

Al Salam Festival

2018

Al Salam  
Festival  
Sponsorship  
Packages



# Al Salam Festival Sponsorship Package 2018

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## Introduction

The Islamic Society of South Australia (ISSA) is a not for profit organisation that was established in 1955. The main objectives of ISSA are to provide the Muslim community with social, educational and spiritual services and activities for them to become contributing members of society with an educated understanding of their faith.

## Project Purpose

In 2015, ISSA initiated a new annual tradition titled the “Al Salam Festival” (Festival of Peace). The Al Salam Festival 2018 will be the fourth consecutive festival. Adelaide is recognized as the festival state with great events held by significant organizations and communities to give people the opportunity to experience what a multicultural society has to offer. ISSA would like to also contribute to the festivities by giving people the chance to learn more about Islam and interact with South Australian Muslims.

The festival is a not for profit project that sets out to change negative perceptions of Islam and enhance Muslim and Non-Muslim relations, creating a more cohesive and inclusive society. These objectives will be achieved through providing entertainment and informative activities that will allow people to grasp a general perspective of the religion and address any queries they may have.

ISSA aims to address the stereotypes of Islam perceived by the public as a religion of violence and anger. It hopes to bring the Muslim and Non-Muslim community together to share, discuss and enjoy the multicultural society that our nation is. The proposal is to celebrate this festival by engaging the wider community with traditional foods, exciting rides, innovative fun and educational show bags, live entertainment from around Australia, innovative and informative stalls and much more.

## EVENT DETAILS

Time: 3pm – 10pm

Date: Saturday 27<sup>th</sup> January 2018

Venue: Veale Gardens - South Terrace Adelaide, South Australia

## WHY SPONSOR OUR EVENT?

The festival is expected to have several thousand in attendance. Businesses or organisations who are looking to reach a large, active and savvy audience will have the opportunity to do so and expose their products and services at this event. There will be numerous opportunities for businesses and organisations to strengthen their brands through the advertising and marketing leading up to the festival and also more importantly during the event.

Your business/organisation will benefit by partnering in a unique and well attended event that celebrates our diverse Australian culture. By partnering with the Festival you will be able to promote your product/service/message to a culturally diverse section of the community. This will be achieved via our numerous media platforms, stall availability at the event, stage presence on the day and advertising in the lead up to and during the event.

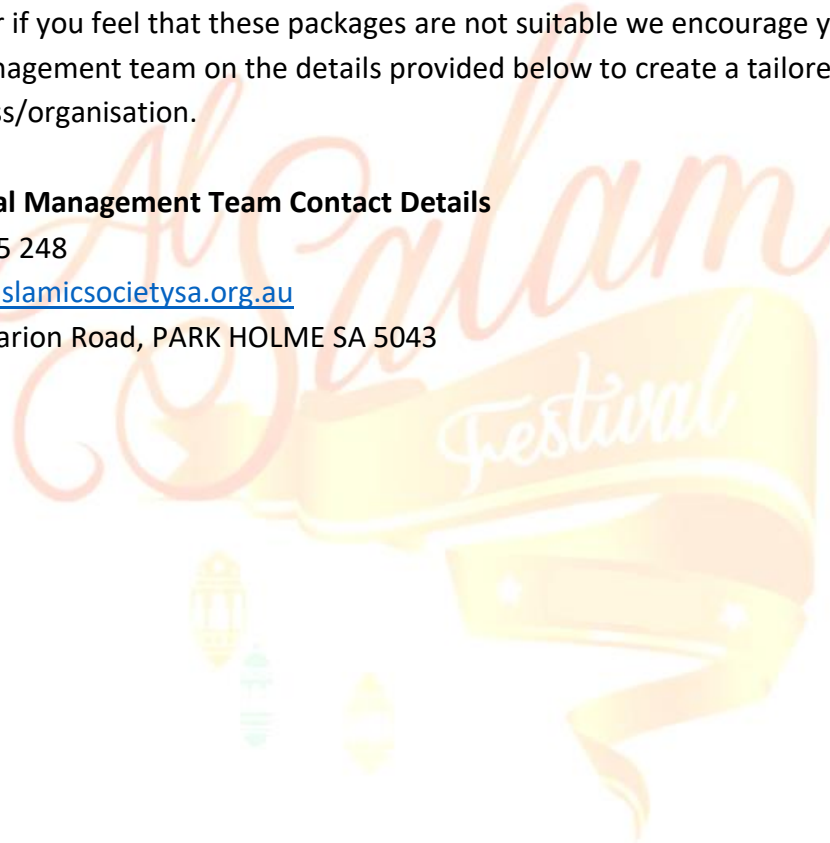
We offer four distinct levels of sponsorship (Platinum, Gold, Silver and Bronze) as detailed below. However if you feel that these packages are not suitable we encourage you to contact our management team on the details provided below to create a tailored package for your business/organisation.

### **Al Salam Festival Management Team Contact Details**

Phone: 0426 215 248

Email: [events@islamicsociety.sa.org.au](mailto:events@islamicsociety.sa.org.au)

Address: 658 Marion Road, PARK HOLME SA 5043



## SPONSORSHIP OPTIONS

### PLATINUM PACKAGE \$5,000.00

- Advertising banner of your company will be placed in a highly visible area on the stage during the day.
- Acknowledgment from stage by MC's
- Company name and logo displayed on the website.
- Company name and logo displayed on the flyer.
- Company flyer will be placed in the show bag.
- Company logo and brand will be promoted on all advertisements including any radio advertisements
- Continual promotion of your brand through video and power point presentation replays on the projectors during the event.
- Company representative will have 8 minutes on stage during main event.
- Company will have their own stall available for promotion of brand and services/products on the day.
- Company name and logo on Volunteer T-shirts
- Company name and logo displayed on the flyers.
- Company name and logo displayed on the Banners.

### GOLD PACKAGE \$3,500.00

- Advertising banner will be place in visible area on the stage on the day
- Acknowledgment from stage by MC's
- Company name and logo displayed on the website.
- Company name and logo displayed on the flyer.
- Company flyer will be placed in the show bag.
- Continual promotion of your brand through video and power point presentation replays on the projectors during the event.
- Company representative will have 4 minutes on stage during main event.
- Company will have their own stall available for promotion of brand and services/products on the day.
- Company name and logo displayed on the flyers.
- Company name and logo displayed on the Banners.

### SILVER PACKAGE \$2,000.00

- Company flyer will be placed in the show bag.
- Acknowledgment from stage by MC's
- Company name and logo displayed on the website.
- Continual promotion of your brand through video and power point presentation replays on the projectors during the event.
- Company will have their own stall available for promotion of brand and services/products on the day.
- Company name and logo displayed on the flyers.
- Company name and logo displayed on the Banners.

### BRONZE PACKAGE \$1,000.00

- Company flyer will be placed in the show bag.
- Acknowledgment from stage by MC's
- Company name and logo displayed on the website.
- Continual promotion of your brand through video and power point presentation replays on the projectors during the event.
- Company name and logo displayed on the Flyer.

# Sponsorship Form

Yes, we wish to reserve the following sponsorship opportunity (please tick):

Platinum Package \$5,000.00

Silver Package \$2000.00

Gold Package \$3,500.00

Bronze Package \$1000.00

Business Name :.....

Sponsor Contact Person:.....

Address:.....

City:..... State:..... Post Code:.....

Telephone:.....

Email:..... Website:.....

## Notes:

**Preferred format for the artwork/ logo is 300dpi with embedded fonts PNG or JPG**

**All advertising material must be delivered by the 29<sup>th</sup> December 2018.**

I will provide my advertising brochures (.....) quantity by date: ..... /..... / 201.....

Please provide me with an invoice for advertising.

I kindly request anonymity with this sponsorship & prefer that my company / organization is not mentioned.

I ..... on behalf of .....

confirm that the details above are accurate and will fulfil all obligations accordingly. Furthermore, I have read the Terms & Conditions below.

Signature:.....

Date: ..... /..... / 201...

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## Terms & Conditions

Payment needs to be made in Australian dollar unless otherwise agreed. Bank cheques, direct transfers and cash are accepted. All efforts will be made to fulfil sponsorship agreement. The organizer of the festival is not responsible for any failures due to unforeseen circumstances, and/ or equipment malfunction. It is the responsibility of sponsors to provide the materials listed in the package, once the commitment has been made. Website ads must be provided in a proper format, otherwise ad design fee will apply. Placement of ads is up to the discretion of the design and production team. Requests for specific placement will be considered, but compliance is not guaranteed. Festival Sponsors are ultimately responsible for the accuracy of the information on their print or website ads and agree not to hold Al Salam Festival, it's volunteers or organizers liable. Sponsorship cancellations must be made in writing, and will be reviewed on a case-by-case basis. Any cancellation granted will incur an administration fee of \$150. The entitlements listed in this document are offered on the basis that confirmation of a sponsor's involvement is received prior to the deadline. Al Salam Festival Committee / organizer reserves the right to amend these packages subject to change in the format of the program.