



PHILIPPINE AUSTRALIAN SPORTS & CULTURE INC. [P.A.S.C. Inc.]

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Dear

Re: Invitation - 22nd Sydney Fiesta Kultura 2010 - A Multicultural Festival focusing the Philippines – Australia Trade & Tourism Expo and The Miss Philippines – Australia Beauty Pageant and many more – (Fairfield Showground, Fairfield, NSW - Sunday, 10 October 2010)

On its 32nd Foundation Anniversary the Philippine – Australian Sports & Culture Inc. is paying tribute to numerous corporate sponsors, participating community organizations, trade exhibitors and Filipino-Australian community who were behind its continuing success.

May I take the opportunity to invite your business company or family enterprise to be One of the PASC Inc. valued corporate sponsor. .

This event will farther showcase the cultural, trade and tourism collaboration opportunities of both countries. After popular public request the City of Fairfield will host the event for the second time. As per Australian statistics Fairfield District shared the honour being the second largest residential community of Filipinos in Australia next to its neighbouring City of Blacktown.

Historically, the event was initially held at Sydney Olympic Park Sports Centre in 1989 with a capacity of standing room only. Since then hosting was moved to various famous Sydney landmarks such as the Rosehill Racecourse, Sydney and Parramatta Football Stadiums, Bankstown Trotting Raceway and Blacktown Eastern Creek Racetrack.

The long running and multi-awards winning multicultural event is now on its 22nd Grand Philippine Sydney Fiesta Kultura celebration. This event is now considered an institution for the Filipino-Australian community in NSW and nationwide. The continuous support of the Philippines and Australian governments have been part of the success story of this event. The PASC Inc. and the numerous participating community and business organizations were twice awarded the Philippines Presidential Award in 1991 and 2004. The NSW government through the Community Relation Commission has awarded PASC Inc. with the National Multicultural Marketing Award in 1992.

The past Minister of the NSW Department of Ethnic Affairs and the NSW Community Relation Commission has acknowledged that this event is one of largest Multicultural Festivals in Sydney and the whole of Australia. Likewise, the Filipino media and consular officials have claimed that the Sydney Fiesta Kultura is the largest gathering of Filipinos outside of the Philippines. In many occasions it has posted a record of attendance around 40,000 people specially during the Sydney Olympics where it was made as one of its community hospitality project and cultural event. .

Your valuable corporate and personal sponsorship in supporting this community event is greatly appreciated. For your reference attached is the advertisement rates as patron and corporate sponsorship. Please forward your completed artwork and cheque payment on or before 31 August 2010. **Should you wish your company to benefit extra media marketing exposure at No Extra Cost with One of PASC Inc. listed upcoming major community projects prior to Fiesta your payment must be received earlier than the above date.**

Sincerely yours,

MANNY B. CASTILLO, OAM
President