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VCA VIC, 2020 TET FESTIVAL COMMITTEE

TET SPONSORSHIP PACKAGE



WHAT IS THE TET FESTIVAL?

The Lunar New Year is the biggest calendar event for Vietnamese and other Southeast Asian communities all over the world. Celebrations and festivities here in Melbourne are represented by some of the most iconic and cherished festivals reflecting a vibrant Australian Vietnamese culture.

Every year, the Vietnamese Community of Australia - Victorian Chapter (VCA Vic) organises the flagship festival to represent our community and culture which attracts tens of thousands of visitors from all over Victoria. Known as 'Hoi Cho Tet' or simply Tet Festival, since 1987 our goal is to showcase the best of our community through food, exhibitions, unique stage performances and activities for all ages to enjoy.

The 2020 Lunar New Year Festival at Sandowns Racecourse promises to be one of the shining highlights of the Multicultural calendar. The festival will be held free to the public, and offers the very best of Vietnamese street food and cuisine, live acts and musical performances, games and rides and exhibitions on Vietnamese culture. With celebrations and festivities spanning over two days, there will be something for everyone to enjoy.



ABOUT VCA VIC

The Vietnamese Community of Australia - Victorian Chapter (VCA Vic) is a non-for-profit community organisation that represents the Australian Vietnamese community here in Victoria. Established in 1987, our goal is to support a multicultural Victoria and give back to the community. We are an active organisation that engage in many civic projects and initiatives with a long standing relationship with many local councils and the Victorian Multicultural Commission (VMC).

This marks the 45th year of settlement for the Vietnamese Community in Australia.



YEAR OF THE RAT

01 - 02 February 2020, Sandown Racecourse



PIONEER

2020 marks the 45th year of settlement for the Vietnamese Community in Australia, and there is no better way to celebrate such a milestone with the theme of PIONEERING. The theme is meant to allow people to reflect upon the past, as well as celebrate the fact that the year of the Rat is upon us, the first animal in the zodiac. At the TET Festival, we like to embrace new and more exciting ways to celebrate TET, as well as respect the past.

This coming year's TET Festival promises to be the largest celebration of TET seen yet, with a focus on boosting attendance and finding new ways to celebrate the festival. In particular, we want to focus on our stage performance and improved children activities. There will also be a major design overhaul of the cultural centre, aligning it with celebrations held in honour of the first people to settle here 45 years ago.

You'll find at our festival:

- An amazing range of Vietnamese cuisine and street food, with plenty of places to rest and enjoy
- A packed entertainment program filled with Vietnamese cultural dances and musical performances, featuring prominent Vietnamese Singers from the US
- A variety of competitions, cooking demonstrations, workshops and events that will be sure to keep everyone entertained
- Interactive and informative cultural exhibitions which will give greater insight into our rich cultural history
- Plenty of rides, games and activities for the kids
- The largest Lunar New Year fireworks display in Melbourne

Date : 01 - 02 February 2020

Venue: Sandown Racecourse, Springvale

Estimated attendees: Over 20,000 attendees

Features of the Festival: 2 Performance Stages, Live Musical Acts and Cultural Performances, 20 Food Outlets, Festival Rides and Games, Cultural Exhibitions



THE TET FESTIVAL 2020 SPONSORSHIP PACKAGE

How can sponsoring our Tet Festival add value for your business? Tet Festival 2020 is a great opportunity for your business to support our community, celebrate multiculturalism and provide great brand promotion across diverse networks.

Over two days of festivities, your business will be able to access a diverse audience from all over Victoria, ensuring maximum exposure and promotion within multicultural markets.

Our tiered sponsorship packages are flexible and made to suit a variety of different organisational sizes and objectives. Whether you're looking to support the community or looking to gain some exposure to people at the festival, we have a sponsorship package that can be custom-made for you.

We will work with you to better position your organisation at Tet Festival 2020 to achieve your intended sponsorship goals. This means that we don't just give you a spot and put you where it's convenient for us, but we will facilitate your needs and help you get the most out of your support for our festival.

- **Fantastic opportunity to increase reach and tap into the multicultural market**
- **Customisable and value-adding**
- **Long term benefits**
- **Supporting local community initiatives**

THE TIERED SPONSORSHIP PACKAGES

Note:

Sponsorship packages can be custom tailor made to fit your organisational needs and are negotiable. The TET 2020 sponsorship team are more than happy to sit down and discuss sponsorship details with your organisation at your request. Below is a non-customized standard package offered for those who wish not to have customised packages.

	BRONZE (\$2000)	SILVER (\$3000)	GOLD (\$5000)
Exclusive Festival naming rights to main areas			✓
Opportunity to address the crowd on the Main Stage			✓
Naming rights for certain activities and exhibitions		✓	✓
Sponsor spotlight - Advertising through our social media channels			✓
Invitation to VIP function (with political, community and business leaders)		✓	✓
Sponsor logo on all social media and website	✓	✓	✓
One 6x3m marquee (stall)			✓
One 3x3m marquee (stall)	✓	✓	
Sponsor logo on banners and festival signage	✓	✓	✓
Special acknowledgement on the Main Stage	✓	✓	✓

CONTACTS AND TERMS & CONDITIONS

For questions please don't hesitate to reach out to:

Andrew Do – Sponsorship Lead | M: 04 00814475

Anne Vu – Sponsorship Coordinator | M: 04 49050856

Email : tetfestival.sponsorship@gmail.com

Terms and Conditions

- All amounts exclude GST. GST is applicable to all goods and services offered by the event. VCA-Vic reserves the right to vary the quoted prices in accordance with any movements in the legislated rate of the GST.
- Upon receipt of a signed booking form, entitlements will be confirmed and a tax invoice will be issued. Payment can be made by cheque, money order, bank transfer, above.
- Sponsorship will be allocated only on receipt of signed Sponsorship Application forms. A letter of confirmation will be provided to confirm the booking, together with a Tax Invoice for the required amount. Full payment is required 14 days from the date of signing the agreement.
- All monies are payable in Australian dollars. Cheques should be made payable to VCA-Vic Management and must be drawn on an Australian bank.
- All monies due and payable must be received by the VCA-Vic Office (and cheques cleared) by 15 January 2020. No sponsor will be listed as a Sponsor in the Program until full payment and an application form has been received by the VCA-Vic.
- Upon entry to the Festival Grounds, Sponsor Staff will be subject to, and agree to comply with, the terms of this agreement and VCA-Vic's directions and instructions.
- Sponsor Staff must immediately notify VCA-Vic of any dangers, hazards or risks to persons or property.
- Sponsor Staff are responsible for the health and safety of their staff and patrons. All necessary measures such as effective barricades around stoves, naked flames, hot cooking oil in the confined areas etc. must be provided by stall holders.
- Stall holders must comply with all applicable laws and codes (if any) in force on the dates of the Tet Festivals.
- Prohibitive goods:** Sponsor Staff must not: (a) sell, distribute or possess any alcohol, illegal drugs, fireworks, weapons or other dangerous items: (b) engage in any unlawful activities or offensive behaviour.
- Hazardous goods:** VCA-Vic and the Organising Committee reserve the right to terminate and/or confiscate sponsor stalls and/or any sponsorship material or equipment which may be deemed hazardous or offensive/inappropriate or in contrary to the values and vision in which the event is organised to promote.
- Stall holders must not: (a) engage in any activity: or (b) exhibit, distribute or broadcast any material or communication which promotes or supports, whether directly or indirectly, the Government of the Socialist Republic of Vietnam.
- Indemnity:** VCA-Vic will not be responsible to Sponsor Staff or any person accompanying persons for: (a) personal injury (including death): or (b) loss, theft, damage or destruction of property: or (c) any other loss or damage, however caused (and whether by negligence or otherwise).
- VCA-Vic will not be liable to stall holders for any unauthorised or non-permitted acts by its employees, agents or independent contractors.
- The Sponsored staff releases and indemnifies VCA-Vic to the extent permitted by law in respect of any proceedings, claims, losses, damages, injuries, costs, penalties or fines arising from or in connection with the Sponsored staff's use of the stall facility or entry upon the Festival Grounds.
- Cancellation:** in the event of cancellation, a service fee of 50% applies. No refunds will be made for cancellations after 15 January 2020. After sponsorship has been confirmed and accepted, a reduction in sponsorship is considered a cancellation and will be governed by the above cancellation policy.
- No Sponsor shall assign, sublet or apportion the whole or any part of their sponsorship package except upon prior consent of the Event Manager or VCA-Vic.
- Privacy:** Any information disclosed or provided by the stall holder to VCA-Vic will only be used by VCA-Vic in connection with the Tet Festival and will not be disclosed to any other persons.

2020 TET FESTIVAL - SPONSORSHIP FORM

Name:		Chosen Sponosr package tier (Bronze, Silver etc.)	Sponsor package amendments (If applicable)
ABN:			
Address:	Postcode:		
Telephone:			
Fascimile			
Mobile:			
Email:			

PAYMENT

Payment for sponsorship must occur by 19 January 2020 unless otherwise agreed upon by the sponsor staff (if an extension is required please seek out the relevent sponsorship staff as soon as possible). Payment can be made directly to TET FESTIVAL as follows:

By direct NetBank transfer:

Commonwealth Bank of Australia **BSB:** 06 3 -1 7 1
Account No: 106 9 9030

***Important Note:** Please ensure to give reference as the Sponsor name when making NetBank transfer on the TET 2020 account and please fill out the Record of Payment (Direct Bank Transfer Section)

BY CHEQUE AND OR CASH: PLEASE FILL OUT THE RECORD OF PAYMENT ATTACHMENT:

Name:	
ACN:	
Address:	Postcode:
Telephone:	
Cheque Amount (If applicable):	
Cash Amount (If applicable):	\$AUD
Organisation (If applicable):	\$AUD
Sponsorship Staff Name:	

I, the Sponsor, understand that by signing this agreement I am acknowledging and agreeing to the terms and conditions set as part of my sponsor obligations.

Signature

Date ... / ... / ...

Once again, we sincerely thank you for your support and look forward to working alongside you for the upcoming festival in 2020!

TET Festival 2020 Organising Committee.

OUR SPONSORS FROM 2019



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**A BIG THANK YOU TO OUR 2019
SPONSORS!**