Diversity Week celebrates the vibrant sounds, sights, movements and tastes that contribute to Victoria’s rich and evolving diversity.

Cultural Diversity Week (CDW) is Victoria’s biggest and brightest multicultural celebration. Presented and hosted by the Victorian Multicultural Commission (VMC), the week-long event features the exclusive Premier’s Gala Dinner, Victoria’s Multicultural Festival and Culture Waves concert. The highly anticipated VMC Film Festival will be a standalone CDW event in May 2018. Throughout the week, there are also hundreds of community organised events held across the state in which all Victorians can participate.

Now in its 16th year, CDW is held in March to coincide with the United Nations Day for the Elimination of Racial Discrimination on 21 March of each year.

The theme for 2018 is ‘Proud To Belong’ a theme which explores the rich sense of belonging all Victorians enjoy as well as reaffirming the right to belong, which belongs to all of us. We are also keen to acknowledge the journey of our new citizens. In fact, the theme was inspired by local citizenship ceremonies, which we attend often at the Commission and the joy we witness when Victoria officially becomes ‘home’ for our newest residents.

CULTURAL DIVERSITY WEEK AIMS TO:

- ENGAGE all Victorians in a program of events and activities that promote and celebrate multiculturalism
- PROMOTE social cohesion in Victoria
- ENCOURAGE Victorians to engage in constructive dialogue about multiculturalism
- PROVIDE opportunities for learning about the benefits of cultural diversity
- CREATE opportunities for members of Victoria’s new and emerging communities to be part of community events
- RAISE AWARENESS of the VMC and its role in promoting and supporting multiculturalism in Victoria
- DEVELOP strong, ongoing and mutually beneficial sponsorships.

CULTURAL DIVERSITY WEEK’S TARGET AUDIENCE IS:

- Culturally and linguistically diverse communities
- Interstate and international visitors
- Rural and metropolitan Victorians
- New and emerging communities
- Mainstream audiences, including families and youth
- Corporate Australia
- Universities
- State of Victoria.

(Our sponsorship objectives) were achieved by our presence at the Victorian Multicultural Festival.

BERTOCCO SMALLGOODS
BECOME AN OFFICIAL CULTURAL DIVERSITY WEEK 2018 SPONSOR

Be part of our journey in 2018 and share the stories of our multicultural state.

Each year, the VMC and a range of businesses come together with the support of the Victorian State Government, to deliver an outstanding program of events and activities to encourage Victorians to share and embrace one another’s cultural heritage.

By aligning your brand with CDW, your business will have access to a richly diverse audience, accessed through the VMC’s targeted engagement model, including our year round program of cultural festivals. This audience is highly engaged with CDW and the VMC, so our sponsors will have access to Commissioners of the VMC, numerous communities via VIP networking opportunities and interaction at Victoria’s Multicultural Festival.

The VMC will also support your marketing campaign to ensure high levels of engagement with both culturally and linguistically diverse and mainstream audiences.

DID YOU KNOW?

VICTORIA IS THE MOST MULTICULTURAL STATE IN AUSTRALIA

ALL SPONSORS OF CULTURAL DIVERSITY WEEK WILL ENJOY:

- **BRAND PROMOTION AND AWARENESS RAISING** aligned with diversity and inclusion during the State’s flagship celebrations and events
- **STRONGER LINKS** with a broad and diverse audience, in which culturally diverse communities are uniquely represented
- **EXPOSURE** to targeted community groups which represent the breadth of Victoria’s multicultural communities as well as capturing unique demographics of culturally diverse communities
- **OPPORTUNITIES** to amplify industry impact
- **VIP TICKETS** to the exclusive Premier’s Gala Dinner, a signature event on Victoria’s multicultural calendar, and acknowledgement during the event
- **EXHIBITION SPACE AND ACKNOWLEDGEMENT** at Victoria’s Multicultural Festival at Federation Square which attracts over 45,000 people
- **MEDIA COVERAGE** in mainstream, local and multicultural media throughout Victoria
- **NETWORKING OPPORTUNITIES** with representatives from culturally diverse businesses at VIP events
- **REGIONAL AND RURAL ENGAGEMENT** opportunities
- **ACCESS** to a year round program of multicultural festival and events creating opportunities to advertise and promote brand and activities in the multicultural space
- **CONTINUED ENGAGEMENT** with the VMC that could tie in with a year round sponsorship festival and events plan
- **OPPORTUNITIES** to involve VMC Chairperson and/or Commissioners in sponsor – organised CDW activities
- **THE VMC FILM FESTIVAL AND CULTURE WAVES CONCERT** which are separate events in the programming schedule which open up new avenues of promotion – aimed at a predominantly young demographic
- **A MORE EXPANSIVE 2018 PROGRAM** of events which provides further opportunities and benefits for CDW sponsors.
**Cultural Diversity Week 2017 in Numbers**

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendees at the Premier’s Gala Dinner</td>
<td>1,400</td>
</tr>
<tr>
<td>Multicultural &amp; Multi-Faith Groups Represented at the Premier’s Gala Dinner</td>
<td>44</td>
</tr>
<tr>
<td>Attendees at Victoria’s Multicultural Festival</td>
<td>55,000</td>
</tr>
<tr>
<td>Cultures Represented in Entertainment at Victoria’s Multicultural Festival</td>
<td>36</td>
</tr>
<tr>
<td>Submissions from 5 Schools in the Primary School Art Competition</td>
<td>213</td>
</tr>
<tr>
<td>Performing Artists Across the Entire Week</td>
<td>300</td>
</tr>
<tr>
<td>Sponsor Exhibits at Victoria’s Multicultural Festival</td>
<td>20</td>
</tr>
<tr>
<td>International Cuisines</td>
<td>25</td>
</tr>
<tr>
<td>Market Stalls</td>
<td>12</td>
</tr>
<tr>
<td>Events Registered for Cultural Diversity Week via CDW Website</td>
<td>119</td>
</tr>
<tr>
<td>Events Funded Through the 2016-17 Multicultural Festivals and Events Program During March 2017</td>
<td>75</td>
</tr>
</tbody>
</table>
An extensive promotional campaign is implemented in the lead up to Cultural Diversity Week to reach as many Victorians as possible.

**2017 HIGHLIGHTS**

**DIGITAL MARKETING**
The new CDW website attracted 14,237 unique users, with 39,022 unique page views. Information to encourage engagement was provided in 16 languages on the website, with a dedicated interpreter line through Victorian Interpreter and Translation Services (VITS). Direct email marketing reached almost 4,000 VMC subscribers.

**SOCIAL MEDIA**
The CDW social media campaign reached VMC’s 12,397 followers across Instagram, Facebook and Twitter. On Facebook, people liked, shared and commented on VMC posts 2,909 times during the week, with more than 22,000 total video views. VMC’s small and growing following on Instagram was boosted by 75% during the week, with a 179.56% increase in likes and comments, and #MyVicStory trended on Twitter at the Premier’s Gala Dinner.

Sponsors were particularly active on social media in the lead up and during the week, with 24 of 28 sponsors expressing their commitment to cultural diversity, promoting events, sharing news, posting stories of staff, and joining the conversation on the theme ‘Our journey, Our stories’.

**DIGITAL ADVERTISING**
Overall, the CDW digital advertising campaign delivered more than 1 million impressions, with particularly strong click-through rates to the CDW website via News Ltd advertisements. Targeted advertising on Facebook reached more than 52,000 people.

**RADIO ADVERTISING**
Messages promoting CDW were broadcast in nine languages on SBS radio, with additional advertisements broadcast in English across eight key regional radio channels.

**TRAM ADVERTISING**
The festival was promoted on 88 tram faces across 40 trams along a range of Yarra Tram routes across Melbourne, with 4,700 brochures collected by tram customers during CDW. Digital messages on tramTRACKER were read by an additional 3,769 customers during the week.

**PRINT ADVERTISING**
Full-colour advertisements were placed in 10 metropolitan, suburban regional newspapers in March to promote the week and the festival.

**OUTDOOR ADVERTISING**
Large outdoor billboard advertisements promoting the festival were placed across 15 key locations in Melbourne’s inner suburbs, with an additional 72 digital advertisements in shopping centres across Victoria.

**FLAGS AND PROMOTIONAL POSTERS**
16 super banner flags were positioned in prime areas around the city of Melbourne during March, with additional flags at Federation Square during the week. The Culture Waves concert was promoted through 550 posters around Melbourne’s CBD and inner suburbs.

**MEDIA**
Cultural Diversity Week was promoted through 33 news stories across national, Melbourne, and regional Victorian media publications, and Culture Waves promotion and artist interviews featured on Triple J’s Drive, and PBS radio’s Breakfast program.

In 2018, we will build on what we achieved in 2017 to ensure we maximise opportunities to share the positive messages of CDW as widely as possible across advertising, media, social media and events to broaden exposure for our sponsors.
INTERNATIONAL FOOD
- Extensive variety of international cuisines representing 25 different cultures.

ENTERTAINMENT
- 38 music and dance performances representing more than 17 cultures including Chinese, Pan African, Greek, Islander, Indonesian, Welsh among many others.
- Roving performances were programmed including Dali Elephants, Thai Dance, Captain Koala and a Puppeteer.

MULTICULTURAL MARKET
- Our multicultural marketplace, hosted on the Western Terrace, represented a variety of cultures including that of Kashmir, Bali, Mexico, Pakistan and Latin America.
- Free children’s activities in the Kid Zone.
- Cultural demonstrations and workshops in the Global Garden.
- An arts precinct.
- Sports activities, as demonstrated by AFL activities and Yoga.

KIDS ZONE
Creative crafts and activities for children included cultural costume paper doll chains, recycled tribal jewellery and zines, plus entertainment from famous hula-hoop artist Hayley Hoopla.

GLOBAL GARDEN
The Global Garden showcased tea and coffee from around the world creating a harmonious space for festival attendees to soak up various cultures, including live Indian pottery demonstrations and Turban Tying techniques from the Middle East, Africa, Central Asia, the Indian subcontinent and beyond.

INTERACTIVE ACTIVITIES
Interactive activities such as the Silent Diversity Disco, Turban Tying, Kids Zone, African Drumming and Global Tea Garden encouraged participants and festival goers to explore outside their comfort zone and learn about different cultural practices.

Other interactive activities focussed more specifically on sharing the story – these stalls were Human Library and Book in a Day. Participants were encouraged to ask questions to people from different cultures so as to break down barriers and promote social inclusion.

VMC FILM FESTIVAL
Young Victorian filmmakers were given an opportunity to shine creatively and have their voices heard in the very first VMC Film Festival. Film entries explored the theme ‘Same, same but different: Is there more that unites us than divides us?’, providing a unique insight into what multiculturalism looks like through the lens of the next generation.

Audiences also enjoyed a selection of powerful short films produced by Swinburne University students that profiled inspiring Victorians who are making a difference in our multicultural community, as well as an insightful panel discussion on ‘Diversity in the media: Are we there yet?’.

CULTURE WAVES
Some of Victoria’s hottest young music acts brought diverse sounds to the main stage for Culture Waves, a new evening concert that celebrated our youth and what diversity has done for local music.

Headline acts included the fast-rising hip hop artists REMI and Sensible J, electronic multi-instrumentalist Yeo and soul, jazz, gospel, RnB fusion masters Billy Davis and the Good Lords.
VMF HIGHLIGHTS

12 MARKET VENDORS

- France (X2)
- Mexico
- South America (X2)
- Peru
- Central America
- Guatemala
- Mayan Culture
- Bali
- Indonesia
- Japan

25 FOOD VENDORS

- Afghanistan
- Morocco
- Turkey
- France
- Ethiopia
- Caribbean
- Cyprus
- Argentina
- Mexico
- Nepal
- Hmong
- India
- Chile
- Thailand
- Peru
- Japan
- Italy
- Spain
- Serbia
- Greece
- Indonesia
- America
- Vietnam
- China

17 PERFORMANCES

- Cook Islands
- Spain
- Indonesia
- Ethiopia (Oromo)
- Italy
- Germany
- Russia
- Brazil
- Indigenous Koori
- Caribbean
- India
- Greece
- Philippines
- Africa (South Sudan, Nigeria)
- China
- Thailand
- Wales
DID YOU KNOW?
WE SPEAK MORE THAN 260 LANGUAGES AND DIALECTS, AND FOLLOW 135 RELIGIONS AND FAITHS
CULTURAL DIVERSITY WEEK IN PICTURES

[Images of cultural diversity week events and activities]
**CULTURAL DIVERSITY WEEK EVENTS**

**THE PREMIER’S GALA DINNER**
**SATURDAY 17 MARCH 2018**

This is the flagship event of Victoria’s multicultural calendar! Hosted by the Premier of Victoria, the Hon. Daniel Andrews MP, the Gala Dinner officially launches CDW.

Join more than 1,400 guests for a night of celebration, including senior political figures, heads of government, business leaders and members of Victoria’s diverse community groups.

**EVENT DATE**
Saturday 17 March 2018

**LOCATION**
Melbourne Room, Melbourne Convention and Exhibition Centre

**TICKET PRICE**
$180 per head*

**ATTENDEES**
1,400+

**AUDIENCE**
Senior politicians, heads of government, business and community leaders and culturally and linguistically diverse Victorians, Corporate businesses, NGO’s, community groups.

**FEATURES**
- **GASTRONOMIC** three-course meal especially designed using all Victorian produce
- **VIBRANT** live entertainment, showcasing the best multicultural performers in Victoria
- **FANTASTIC** networking opportunities

*Tickets for this event are highly sought after, and sell out within two weeks.

**VICTORIA’S MULTICULTURAL FESTIVAL**
**SATURDAY 24 MARCH 2018**

The state’s premier multicultural festival featuring music, performances, food and art catering to all ages.

This free, family-friendly festival provides a fantastic opportunity for sponsors to join in the celebrations with VMC Commissioners and community leaders, as well as host a marquee to promote your brand to an audience of more than 45,000 people. Specific sponsorships also include opportunities for naming rights to activities such as performance stages or temporary spaces.

**EVENT DATE**
Saturday 24 March 2018

**LOCATION**
Federation Square, Melbourne

**ATTENDEES**
45,000+

**AUDIENCE**
Victorians, interstate and international visitors to Melbourne

**FEATURES**
- **STAGES** of music and dance
- **ROVING** performers
- **WORLD ART** and craft marketplace
- **FREE** children’s activities
- **INTERNATIONAL CUISINES** from 20+ cultures
- **CULTURAL** demonstrations and workshops
- **ART** precinct
All sponsors gain exclusive access to the Victorian Multicultural Commission’s flagship Cultural Diversity Week events.

**CULTURE WAVES CONCERT**  
**SATURDAY 24 MARCH 2018**

Culture Waves brings young, multicultural sounds to Cultural Diversity Week, with a special music event for Victoria’s young people. Featuring some of Victoria’s most exciting up and coming young music artists, this free evening of incredible music celebrates how cultural diversity is influencing Victoria’s local music scene.

**EVENT DATE**  
Saturday 24 March 2018

**LOCATION:**  
Federation Square, Melbourne

**ATTENDEES**  
2,000+

**AUDIENCE**  
Young people, Multicultural Communities, families, Festival attendees

**FEATURES**
- **FREE** stand-alone event as part of Victoria’s Multicultural Festival
- **MUSIC** from some of Victoria’s best up and coming young artists from multicultural backgrounds
- **ACCESS** to young people engaged with multiculturalism and music
- **EXCLUSIVE** branding rights

**VMC FILM FESTIVAL**  
**WEDNESDAY 24 MAY 2018**

This is the second year we have run the VMC Film Festival and due to its success it will now enjoy its own standing as a solo event within the suite of CDW offerings and activities. The VMC Film Festival is unique because we offer genuine internship opportunities for those who work in the world of broadcasting and film. The audience includes aspiring young filmmakers who capture Victoria’s multicultural story, through the lens of the next generation.

With two competition categories, one for under 25 year olds and one for over 25 year olds, the VMC is seeking entries that provide personal stories from an audience not previously targeted.

**EVENT DATE**  
Wednesday 24 May 2018

**LOCATION**  
ACMI, Federation Square, Melbourne

**ATTENDEES**  
100+

**AUDIENCE**  
Young people, Multicultural Communities, families, Festival attendees

**FEATURES**
- **STAND-ALONE** event
- **ACCESS** to young people engaged with multiculturalism
- **EXCLUSIVE** branding rights
SPONSORSHIP PACKAGES

CULTURAL DIVERSITY WEEK PLATINUM SPONSOR $60,000 (EX GST)

GUARANTEED brand exclusivity from industry competitors

OPPORTUNITY to nominate ambassadors or talent to help promote CDW

NETWORKING OPPORTUNITIES facilitated by the VMC

ACCESS to and networking opportunities to CALD communities facilitated by the VMC

ACCESS to VMC Commissioners to attend, speak or host community events or consultations for or on behalf of sponsors throughout the year

THE ENGAGEMENT of VMC Commissioners for sponsor’s events throughout the year.

PREMIER’S GALA DINNER

40 tickets to the Premier’s Gala Dinner

Premium seating located close to the stage

Acknowledgement as a Platinum sponsor by MC and speakers

Logo featured as Platinum sponsor in acknowledgement loop on the big screen

Logo and full page advertisement included in the Premier’s Gala Dinner program booklet

Opportunity to support sponsor social media content on the day

Opportunity to provide a door prize for the event and help present it to the winner.

VICTORIA’S MULTICULTURAL FESTIVAL

Connect with a diverse audience of 45,000+

Naming rights opportunity for activities such as performance stages or temporary structures

10 tickets to the exclusive VIP Festival function for CDW sponsors with VMC Commissioners and government representatives

Premium position at the Festival for a marquee or stand. Interactive displays and activities are possible

Opportunity to display up to five different 30-second promotional videos on the big screen

Opportunity to run promotions at your stand for consumer engagement and database collection

Acknowledgement as a Platinum sponsor by MC and speakers

Logo featured as Platinum sponsor in acknowledgement loop on the big screen

Logo featured in Victoria’s Multicultural Festival program

VMC and CDW Promotion and Collateral

Logo and acknowledgement as a Platinum sponsor on the CDW website with links to your own website

Logo inclusion on CDW marketing collateral

Logo and acknowledgement as a CDW sponsor on select regional multicultural festival collateral

A range of digital assets to support your own CDW promotion

Branded CDW collateral to distribute to staff and customers

10 tickets to the post-CDW networking and supporters function event with CDW sponsors, VMC Commissioners and government representatives

Opportunities to involve VMC Chairperson and/or Commissioners in sponsor organised CDW activities

Access to a year round program of VMC events creating opportunities to advertise and promote brand and activities in the multicultural space.

CULTURE WAVES

Connect with a diverse youth audience

10 tickets to VIP area during event offering prime viewing of the stage

Photo opportunities with Culture Waves artists, VMC Commissioners, government representatives and other CDW sponsors

Naming rights opportunity for activities such as performance stages or temporary structures

Premium position during event for a marquee or stand. Interactive displays and activities are possible

Opportunity to run promotions at your stand for consumer engagement and database collection

Acknowledgement as a Platinum sponsor by MC and speakers

Logo featured as Platinum sponsor in acknowledgement loop on the big screen

Logo featured in the Culture Waves program

Opportunity to support sponsor social media content on the day.
### CULTURAL DIVERSITY WEEK GOLD SPONSOR $25,000 (EX GST) OR IN-KIND

- **GUARANTEED** brand exclusivity from industry competitors
- **OPPORTUNITY** to nominate ambassadors or talent to help promote Cultural Diversity Week
- **NETWORKING OPPORTUNITIES** facilitated by the VMC
- **ACCESS** to networking opportunities to CALD communities facilitated by the VMC
- **ACCESS** to VMC Commissioners to attend, speak or host community events or consultations for or on behalf of sponsors throughout the year
- **THE ENGAGEMENT** of VMC Commissioners for sponsor’s events throughout the year.
- **PREMIER’S GALA DINNER**
  - 10 tickets to the Premier’s Gala Dinner
  - Premium seating located close to the stage
  - Acknowledgement as a Gold sponsor by MC and speakers
  - Logo featured as Gold sponsor in acknowledgement loop on the big screen
  - Logo featured in the Premier’s Gala Dinner program
  - Logo and half page advertisement included in the Premier’s Gala Dinner program booklet
  - Opportunity to support sponsor social media content on the day.

### VICTORIA’S MULTICULTURAL FESTIVAL

- Connect with diverse audience of 45,000+
- Naming rights opportunity for activities such as performance stages or temporary structures
- 8 tickets to exclusive, VIP function at the Festival for CDW sponsors, VMC Commissioners and government representatives
- Prime position at the Festival for a marquees or stand. Interactive displays and activities are possible
- Opportunity to display up to three different 30-second promotional videos on the big screen
- Opportunity to run promotions at your stand for consumer engagement and database collection
- Acknowledgement as a Gold sponsor by MC and speakers
- Logo featured as Gold sponsor in acknowledgement loop on the big screen
- Logo featured in the Victoria’s Multicultural Festival program
- Opportunity to support sponsor social media content on the day.

### VMC AND CDW PROMOTION AND COLLATERAL

- Logo and acknowledgement as Gold sponsor on the CDW website, with links to your own website
- Logo included in CDW collateral
- Logo and acknowledgement as a CDW sponsor on select regional multicultural festival collateral
- A range of digital assets to support your own CDW promotion
- Branded CDW collateral to distribute to staff and customers
- 8 tickets to the post-CDW networking event with CDW sponsors, VMC Commissioners and government representatives
- Opportunities to involve VMC Chairperson and/or Commissioners in sponsor – organised CDW activities
- Access to a year round program of VMC events creating opportunities to advertise and promote brand and activities in the multicultural space.

### CULTURE WAVES

- Connect with a diverse youth audience
- 8 tickets to VIP area during event offering prime viewing of the stage
- Photo opportunities with Culture Waves artists, VMC Commissioners, government representatives and other CDW sponsors
- Prime position during event for a marquees or stand. Interactive displays and activities are possible
- Opportunity to run promotions at your stand for consumer engagement and database collection
- Acknowledgement as a Gold sponsor by MC and speakers
- Logo featured as Gold sponsor in acknowledgement loop on the big screen
- Logo featured in the Culture Waves program
- Opportunity to support sponsor social media content on the day.
In return for advertising space to an agreed value, Media sponsors can be assured of brand exclusivity from industry competitors.

**EXCLUSIVE** photo opportunities with the Premier of Victoria, Minister for Multicultural Affairs and Chairperson of the Victorian Multicultural Commission.

**OPPORTUNITY** to nominate ambassadors or talent to help promote CDW.

**ACCESS TO AND NETWORKING OPPORTUNITIES** to CALD communities facilitated by the VMC.

**ACCESS** to VMC Commissioners to attend, speak or host community events or consultations for or on behalf of sponsors throughout the year.

**THE ENGAGEMENT** of VMC Commissioners for sponsor’s events throughout the year.

**PREMIER’S GALA DINNER**
- 10 tickets to the Premier’s Gala Dinner.
- Premium seating located close to the stage.
- Acknowledgement as a Media sponsor by MC and speakers.
- Logo featured as Media sponsor in acknowledgement loop on the big screen.
- Logo and half page advertisement included in the Premier’s Gala Dinner program booklet.
- Opportunity to support sponsor social media content on the day.

**VICTORIA’S MULTICULTURAL FESTIVAL**
- Connect with diverse audience of 45,000+.
- 8 tickets to exclusive VIP function at the Festival for CDW Sponsors, VMC Commissioners and government representatives.
- Premium position at the Festival for a marquee or stand. Interactive displays and activities are possible.
- Opportunity to display up to three different 30-second promotional videos on the big screen.
- Opportunity to run promotions at your stand for consumer engagement and database collection.
- Acknowledgement as a Media sponsor by MC and speakers at the event.
- Logo featured as Media sponsor in acknowledgement loop on the big screen.
- Logo featured in the Culture Waves program.
- Opportunity to support sponsor social media content on the day.

**VMC AND CDW PROMOTION AND COLLATERAL**
- Logo and acknowledgement as official Media sponsor on the CDW website, with links to your own website.
- Logo included in CDW collateral.
- Logo and acknowledgement as a CDW sponsor on select regional multicultural festival collateral.
- A range of digital assets to support your own CDW promotion.
- Branded CDW collateral to distribute to staff and customers.
- 8 tickets to the post-CDW networking event with CDW Sponsors, VMC Commissioners and government representatives.
- Opportunities to involve VMC Chairperson and/or Commissioners in sponsor - organised CDW activities.
- Access to a year round program of VMC events creating opportunities to advertise and promote brand and activities in the multicultural space.

**CULTURE WAVES**
- Connect with a diverse youth audience.
- 8 tickets to VIP area during event offering prime viewing of the stage.
- Photo opportunities with Culture Waves artists, VMC Commissioners, government representatives and other CDW sponsors.
- Premium position during event for a marquee or stand. Interactive displays and activities are possible.

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**SPONSORSHIP PACKAGES**

**CULTURAL DIVERSITY WEEK MEDIA SPONSOR** $25,000 (IN KIND)

- Opportunity to run promotions at your stand for consumer engagement and database collection.
- Acknowledgement as a Media sponsor by MC and speakers at the event.
- Logo featured as Media sponsor in acknowledgement loop on the big screen.
- Logo featured in the Culture Waves program.
- Opportunity to support sponsor social media content on the day.

**CULTURAL DIVERSITY WEEK 2018**

- **PREMIER’S GALA DINNER**
  - 10 tickets to the Premier’s Gala Dinner.
  - Premium seating located close to the stage.
  - Acknowledgement as a Media sponsor by MC and speakers.
  - Logo featured as Media sponsor in acknowledgement loop on the big screen.
  - Logo and half page advertisement included in the Premier’s Gala Dinner program booklet.
  - Opportunity to support sponsor social media content on the day.

- **VICTORIA’S MULTICULTURAL FESTIVAL**
  - Connect with diverse audience of 45,000+.
  - 8 tickets to exclusive VIP function at the Festival for CDW Sponsors, VMC Commissioners and government representatives.
  - Premium position at the Festival for a marquee or stand. Interactive displays and activities are possible.
  - Opportunity to display up to three different 30-second promotional videos on the big screen.
  - Opportunity to run promotions at your stand for consumer engagement and database collection.
  - Acknowledgement as a Media sponsor by MC and speakers at the event.
  - Logo featured as Media sponsor in acknowledgement loop on the big screen.
  - Logo featured in the Culture Waves program.
  - Opportunity to support sponsor social media content on the day.

- **VMC AND CDW PROMOTION AND COLLATERAL**
  - Logo and acknowledgement as official Media sponsor on the CDW website, with links to your own website.
  - Logo included in CDW collateral.
  - Logo and acknowledgement as a CDW sponsor on select regional multicultural festival collateral.
  - A range of digital assets to support your own CDW promotion.
  - Branded CDW collateral to distribute to staff and customers.
  - 8 tickets to the post-CDW networking event with CDW Sponsors, VMC Commissioners and government representatives.
  - Opportunities to involve VMC Chairperson and/or Commissioners in sponsor – organised CDW activities.
  - Access to a year round program of VMC events creating opportunities to advertise and promote brand and activities in the multicultural space.
**CULTURAL DIVERSITY WEEK SILVER SPONSOR** $15,000 (EX GST)

**PREMIER’S GALA DINNER**
- 6 tickets to the Premier’s Gala Dinner
- Acknowledgement as a Silver sponsor by MC and speakers
- Logo featured as Silver sponsor in acknowledgement loop on the big screen
- Logo featured in the Premier’s Gala Dinner program and opportunity to place paid advertisement in event booklet
- Opportunity to support sponsor social media content on the day.

**VICTORIA’S MULTICULTURAL FESTIVAL**
- Connect with diverse audience of 45,000+
- 6 tickets to exclusive, VIP function at Festival for CDW sponsors, VMC Commissioners and government representatives
- Position at the Festival for a marquee or stand. Interactive displays and activities are possible
- Opportunity to display a 30-second promotional video on the Big Screen
- Opportunity to run promotions at your stand

| for consumer engagement and database collection |
| Acknowledgement as a Silver sponsor by MC at the Festival and VIP function |
| Logo featured as Silver sponsor in acknowledgement loop on the big screen |
| Logo featured in Victoria’s Multicultural Festival program |
| VMC generated social media content on the day of the Festival |
| Opportunity to support sponsor social media content on the day. |

**CULTURE WAVES**
- Connect with a diverse youth audience
- 6 tickets to VIP area during event offering prime viewing of the stage
- Photo opportunities with Culture Waves artists, VMC Commissioners and government representatives and other CDW sponsors
- Position during event for a marquee or stand. Interactive displays and activities are possible
- Opportunity to run promotions at your stand for consumer engagement and database collection

| Acknowledgement as a Silver sponsor by MC and speakers |
| Logo featured as Silver sponsor in acknowledgement loop on the big screen |
| Logo featured in the Culture Waves program |
| Opportunity to support sponsor social media content on the day. |

**VMC AND CDW PROMOTION AND COLLATERAL**
- Logo and acknowledgement as Silver sponsor on the CDW website, with links to your own website
- Logo included in CDW collateral
- A range of digital assets to support your own CDW promotion
- Branded CDW collateral to distribute to staff and customers
- 6 tickets to the post-CDW networking event with CDW sponsors, VMC Commissioners and government representatives
- Networking opportunities facilitated by the VMC.

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**I felt we maximised our goal to reach potential clients and business networks.**

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EVA HUSSAIN, CEO, POLARON LANGUAGE SERVICES

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2018 SPONSORSHIP OPPORTUNITIES
I just wanted to say what a FANTASTIC job (the team did) in pulling together the Multicultural Festival. It is no mean feat with so many things and people to co-ordinate and so many stakeholders and sponsors and events etc. You did an amazing job, – We received great feedback about the Premier’s Gala dinner and we got some good interest in our stand (we gave away a LOT of money boxes). Congratulations to you and your team.

MALINI RAJ, HEAD OF STRATEGY MULTICULTURAL COMMUNITY BANKING AUSTRALIA, COMMONWEALTH BANK
SPECIFIC EVENT PARTNERSHIPS

PREMIER’S GALA DINNER
PURPLE SPONSOR
$5,000 (EX GST)

- 2 tickets to the Premier’s Gala Dinner
- Acknowledgement as a Purple sponsor by MC and speakers.
- Logo featured as Purple sponsor in acknowledgement loop on the big screen
- Logo included in the Premier’s Gala Dinner program and opportunity to purchase advertising space in the event booklet.
- Opportunity to support sponsor social media content on the day.

VMC AND CDW PROMOTION AND COLLATERAL
- Logo and acknowledgement as a Purple Dinner sponsor on the CDW website, with links to your own website
- Logo included in event specific collateral
- A range of digital assets to support your own CDW promotion
- Branded CDW collateral to distribute to staff and customers
- 2 tickets to the post-CDW networking event with CDW sponsors, VMC Commissioners and government representatives
- Networking opportunities facilitated by the VMC.

VICTORIA’S MULTICULTURAL FESTIVAL
PURPLE SPONSOR
$5,000 (EX GST)

- Connect with diverse audience of 45,000+
- 2 tickets to VIP function at Festival for CDW sponsors, VMC Commissioners and government representatives
- Shared space at the Festival for a marquee or stand. Interactive displays and activities are possible
- Opportunity to run promotions at your stand for consumer engagement and database collection
- Acknowledgement as a Purple Festival sponsor by MC at the Festival and VIP function
- Logo featured as Purple sponsor in acknowledgement loop on the big screen
- Logo included in Victoria’s Multicultural Festival program
- VMC generated social media content on the day of the Festival
- Opportunity to support sponsor social media content on the day.

VMC AND CDW PROMOTION AND COLLATERAL
- Logo and acknowledgement as a Purple Festival sponsor on the CDW website, with links to your own website
- Logo included in event specific collateral
- A range of digital assets to support your own CDW promotion
- Branded CDW collateral to distribute to staff and customers
- 2 tickets to the post-CDW networking event with CDW sponsors, VMC Commissioners and government representatives
- Networking opportunities facilitated by the VMC.

DID YOU KNOW?
CDW IS THE LARGEST CELEBRATION OF MULTICULTURALISM IN VICTORIA
**SPECIFIC EVENT PARTNERSHIPS**

### CULTURE WAVES

<table>
<thead>
<tr>
<th>CULTURE WAVES PURPLE SPONSOR $5,000 (EX GST)</th>
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<tbody>
<tr>
<td><strong>CULTURE WAVES</strong></td>
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<tr>
<td>▶ Connect with a diverse youth audience</td>
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<tr>
<td>▶ 2 tickets to VIP area during event</td>
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<tr>
<td>▶ Photo opportunities with Culture Waves</td>
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<tr>
<td>▶ Opportunity to run promotions at your</td>
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<td>▶ VMC AND CDW PROMOTION AND COLLATERAL</td>
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<td>▶ Logo and acknowledgement as a Purple</td>
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<td>▶ VMC FILM FESTIVAL</td>
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<tr>
<td>▶ Opportunities to involve VMC Chairperson</td>
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<tr>
<td>▶ Connect with a diverse youth audience</td>
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<td>▶ Tickets to VIP seating areas during</td>
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<td>▶ Photo opportunities with VMC Commissioners</td>
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<td>▶ Access to VMC Commissioners to attend,</td>
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<td>▶ Acknowledgement as a Purple Culture</td>
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<td>▶ Logo featured as Purple Culture Waves</td>
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<td>▶ Opportunity to support sponsor social</td>
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<td>▶ Opportunity to provide prizes for</td>
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<td>▶ Opportunity for brand exclusivity from</td>
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<td>▶ Opportunity to nominate ambassadors or</td>
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<td>▶ Networking opportunities facilitated by</td>
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<td>▶ AMOUNT $5,000 (EX GST)</td>
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<td>▶ with links to your own website</td>
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**VMC FILM FESTIVAL**

- In 2018, the VMC Film Festival is its own unique event to take into account the amazing new digital functionality at Federation Square, set for completion in April 2018. Join us as an exclusive Film Festival sponsor and enjoy exclusive branding opportunities distinct from other CDW sponsorship to help share the multicultural stories of young Victorians and reach new audiences through the power of film.
- Both cash and in-kind sponsorships are available, and can include prize donations for the winners such as film equipment or internships. We welcome the opportunity to discuss your sponsorship ideas and requirements with you.

**CULTURE WAVES**

- Opportunities to involve VMC Chairperson and/or Commissioners in sponsor organised VMC Film Festival activities
- Access to a year round program of VMC events creating opportunities to advertise and promote brand and activities in the multicultural space
- Logo and acknowledgement as a sponsor on the VMC website with links to your own website
- Logo inclusion on VMC Film Festival marketing collateral
- A range of digital assets to support your own VMC Film Festival promotion.

- Naming rights opportunity for activities such as performance stages or temporary structures
- Opportunity to display promotional videos on big screen
- Branding opportunities at the interactive pre-launch event (at Federation Square) and within the Film Festival event space
- Opportunity to nominate a representative to be part of the VMC Film Festival judging panel
- Opportunity to provide prizes for winning Film Festival recipients in each category
- Speaking opportunities
- Giveaway opportunities
- Opportunity for logos and advertisements to be featured in the VMC Film Festival program
- Logo featured as sponsor in acknowledgement loop on the big screen
- Acknowledgement as a sponsor by MC and speakers
- Opportunity to support sponsor social media content on the day.

**SPONSORSHIP BENEFITS**

- Opportunity for brand exclusivity from industry competitors
- Opportunity to nominate ambassadors or talent to help promote VMC Film Festival
- Networking opportunities facilitated by the VMC
- Access to and networking opportunities to CALD communities facilitated by the VMC
- Access to VMC Commissioners to attend, speak or host community events or consultations for or on behalf of sponsors throughout the year
- Opportunities to provide prizes for winning Film Festival recipients in each category
- Speaking opportunities
- Giveaway opportunities
- Opportunity for logos and advertisements to be featured in the VMC Film Festival program
- Logo featured as sponsor in acknowledgement loop on the big screen
- Acknowledgement as a sponsor by MC and speakers
- Opportunity to support sponsor social media content on the day.

**POTENTIAL VMC FILM FESTIVAL SPONSORSHIP BENEFITS**

- Opportunities to provide prizes for winning Film Festival recipients in each category
- Speaking opportunities
- Giveaway opportunities
- Opportunity for logos and advertisements to be featured in the VMC Film Festival program
- Logo featured as sponsor in acknowledgement loop on the big screen
- Acknowledgement as a sponsor by MC and speakers
- Opportunity to support sponsor social media content on the day.
OTHER SPONSORSHIP OPTIONS

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.

NEXT STEPS

CONTACT:

Annabelle Caldow
Senior Events and Sponsorship Adviser
Ph: (03) 7017 8132
E: annabelle.caldow@dpc.vic.gov.au

If you would like to liaise with the VMC Chairperson, Helen Kapalos directly, please contact:

Amanda Redman
Executive Assistant to the Chairperson
Office of the Victorian Multicultural Commission
Ph: (03) 7017 8166
E: amanda.redman@dpc.vic.gov.au
PROUD TO BELONG