

# Sponsorship proposal



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## From the desk of the Multicultural Week Festival Director

Multicultural Week is here again, and this time we are celebrating the theme of World Influence. This is derived from the idea that we are all different and unique, and yet, we are all the same. We may look different, speak different languages, hold different practices and beliefs. But when we look inside ourselves, we are still the same.

The chances we have to learn about the world around us are tremendous. We live in the era of globalization, where identities converge, and yet, remain distinct. We are lucky to have this.

To truly appreciate multiculturalism, we must give and take of ourselves. We like to think of our students as doing just that, embracing all that comes to them and giving in kind.

The Multicultural Week Crew has lined up a series of events to mark this week, and I wish to thank everyone who gives us support in putting everything together. It is by no means a small feat, to conduct an event of this scale, and any support is more than welcome.

The Multicultural Week has always been about celebration; let us celebrate the melting pot of society we live in. Together.

Marziya Mohammedali  
Festival Director  
Multicultural Week Crew

Vice President,  
ECU International Students Council.

Who we are...

# International Students Council



The ECU International Student Council (ECUISC) is the peak international student organisation that represents all international students here at ECU.

Its main purpose is to advocate for the needs and rights of the international students. Through cultural, social and educational activities it links all international students with each other as well as with the wider local community. Associated student bodies are: the Singaporean, African, Chinese, Malaysian and Indian Students Associations.



The event is **not a profit-making venture** for the organisers. It is hosted with the intention of promoting the diversity of cultures at the university and providing a quality event for all stakeholders of the university.



Visit the **ecuisc'** website:  
<http://ecuisc.wordpress.com>

# Overview

The International Student Council at Edith Cowan University is proud to announce the 2007 Multicultural Week. This annual festival is a celebration of the cultural diversity in Western Australia and will be held at the Joondalup, Mount Lawley and Churchlands campuses from the 3rd – 6th October 2007. The theme for this year's event is World Influence.



“Multiculturalism is more than just the acknowledgment of a diverse cultural background. Here at ECU, we witness the intertwining and interaction between cultures, local and international, and the positive influences they play on each other: World Influence.”

During this week, a series of events will be held commencing with the :

- International Film Festival,
- Multicultural Week Carnival,
- Iftar Gathering ,
- Cup of Nations soccer tournament.



We would like to offer you an opportunity to be a part of this exceptional week of events. With anticipation of a spectator presence of between 2,000-3,000 and most likely some media attention, sponsorship for the 2007 Multicultural Week (MCW) provides a great marketing prospect for your organisation.

This is an opportunity for your organisation to gain a positive association with the student body and all those who have an appreciation for cultural diversity.



Visit the festival website:

<http://ecumcw.wordpress.com>



# International Film Festival

3 October 2007  
10 am - 5pm

JO, CH, ML  
campus

ECU Multicultural Week 2007 kicks off with the International Film Festival. Movies from different continents will be shown alternatively on Joon-dalup, Mount Lawley and Churchlands campuses from 10 am – 5pm.

The film festival is to give people a chance to know more about different cultures through the movies that are shown. The movies that we have chosen are significantly unique to its culture, some of which were produced by ECU graduates.

The International Film Festival is a **free-to-attend** event.

A BBQ sizzle will take place on all campuses during the break from 11:30 – 13:30.





# Multicultural Week Carnival

4 October 2007  
11 am - 5pm

ML campus  
Gazebo Area

ECU international enrolments exceed 3,000 with students originating from more than 80 countries. This year's theme: World Influence, hopes to bring all these differing cultures together in the hope of bridging the gap between international students themselves and to reach out to local Australian students.

Performances  
Bands  
Fashion Shows  
Stalls  
Dances  
Games  
Raffle Draw!



Multicultural Carnival is a **free event** filled with cultural performances, games and food stalls that showcase a variety of different cultures across the globe. Performances like the Exotic sounds of the Indian Musical Instruments, Aboriginal Didgeridoo performance, Peruvian folklore, a Papau New Guinea instrumental performance, and the Chinese musical performance, Spanish, flamenco and African dances are just some of the performances on that have been featured on that day. Apart from that, there are also sensational bands and numerous stalls that sell traditional cuisine from different parts of the world.

# Iftar Gathering

5 October 2007  
6:00pm - 8:30 pm

CH campus  
Gymnasium Building 13

This year, the MCW falls within the Muslim holy month of Ramadan. During this month, Muslims abstain from eating and drinking between sunrise and sunset, breaking their fast with a meal called the Iftar. This practice is embedded within various cultures and is an opportunity for everyone to gather over a delicious meal after a long day.



To commemorate this special time, we are holding an Iftar gathering as one of our events this year. We take this as an opportunity for everyone to appreciate the significance of this tradition, but also a chance to join with others and learn more about a culture that is commonly misunderstood. We are inviting everyone to come and join us in celebrating this blessed time.

# MCW Cup of Nations

Soccer Tournament 2007  
6 October 2007 8am - 6pm

JO campus  
Joondalup Sports Oval



The ECU Cup of Nations is perhaps the epitome of the Multicultural Week Celebrations. Originally the brain child of former African Students Association President Richard Geddes, this is an annual 7-a-side soccer tournament that is organised to attract students and staff, bringing them together to play in the biggest sport in the world. It also aims to encourage students to develop a balance between sports and academic activities.



In October 2004 when it was first introduced, the successful tournament ran under the banner of the African Cup of Nations. Following the success of the original tournament, the African Students Association collaborated with the other student organisations in 2005 to capture the bigger cohort of students in the university, thus renaming it ECU Cup of Nations.

It has attracted teams representing 24 countries from different continents around the world, which included Singapore, Malaysia, China, Zambia, Zanzibar, Ghana, Malawi, Iceland, Norway, Mauritius, Seychelles, Canada, Australia, Saudi Arabia, and Palestine.







The euphoria from last year's event is expected to make this year's tournament be even bigger and certainly more multicultural, especially since it is now incorporated as part of ECU's Multicultural Week. The popularity of the ECU Cup of Nations Soccer Tournament has spread to the neighbouring universities and will thus also include teams from UWA, Murdoch University, Curtin University and Notre Dame University.

# Audience Demographics

The performers and spectators will be from the various universities such as UWA, Murdoch, Curtin, Notre Dame and Edith Cowan University.

Some of the faculties of the University include Business and Law, Computing Health and Science, Education and Arts, and the faculty of Regional Professional Studies.

Students' ages typically range from 17 years to mature age students. This implies that marketing possibilities are endless at this festival.





# Sponsorship Packages

There are many ways you can support the ECU Multicultural Week (MCW) Festival 2007. We welcome the consideration of any or all of the requests. We appreciate your participation as a donor or sponsor, particularly in identifying the benefits that the ECUISC can provide your organisation in return for your support.

The five basic sponsorship packages available are as follows:-



- Platinum sponsorship
- Gold sponsorship
- Silver sponsorship
- Bronze sponsorship
- Personalized sponsorship

All monetary sponsorship and in-kind sponsorship will count toward the final amount given by your organisation. Sponsorship packages can also be specifically tailored to suit your organisation's requirement. Please do not hesitate to contact us for further discussion.

# Platinum Sponsorships



This is the premium level of involvement. For sponsorship value of **\$5,000** and above, your organisation receives the following opportunities:-

1. Naming rights for **MCW/Cup of Nations t-shirts**
2. Logo on MCW posters,
3. Logo on Cup of Nations Posters
4. Logo on MCW websites
5. Logo on MCW and Cup of Nations banners
6. Logo on Cup of Nations tournament booklet
7. Logo on Multicultural Carnival day booklet
8. **Profile page** on Cup of Nations tournament booklet
9. A profile page on MCW website
10. A **stall space** on Multicultural Carnival day
11. A stall space on Cup of Nations tournament day
12. On site display and sales opportunities on all festival days

# Gold Sponsorships



For Gold sponsorship value of **\$3000 to \$4999**, your company receives the following opportunities:-

1. Logo on MCW posters,
2. Logo on Cup of Nations posters
3. Logo on **MCW websites**
4. Logo on MCW and Cup of Nations banners
5. Logo on Multicultural Carnival handouts
6. A profile page on Multicultural Carnival day booklet
7. A profile page on Cup of Nations booklet
8. A **stall space** on Multicultural Carnival day
9. On site display and sales opportunities on all festival days



## Sponsorship packages

# Silver Sponsorships

For Silver sponsorship value of \$1,500 to \$2999, your company receives the following opportunities:-

1. Logo on MCW posters
2. Logo on Cup of Nations posters
3. Logo on MCW websites
4. Logo on MCW and Cup of Nations banners
5. Logo on Multicultural Carnival day booklet
6. A stall space on Multicultural Carnival day
7. On site display and sales opportunities on all festival days

## Sponsorship packages

# Bronze Sponsorships

For Bronze sponsorship value of \$500 to \$1499, your company receives the following opportunities:-

1. Logo on MCW posters
2. Logo on Cup of Nations posters
3. Name on MCW websites
4. Name on Multicultural Carnival day hand-outs
5. Name on Cup of Nations booklet
5. A stall space on Multicultural Carnival day
6. On site display and sales opportunities on all festival days

# Alternate Sponsorship Packages



In addition to the various sponsorship programs available, potential sponsors have the option of choosing to sponsor a specific function of the Multicultural week celebrations such as the Cup of Nations Tournament, or the Carnival for example. Each option has varying customized benefits.

- Official MCW / Cup of Nations t-shirts sponsor - \$2500
- Official MCW Carnival sponsor- \$2500
- Official MCW and Cup of Nations Drink Sponsor – \$1000
- Official Cup of Nations Lunch Sponsor - \$1000
- Official Iftar Gathering Catering Sponsor - \$1500

# Contact details:

Please do not hesitate to contact us for any clarification regarding sponsorships. To support this vast multicultural event, direct all sponsorship interests and agreements to:

## Caine John Chennatt

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