



Event Participation and Sponsorship





Event Overview



26th Sydney Fiesta Kultura 2014

The longest running and multi-awarded multicultural community event. organised and hosted by the Philippine-Australian Sports & Culture Inc. (P.A.S.C. inc), a NSW registered not for profit organisation whose community service started in 1976.

Activities on the day are:

- Miss Philippines Australia Beauty Pageant
- Philippines-Australia Trade and Tourism Expo
- Filipino and International Food Festival
- Folkloric and Cultural Festival
- Youth Festival
- Arts and Crafts Exhibits
- Fil-Oz Entertainment World
- Overseas Artists
- Az Kalroos Football Exhibition Games
- Motor Show and Shine
- Amusement and Carnival Rides
- and many more





Sponsorship Options

Platinum Sponsorship

Hospitality Benefits

- * Complimentary Tickets to the event
- *VIP- Guest at the Miss Philippines Australia Coronation
- * One Exhibition Booth at the event

Marketing Benefits

- * Recognition in the event Program -Full Page Ad
- * Company Name and Logo Displayed at the Venue - STBA
- * Company Pull Up Banner On Sports Events and Venues
- * Logo Display On AV slide on the day

Merchandise

- * Opportunity to insert Marketing Collateral into Show Bags (at Sponsors Expense)

Post Event

- * Opportunity to contribute items for fund raising Auction / Raffle at post events
- * Acknowledgement of Sponsorship
- * Display Logo at PASC Club Website for 6 Months

Gold Sponsorship

Hospitality Benefits

- * Complimentary Tickets to the event
- *VIP- Guest at the Miss Philippines Australia Coronation
- * One Exhibition Booth at the event

Marketing Benefits

- * Recognition in the event Program -Full Page Ad
- * Company Name and Logo Displayed at the Venue - STBA
- * Company Pull Up Banner On Sports Events and Venues
- * Logo Display On AV slide on the day

Merchandise

- * Opportunity to insert Marketing Collateral into Show Bags (at Sponsors Expense)

Post Event

- * Opportunity to contribute items for fund raising Auction / Raffle at post events
- * Acknowledgement of Sponsorship
- * Display Logo at PASC Club Website for 6 Months



Sponsorship Options

Silver Sponsorship

Hospitality Benefits

- * Complimentary Tickets to the event
- *VIP- Guest at the Miss Philippines Australia Coronation
- * One Exhibition Booth at the event

Marketing Benefits

- * Recognition in the event Program -Full Page Ad
- * Company Name and Logo Displayed at the Venue - STBA
- * Company Pull Up Banner On Sports Events and Venues
- * Logo Display On AV slide on the day

Merchandise

- * Oppurtunity to insert Marketing Collateral into Show Bags (at Sponsors Expense)

Post Event

- * Oppurtunity to contribute items for fund raising Auction / Raffle at post events
- * Acknowledgement of Sponsorship
- * Display Logo at PASC CLub Website for 6 Months

Bronze Sponsorship

Hospitality Benefits

- * Complimentary Tickets to the event
- *VIP- Guest at the Miss Philippines Australia Coronation
- * One Exhibition Booth at the event

Marketing Benefits

- * Recognition in the event Program -Full Page Ad
- * Company Name and Logo Displayed at the Venue - STBA
- * Company Pull Up Banner On Sports Events and Venues
- * Logo Display On AV slide on the day

Merchandise

- * Oppurtunity to insert Marketing Collateral into Show Bags (at Sponsors Expense)

Post Event

- * Oppurtunity to contribute items for fund raising Auction / Raffle at post events
- * Acknowledgement of Sponsorship
- * Display Logo at PASC CLub Website for 6 Months



Sponsorship Options

GRAND PHILIPPINE FIESTA SYDNEY ADVERTISEMENT RATES (All Cost Inclusive GST)



Sponsor
(Corporate, business, trade, gov't agencies, clubs etc.)



Patron
(Personal, family or Syndicate)

There are 3 Sponsorship packages available:

☐ **SILVER**
Mini advertisement

☐ **GOLD**
Full page advertisement, online advertisement, mentions on video screen

☐ **PLATINUM**
Full colour advertisement on Program booklet, take home banner pull-out poster, mentions on video screen

Advertisement for the Program booklet:

Half Page	
1/4 Page	1/8 Page

- ☐ 1. Outside Back cover ----- \$3000
- ☐ 2. Inside Front cover ----- 2000
- ☐ 3. Inside Back cover ----- 1500
- ☐ 4. Inside Last Page ----- 1300
- ☐ 5. Inside Page 3 ----- 1500
- ☐ 6. Inside Whole Page ----- 1000
- ☐ 7. One-Half Page ----- 500
- ☐ 8. One-Fourth Page ----- 300
- ☐ 9. One-Eight Page ----- 150
- ☐ 10. One Line Add ----- 100
- (Not bigger than 14pt Font)
- ☐ 11. T-shirt (Front) ----- 1000
- ☐ 12. T-shirt (Back) ----- 1000
- ☐ 13. Indoor Poster ----- 500
- (Banner & Billboard Minimum Size)
- ☐ 14. Non-Stall Holder Leaflets Distribution ----- 400



Beauty with a purpose....

The Miss Philippines-Australia® and Charity Queen Australia® pageant began in 1989.

It is one of the highlight of the Grand Philippine Fiesta Kultura Sydney, a long running and multi-award winning multicultural event that has become an institution for the Filipino-Australian community.

The pageant celebrates strong, committed young women and also recognizes their own unique skills and abilities that define today's modern woman. This is a quest to find a true Filipina, who, despite living in Australia still finds her Filipino identity, tradition and cultural heritage.

The committee members are all volunteers and are involved in the pageant with the goal of making the event an enjoyable and rewarding experience for the candidates. Their collective experience brings valuable insight as well as a spirit of excellence to their respective role in the Miss Philippines-Australia® and Charity Queen Australia® pageant.





In commemoration of the **Grand Philippine Sydney Fiesta Kultura**
To be held at Fairfield Showground, Prairiewood, NSW,

ADVERTISEMENT RATES / PACKAGES

(All Cost Inclusive GST – AVAILABLE & PAYMENT DUE on or before – 31st of July 2012
(If Co. Has accepted to be promoted in one of PASC upcoming major events at NO Extra Cost
Payment must be received before above date)

☐

Sponsor

(Corporate, business, trade, gov't agencies, clubs etc.)

☐

Patron

(Personal, family or syndicate)

☐

Stall Holder

(Special Package)

There are 4 Sponsorship packages available:

☐

BRONZE (A\$1500)

One Exhibition Stand & Magazine Ad
Advertisement for the Program booklet: & Fiesta Magazine:

☐

SILVER (\$3000)

Full Colour Inside Page
Ad Exhibition Stand (1) Space
PASC Online Listing Flyers / Posters Listing
Hang (1) Banner in Visible Area

☐

GOLD (\$6000)

Full Co Ins Back Cover/Last /Page 4 Exhibition Stand (2) Spaces Online / Flyers / Posters Ad Listing Video Screen Ad Listing M Stage Display (3) Banners Visible Areas

☐

PLATINUM (\$10000)& Over

Full Colour Back /Inside Front Cover/P3
Exhibition Stand (3) SpacesOnline / Flyers / Posters
Ad Listing Video Screen Ad Listing (Main Stage)
Display (1) Banner Main Stage &4 areas

Half Page

¼ Page

1/8 Page

- ☐ 1. Outside Back cover (Full Colour)-----\$3000
- ☐ 2. Inside Front cover (Full Colour) ----- 2000
- ☐ 3. Inside Back cover (Full Colour)_----- 1500
- ☐ 4. Inside Page 3 (Full Colour) --- ----- 1500
- ☐ 5. Inside Last Page (Full Colour)----- 1300
- ☐ 6. Inside Whole Page (Mono) / Colour Extra --- 900
- ☐ 7. One-Half Page (Mono) -----500
- ☐ 8 One-Fourth Page ----- 300
- ☐ 9. One-Eight Page ----- 150
- ☐ 10. One Line Add ----- 100
- (Not bigger than 14pt Font)
- ☐ 11. T-shirt (Front) ----- 1000
- ☐ 12. T-shirt (Back) ----- 1000
- ☐ 13. Indoor Poster ----- 500
- (Banner & Billboard Minimum Size)
- ☐ 14. Non-Stall Holder Leaflets Distribution ----- 500

Please Note:

ABOVE PRINTING IN BLACK AND WHITE (Colour Print will Incur Extra Charges to be Quoted by Printer). Unprepared ARTWORK will cost \$50.00 extra per Business Advertisement.

In strict compliance of your Advertisement instruction, please print the supplied final ready to print ARTWORK indicating B/W () or Coloured () Photo, Logo, Bromide, Messages, Greetings etc. Corresponding layout size with reference to above sizes or SAMPLE FIESTA MAGAZINE.

Completed final ARTWORK and payment must be forwarded to PHILIPPINEAUSTRALIAN SPORTS & CULTURE INC., P.O. Box 3310, Bangor, NSW, Australia 2234

Print Name & Signature

Date: ____/____/____