

EASTWOOD

2023 LUNAR NEW YEAR

SPONSORSHIP INFORMATION



DIAMOND



PLATINUM



GOLD



BUSINESS





2023 Year of the Rabbit

The City of Ryde is home to a large and vibrant Chinese and Korean community. The yearly Lunar New Year event has a successful track record due to the equal partnership between the City of Ryde and local communities and is widely acknowledged as one of the largest new year celebrations in Sydney. In 2019, the event attracted around 20,000 people coming from near and far to celebrate.

In 2023, the organising committee is planning to stage the return of the Lunar New Year Festival on Saturday 4 February on Eastwood Oval from 3pm to 9pm. The event will include kids rides, stage performances including popular kids shows, market stalls, lion high pole, dragon dances and the night will end in a fireworks spectacular.

Special remarks: The committee reserves the right to cancel or postpone the event due to severe weather conditions without any refund.



DIAMOND

Sponsorship

\$20,000 + GST

- Naming Rights of the Stage
- Complimentary full page ad in the 2023 Festival Program Booklet
- Sponsor logo on additional 10x Street Pole Banners
- Individual 6x3m Marquee assigned by organiser
- Dragon Eye Dotting with the Mayor
- Sponsor logo on media wall
- Logo on volunteer and staff uniforms
- Appreciation event for Sponsors with 4 guests

Also receive the benefits as Platinum and Gold Sponsors and Business Supporter:

PLATINUM:

- Guest of Honour of the Dragon Ceremony
- Guest of Honour to light fire crackers
- Photo album of the Grand Celebration Event

Also receive the benefits as Gold Sponsor and Business Supporter:

GOLD:

- One performance item branded by the sponsor name (except for opening performance, kids stage show and Lion Dance performance)
- Company logo on 20 Street Pole Banners
- Lion Eye Dotting
- Logo and hyperlink to your website, on Council website
- Sponsor logo on photo booth wall

BUSINESS:

- Sponsor logo on official program
- Sponsor logo on Media advertisement
- Poster to display acknowledgement being sponsor of event

DIAMOND

PLATINUM

GOLD

BUSINESS



PLATINUM

Sponsorship

\$8,888 + GST

- Complimentary half page ad in the 2023 Festival Program Booklet
- Guest of Honour of the Dragon Ceremony
- Guest of Honour to light fire crackers
- Photo album of the Grand Celebration Event
- Appreciation event for Sponsors with 3 guests

Also receive the benefits as Gold Sponsor and Business Supporter:

GOLD:

- One performance item branded by the sponsor name (except for opening performance, kids stage show and Lion Dance performance)
- Company logo on 20 Street Pole Banners
- Lion Eye Dotting
- Exposure on Chinese cable TV and Social Media e.g. NBA, WeChat, Facebook
- Logo and hyperlink to your website, on Council website
- Sponsor logo on photo booth wall

BUSINESS:

- Sponsor logo on stage banner
- Sponsor logo on official program
- Sponsor logo on Media advertisement
- Poster to display acknowledgement being sponsor of event
- Individual Stall assigned by organiser

PLATINUM

GOLD

BUSINESS



GOLD

Sponsorship

5,888 + GST

- One performance item branded by the sponsor name (except for opening performance, kids stage show and Lion Dance performance)
- Company logo on 20 Street Pole Banners
- Lion Eye Dotting
- Logo and hyperlink to your website, on Council website
- Sponsor logo on photo booth wall
- Complimentary quarter page ad in the 2023 Festival Program Booklet

Also receive the benefits as Business Supporter:

BUSINESS:

- Sponsor logo on stage banner
- Sponsor logo on official program
- Sponsor logo on Media advertisement
- Poster to display acknowledgement being sponsor of event
- Individual Stall assigned by organiser

GOLD

BUSINESS



BUSINESS

Supporter

\$1,988 + GST

- Sponsor logo on stage banner
- Sponsor logo on official program
- Sponsor logo on Newspaper advertisement
- Poster to display acknowledgement being sponsor of event
- Sponsor logo on City of Ryde Facebook event listing
- Individual Stall assigned by organiser

BUSINESS

SPONSORSHIP Summary

		BUSINESS	GOLD	PLATINUM	DIAMOND
Grand Celebration Event	Naming rights of the stage				✓
	Individual 6x3m Marquee assigned by organiser				✓
	Dragon Eye Dotting with the Mayor				✓
	Guest of Honour of the Dragon Ceremony			✓	✓
	Guest of Honour to light fire crackers			✓	✓
	Lion Eye Dotting		✓	✓	✓
	Individual Stall assigned by organiser	✓	✓	✓	
	MC Acknowledgement of Sponsor name on stage throughout event	✓	✓	✓	✓
	Appreciation event for Sponsors with guests	✓	✓	✓	✓
Logo and Naming Recognition	Sponsor logo on media wall				✓
	Sponsor logo on volunteer and staff uniforms				✓
	Logo and hyperlink to your website, on Council website		✓	✓	✓
	Sponsor logo on stage banner	✓	✓	✓	
	Sponsor logo on 20 Street Pole Banners		✓	✓	✓
	Additional 10x Street Pole banners				✓
	Additional 10x Street Pole banners			✓	✓
	Sponsor Logo on poster	✓	✓	✓	✓
Media & Advertising	Sponsor Logo on official program	✓	✓	✓	✓
	Complimentary quarter page ad in the 2023 festival program booklet		✓		
	Complimentary half page ad in the 2023 festival program booklet			✓	
	Complimentary full page ad in the 2023 festival program booklet				✓
	Sponsor logo on 1x Facebook event listing		✓	✓	✓
	Sponsor logo on 2x Facebook event listing			✓	✓
	Sponsor logo on newspaper advertisement	✓	✓	✓	✓
Post Sponsorship	Photo album of the Grand Celebration Event			✓	✓
	Certificate of Appreciation	✓	✓	✓	✓



CONTACT DETAILS:

Eastwood Lunar New Year Organising Committee 2023

