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06 December 2024

Subject: Sponsorship Invitation for Sree Narayana Mission Melbourne Inc.: Event – Global Ethnic Dance Festival of Victoria (GeDF)

Dear Sir/Madam,

On behalf of Sree Narayana Mission Melbourne, I am pleased to extend a special invitation to your esteemed organization to partner with us as a sponsor for the **Global Ethnic Dance Festival of Victoria (GeDF)**, to be held on **23 February 2025** at the **Springvale Town Hall**.

This vibrant and highly anticipated event offers a unique opportunity for your business to increase its visibility and engage with a diverse audience, fostering lasting relationships with potential customers and partners.

By joining us as a sponsor, your organization will benefit from several valuable opportunities, including:

- **Advertising:** Prominent display of your company's logo and materials at the event and across our various marketing channels.
- **Stall Setup:** Showcase your products and services at a dedicated stall at the event venue.
- **Social Media Marketing:** Boost visibility through promotions on our official social media platforms.
- **WhatsApp Group Advertising:** Engage directly with our community via monthly ads shared in our WhatsApp groups.

Below are the sponsorship tiers available for this event, each offering unique benefits to maximize your exposure:

1. Event Sponsor - \$5000

The highest level of sponsorship, offering premier exposure and exclusive benefits.

Benefits include:

- Top billing on all event marketing materials (banners, flyers, website, emails, etc.)
- Logo placement on all digital and print promotions (event invitations, registration forms, etc.)
- Speaking opportunity during the event or in a breakout session (if applicable)
- Premium logo placement on the event stage or prominent physical signage
- VIP access to exclusive areas, networking opportunities, and VIP receptions

- Dedicated social media shoutouts and mentions across event platforms
 - Full-page ad in the event program or brochure
 - Pre-event recognition through social media ad releases, email marketing, etc.
 - Opportunity to distribute promotional material in event swag bags or at the registration desk
 - Post-event visibility via inclusion in thank-you emails and follow-up materials sent to attendees
 - VIP access to select networking opportunities
 - Social media recognition (posts, tweets, etc.)
 - On-site recognition through banners or digital signage
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2. Diamond Sponsorship - \$2,500

A significant sponsorship level ensuring excellent visibility and engagement.

Benefits include:

- Logo placement on event marketing materials (website, flyers, and event program)
 - Logo placement on event signage (secondary to Platinum)
 - Recognition in the event program as a Diamond Sponsor
 - VIP access (a select number)
 - Social media mentions during the event
 - Quarter-page ad in the event program or brochure
 - Opportunity to distribute promotional items at the event registration desk
 - On-site recognition (secondary to Platinum, smaller banners/signage)
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3. Gold Sponsorship - \$1,000

A valuable sponsorship option offering substantial recognition and access.

Benefits include:

- Logo placement in the event program and on the event website
 - Recognition in event communications (emails and marketing)
 - Admission to the event with special seating behind the VIP row
 - Social media shoutouts (mentions or tagged posts)
 - Logo included on event signage (smaller than Diamond, typically at registration or other strategic points)
 - Listing in the event program as a Gold Sponsor
 - Promotional materials included in event swag bags (optional)
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4. Silver Sponsorship - \$500

An affordable sponsorship tier offering key benefits for exposure.

Benefits include:

- Logo inclusion in the event program and website listing
- Recognition in event emails and other communication materials
- General admission tickets to the event
- Thank-you recognition during the event
- Listing in the event program as a Silver Sponsor
- Opportunity to include promotional material in swag bags (optional)

We believe your organization will greatly benefit from the visibility and exposure provided by this partnership, and we look forward to working with you to make this event a great success. Please feel free to reach out to us for further details or to confirm your sponsorship.

Thank you for considering this opportunity, and we hope to welcome you as a sponsor for the **Global Ethnic Dance Festival of Victoria** (GeDF).

Warm regards,

Satheesh Anandan

President

Sree Narayana Mission Melbourne Inc.

Mobile: 0405 85 1577