

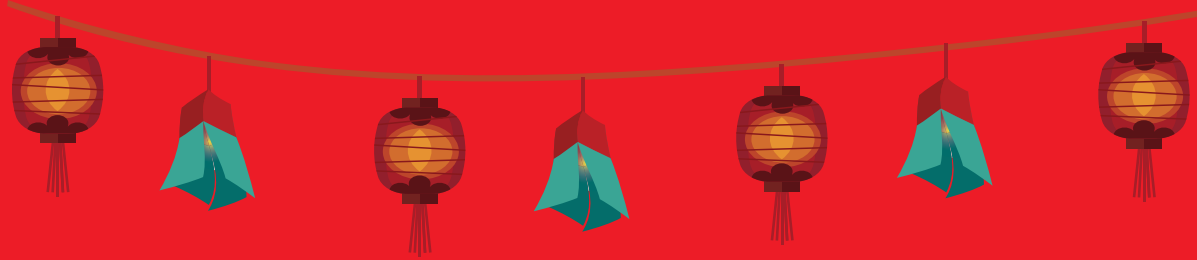
 City of Ryde

* LUNAR *
NEW YEAR
FESTIVAL
2024

YEAR OF THE DRAGON

SPONSORSHIP PACKAGE

SATURDAY 17 FEBRUARY | 4 – 9PM | EASTWOOD OVAL



2024 Year of the Dragon

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 2023, the event attracted around 10,000 people coming from near and far to celebrate.

In 2024, we are planning to stage the return of the Lunar New Year Festival on Saturday 17 February on Eastwood Oval from 4.00pm to 9.00pm. 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.



DIAMOND*

Sponsorship

\$20,000 + GST

- Sponsor logo on website
- Sponsor logo on official program
- Sponsor logo on posters
- Sponsor logo on 40 x Street Pole Banners
- Sponsor logo on event e-newsletter
- Sponsor logo on city-wide e-newsletter
- 1 x Sponsor logo on Newspaper advertisement
- Sponsor logo on crowd control barriers in front of stage
- Sponsor logo on crowd control barriers around lion high pole
- 3 x Sponsor logo on Facebook event listing
- 3 x Sponsor logo on City of Ryde Facebook Page
- 1 x Sponsor logo on City of Ryde Instagram
- Logo on Volunteer and Staff T-Shirts
- Sponsor logo on Media Wall
- 6x3m Marquee at the event
- 4 x ticket into VIP Marquee at the event inc refreshments
- 3 x VIP seat on reserved seating in front of the stage
- 1 x VIP seat on stage during official ceremony
- 4 x Entry into VIP section of high pole dance
- 1 x representative to eye dot
- 1 x representative to light fire crackers
- Official photos

** Please note: There is one sponsorship package available in this category*



PLATINUM

Sponsorship

\$8,888 + GST

- Sponsor logo on website
- Sponsor logo on official program
- Sponsor logo on posters
- Sponsor logo on event e-newsletter
- Sponsor logo on 30x Street Pole Banners
- 1 x Sponsor logo on Newspaper advertisement
- Sponsor logo on crowd control barriers in front of stage
- 2 x Sponsor logo on Facebook event listing
- 2 x Sponsor logo on City of Ryde Facebook Page
- 1 x Sponsor logo on City of Ryde Instagram
- Sponsor logo on Media Wall
- Fete Stall at the event
- 3 x ticket into VIP Marquee at the event including refreshments
- 3 x VIP seat on reserved seating in front of the stage
- 3 x Entry into VIP section of high pole dance
- 1 x representative to Eye Dot
- Official photos



GOLD

Sponsorship

\$5,888 + GST

- Sponsor logo on website
- Sponsor logo on official program
- Sponsor logo on posters
- Sponsor logo on event e-newsletter
- Sponsor logo on 20 x Street Pole Banners
- 1 x Sponsor logo on Newspaper advertisement
- Sponsor logo on crowd control barriers in front of stage
- 1 x Sponsor logo on Facebook event listing
- 1 x Sponsor logo on City of Ryde Facebook Page
- Fete Stall at the event
- 2 x ticket into VIP Marquee at the event inc refreshments
- 2 x VIP seat on reserved seating in front of the stage
- 2 x Entry into VIP section of high pole dance
- Official photos



BUSINESS

Supporter

\$1,988 + GST

- Sponsor logo on website
- Sponsor logo on official program
- Sponsor logo on posters
- Sponsor logo on event e-newsletter
- 1x Sponsor logo on Facebook event listing
- Individual table at the event under shared sponsor hub
- 1 x ticket into VIP Marquee at the event including refreshments
- 1 x VIP seat on reserved seating in front of the stage
- 1 x Entry into VIP section of high pole dance

Sponsorship Summary

		BUSINESS	GOLD	PLATINUM	DIAMOND
Grand Celebration Event	Individual table at the event under shared sponsor hub	✓			
	Individual Stall assigned by organiser		✓	✓	
	Individual 6x3m Marquee assigned by organiser				✓
	1 x ticket into VIP Marquee at the event including refreshments	✓			
	2 x ticket into VIP Marquee at the event including refreshments		✓		
	3 x ticket into VIP Marquee at the event including refreshments			✓	
	4 x ticket into VIP Marquee at the event including refreshments				✓
	1 x VIP seat on reserved seating in front of the stage	✓			
	2 x VIP seat on reserved seating in front of the stage		✓		
	3 x VIP seat on reserved seating in front of the stage			✓	✓
	1x VIP seat on stage during official ceremony				✓
	1 x Entry into VIP section of high pole dance	✓			
	2 x Entry into VIP section of high pole dance		✓		
	3 x Entry into VIP section of high pole dance			✓	
	4 x Entry into VIP section of high pole dance				✓
	Guest of Honour of the Lion Eye Dotting			✓	✓
	Guest of Honour to light fire crackers				✓
	Official photos		✓	✓	✓
Logo and Naming Recognition	Sponsor logo on media wall			✓	✓
	Sponsor logo on crowd control barriers in front of stage		✓	✓	✓
	Sponsor logo on crowd control barriers around lion high pole				✓
	Sponsor logo on volunteer and staff uniforms				✓
	Sponsor logo on Council website	✓	✓	✓	✓
	Sponsor logo on 40x Street Pole Banners				✓
	Sponsor logo on 30x Street Pole Banners			✓	
	Sponsor logo on 20x Street Pole Banners		✓		
	Sponsor logo on poster	✓	✓	✓	✓
Media & Advertising	Sponsor logo on official program	✓	✓	✓	✓
	1 x Sponsor logo on Facebook event listing	✓	✓		
	2 x Sponsor logo on Facebook event listing			✓	
	3 x Sponsor logo on Facebook event listing				✓
	1 x Sponsor logo on City of Ryde Facebook Page		✓		
	2 x Sponsor logo on City of Ryde Facebook Page			✓	
	3 x Sponsor logo on City of Ryde Facebook Page				✓
	1 x Sponsor logo on City of Ryde Instagram			✓	✓
	Sponsor logo on newspaper advertisement		✓	✓	✓
	Sponsor logo on event e-newsletter	✓	✓	✓	✓
	Sponsor logo on city-wide e-newsletter				✓



CONTACT DETAILS:

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