



Cairns Hindu Samaj Inc.

"Dharmo Rakshati Rakshitah"

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Date: 09/06/2025

To:

Dear Sir/Madam

Subject: Sponsorship invitation – Diwali Mela Cairns 2025

We are pleased to invite your esteemed organisation to become a sponsor for Diwali Mela Cairns 2025, a signature cultural celebration hosted by Cairns Hindu Samaj Inc.

Scheduled for 18th October 2025 at Fogarty Park, Cairns, this vibrant event celebrates Diwali – the Festival of Lights – and brings together over 5,000 attendees from diverse cultural backgrounds across Far North Queensland. The event will feature traditional and contemporary music, dance, food stalls, cultural displays, fireworks, and family-friendly entertainment.

This is a unique opportunity for your organisation to engage with the multicultural community, enhance brand visibility, and demonstrate social responsibility.

Sponsorship Opportunities

We are offering four levels of sponsorship to suit a range of promotional and engagement objectives:

1. Title Sponsor – “Festival of Lights” Package – AUD \$8,000

- Naming rights: “Diwali Mela Cairns presented by [Your Company]”
- Premium logo placement on all materials (print & digital)
- Speaking opportunity at the opening ceremony
- Media spotlight (press, radio, newsletters)
- Double-size booth in prime location
- 10 VIP guest passes
- Weekly social media promotion (4 weeks)
- Logo on event merchandise (if produced)

- Optional co-branded promotional items

2. Platinum Sponsor – “Shubh Utsav” Package – AUD \$5,000

- Prominent logo on key banners and digital ads
- On-stage acknowledgements during prime time
- Booth in premium section
- 8 VIP passes
- Logo & backlink on website
- Included in community media coverage
- Distribution of flyers or branded items

3. Diamond Sponsor – “Rangoli Radiance” Package – AUD \$3,000

- Logo on shared sponsor banners
- Mention during cultural events
- Central booth space
- 6 guest passes
- Social media mention (2 weeks before)
- Flyers/gifts in event bags
- Radio and print acknowledgement

4. Gold Sponsor – “Deepavali Gold” Package – AUD \$2,000

- Logo on shared sponsor board
- Active zone booth space
- 4 guest passes
- Mention on social media & website
- Option to include flyers in gift bags

5. Silver Sponsor – “Diya Delight” Package – AUD \$1,000

- Name/logo on shared sponsor signage
- Shared promotional table
- 2 guest passes
- Social media thank-you post
- Verbal acknowledgment during closing ceremony

We would be honoured to partner with your organisation to make this celebration a grand success. Please feel free to reach out via email at admin@cairnshindusamaj.org.au or phone at 0470 318 238 for further details or to confirm your sponsorship.

Thank you for considering this opportunity to support cultural diversity and community celebration in Cairns.

Warm regards,

Nirmala Madam
President, Cairns Hindu Samaj Inc
0470318238 (admin@cairnshindusamaj.org.au)