

# MULTICULTURAL WEEK 2009



Since its inception in 1999, Multicultural Week (MCW) has grown into one of UWA's largest annual events; colourful, family-friendly celebration attracting more than 3,000 people.

Ten years on, the 2009 MCW promises to be the biggest and best yet! As always, the week aims to generate greater awareness of cultural diversity. It will be packed full of rich and vibrant entertainment, ceremonies, and seminars - and culminate in the massive Spring Feast.

We are proud to offer selected sponsors the chance to be part of MCW. Join in on the fun, and reach our market of over 3,000 international students and the wider UWA community of over 30,000. We offer a range of sponsorship package to suit your budget, all designed to promote your service or product through multiple exposure channels.

## MULTICULTURAL WEEK HIGHLIGHTS

### **6th October, 1-2pm**

The official start of MCW 2009, featuring powerful performances by Indigenous Australians, African Musicians and a smorgasbord of international cuisine.

### **Opening Ceremony**

### **7th October, evening**

Panellists from UWA and local, social and advocacy organisations discuss multiculturalism.

### **Cultural Seminar**

### **8th October, 7-10pm**

Join the crowds as the Guild Village is transformed into a fragrant night market! Enjoy delicious fresh hot cuisine and professional stage performances from around the globe. Featuring over 60 corporate, food and market stalls, the evening brings the world's culinary and artistic delights to UWA's door step. As the largest alcohol-free student event on campus, the vibrant family-friendly atmosphere of Spring Feast especially lends itself to effective promotion.

### **Spring Feast**

### **10th October, evening**

Over 100 participants will complete an exciting cultural race around the UWA campus.

### **UWA Amazing Race**

# MCW SPONSORSHIP PACKAGES 2009

## DIAMOND

**\$800 (GST exc)**

### PRESS ADVERTISING

Advertising in 2009 2nd edition of Lighthouse Magazine (x4000)

Logo exposure in 2009 7th edition of Pelican

+

### ONLINE PROMO

Promo/Prizes in G-News Email Newsletter  
(x12,000)

Logo and Link on MCW website

+

### EVENT PROMO

Logo on MCW posters, banners, flyers and postcards

Promo in MCW Programme

Free premium Spring Feast Stall Space

Spring Feast On-stage screen promos & MC credits

Logo on Spring Feast T-shirt and in Showbag Booklet (x3,000)

Spring Feast Showbag promo item contributor

\$50 Spring Feast food voucher + 20 raffle tickets

save  
**\$1600!**

## GOLD

**\$500 (GST exc)**

### PRESS ADVERTISING

Logo exposure in 2009 2nd edition of Lighthouse Magazine (x4,000)

Logo exposure in 2009 7th edition of Pelican (x5,000)

+

### ONLINE PROMO

Promo/prizes in G-News Email Newsletter (x12,000)

Logo & link on MCW website

+

### EVENT PROMO

Free premium Spring Feast Stall space

Logo exposure in MCW programme booklet and on posters,  
banners, flyers and postcards

Logo on Spring Feast showbag T-shirts and in showbag booklet (x3000)

Promotional items can be included in Spring Feast showbag

\$30 Spring Feast food voucher + 10 raffle tickets

save  
**\$850!**

## SILVER

**\$350 (GST exc)**

### PRESS ADVERTISING

Logo exposure in Lighthouse Magazine (x4000)

Logo exposure in Pelican Student Magazine (x5000)

+

### ONLINE PROMO

Logo and link on MCW website

+

### EVENT PROMO

Free Spring Feast Stall space

5 Spring Feast raffle tickets

Spring Feast showbag promo item contributor

save  
**\$600!**

## BRONZE

**\$200 onwards (GST exc)**

Spring Feast showbag promo item contributor

Logo exposure in MCW programme booklet and posters

## IN-KIND

### EVENT PROMO

We welcome in-kind support in terms of free or discounted service supply, in return for which we offer logo exposure in MCW programme booklet, posters and flyers, plus showbag contribution.

save  
**\$200+!**

. EMBRACE . ENRICH . ENLIVEN .

For the full proposal visit <http://uwamulticulturalweek.wordpress.com>