

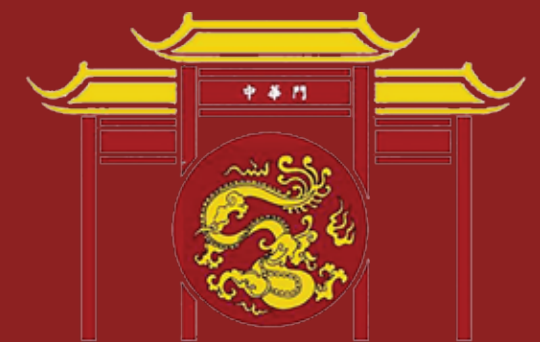
2020南澳阿德萊德 中國城农历新年联欢会

2020 CHINATOWN ADELAIDE LUNAR NEW YEAR STREET PARTY

SPONSORSHIP PACKAGE

Event Organiser: Chinatown Adelaide of SA Inc
ABN: 40 150 820 525
www.chinatownadelaide.net

Patron: His Excellency the Honourable Hieu Van Le AC
Governor of South Australia



南澳州阿德萊德中國城協會
Chinatown Adelaide of S.A. Inc.

Proudly Supported By:



Government of South Australia
Department of the Premier
and Cabinet

2020南澳阿德莱德 中国城农历新年联欢会

2020 CHINATOWN ADELAIDE LUNAR NEW YEAR STREET PARTY

Information

Location: Chinatown Adelaide Precinct Moonta St & Gouger St

Date: Saturday 1st Feb 2020, 12.00 noon - 10.00 pm

Official Function: 6.00pm - 7.30pm

Stalls Trading Time: 12.00 noon - 10.00pm

Performances: 12.00 noon - 4.30pm / 6.00pm - 10.00pm



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Chinatown Adelaide of South Australia (CASA)

HISTORY & OBJECTIVES

CASA is a non-profit organization formed in 2003 by the traders and stakeholders of the Chinatown precinct in collaboration with the Adelaide City Council.

Our primary objective is to promote the recreational, cultural, social and economic activities in Chinatown to the broader community of South Australia and beyond.

Since its inception, CASA has held many iconic community events sponsored by the Government of South Australia, the Adelaide City Council, key financial institutions, various corporations and individuals.

Our flagship one-day event, the Chinatown Adelaide Lunar New Year Street Party has become a statewide calendar event for the locals, tourists, leaders and members of the Adelaide business community, state and foreign dignitaries to immerse in traditions and cultural experiences.

2020 will mark the 17th Chinatown Adelaide Lunar New Year Street Party, and this Year of the Rat will see the best community event ever staged by CASA. Join us to paint our town RED together!



THE 2020 CELEBRATIONS

Lunar New Year Street Party & Celebration Dinner

The Street Party is an annual community event featuring many exhibitors and entertainers from a wide variety of Asian cultural groups, all coming together at South Australia's iconic cultural venue – the Chinatown Adelaide Precinct, to showcase their traditions through art and flavours.

Multicultural talents from musicians to dancers will be rocking the CASA red hot stage with their performances throughout the day and into the most spectacular summer evening.

This 2020 event is expected to reach a new record-breaking attendance!

The Celebration Dinner is an extension of the Street Party that will kick off the 2020 lunar celebrations. Date and venue TBA. This ticketed experience will celebrate and highlight the Chinese history and heritage through an evening of fine food and cultural entertainment.



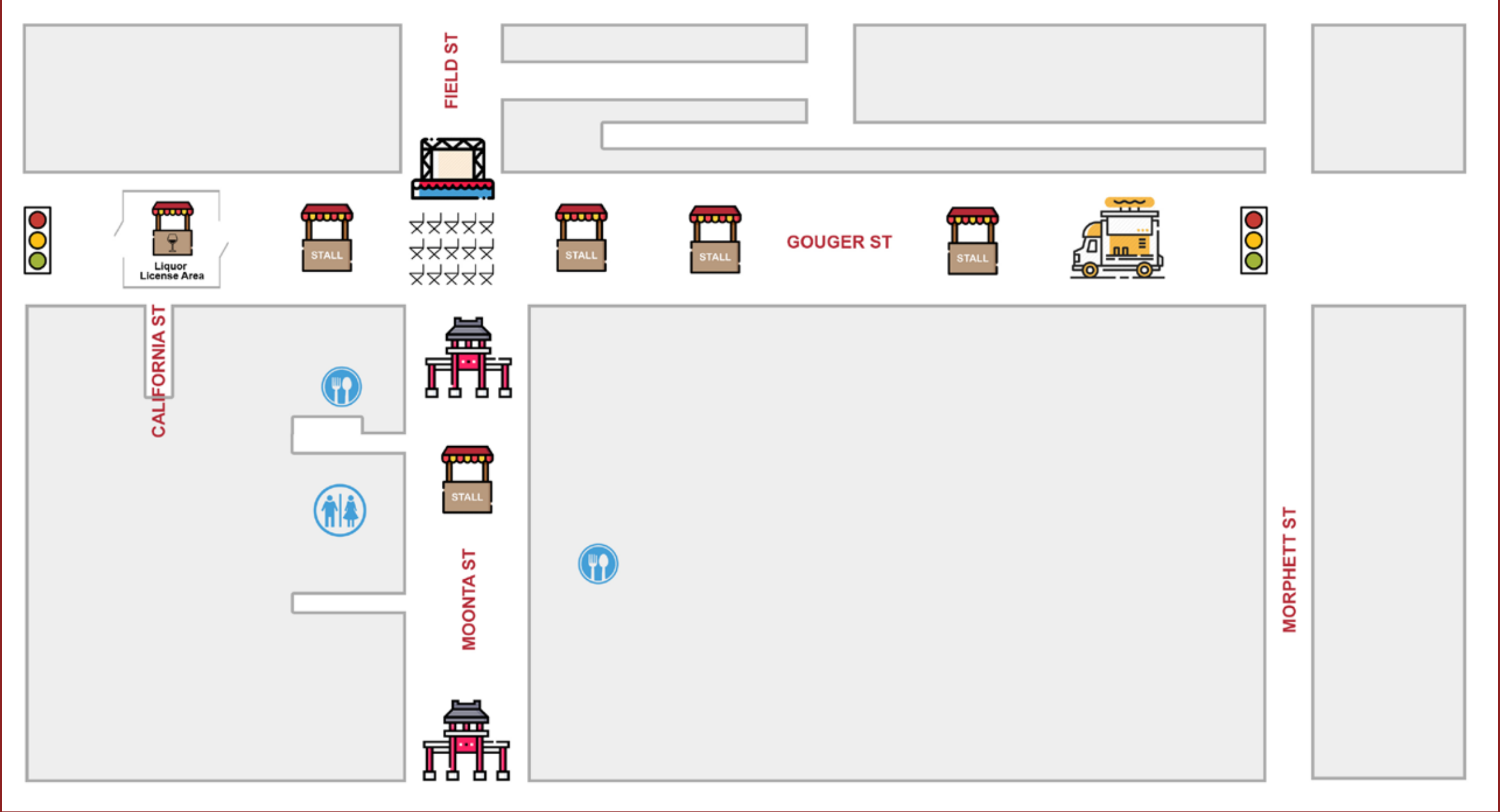
Chinatown Adelaide Lunar New Year Street Party celebration



南澳州阿德萊德中國城協會
Chinatown Adelaide of S.A. Inc.

Layout - 2020 Chinatown Lunar New Year Street Party

2020 Chinatown Adelaide Lunar New Year Street Party



SPONSORSHIP – DIAMOND PACKAGE

DIAMOND LEVEL SPONSOR - \$16,888.00* - Terms and conditions apply.

- VIP invitation for 6 persons to attend the Official Function at the Street Party
- Opportunity to speak at the Celebration Dinner or the Street Party event
- 2 x seats at the VVIP tables at the Celebration Dinner**
- 10 x seats (1 table) at the Celebration Dinner
- Opportunity for a 2 minutes video presentation of your Company/Product Presentation at the Celebration Dinner
- Electronics Screen promotion of your Logo /Company Name at the Celebration Dinner
- Electronic Screen promotion of your Logo/Company Name at the Street Party
- Electronic Screen advertising space valued at \$2000.00 compliments of BeSeen Advertising on their screens around Adelaide CBD
- A complimentary 3m x 3m stall at the Street Party (optional)
- Opportunity to display your Banners or Flags at the Street Party (Max 4 Banners/Flags)
- Public acknowledgement of your sponsorship via an oversize cheque presentation at the Celebration Dinner
- Your Logo/Company Name on the Street Party Event Banner displayed across Gouger Street***
- Opportunity to display your pull up banner at the Gala Dinner****
- Opportunity to display your promotional pamphlets on the Celebration Dinner tables*****
- Opportunity to distribute your Gift Bag to all the Guests at the Gala Dinner*****
- Acknowledgement of your sponsorship at the Official Function & Gala Dinner by the President
- Acknowledgement of your sponsorship by listing your Company Logo on CASA provided signage, prominently displayed at the Street Party event
- Display of your Logo or organization name in the primary position on the official Chinatown Lunar New Year Poster

TERMS & CONDITIONS

* Cash Sponsorship Only

** Held on a different day to the street party

*** This benefit is valid only if the banner has not yet been displayed

**** 1 x banner 0.85M wide x 2M high max. ***** 2 x per table – A5 size max.

***** Gift bag no bigger than A4 size

SPONSORSHIP – GOLD PACKAGE

GOLD LEVEL SPONSOR - \$6,888.00* - Terms and conditions apply.

- VIP invitation for 4 persons to attend the Official Function at the Street Party
- 2 x seats at the VIP tables at the Celebration Dinner**
- 10 x seats (1 table) at the Celebration Dinner
- Public acknowledgement of your sponsorship via an oversize cheque presentation at the Celebration Dinner
- Electronics Screen promotion of your Logo /Company Name at the Celebration Dinner
- Electronic Screen promotion of your Logo/Company Name at the Street Party
- Electronic Screen advertising space valued at \$1000.00 compliments of BeSeen Advertising on their screens around Adelaide CBD
- Invitation for 4 Guests to the after Official Function Cocktail event at the Street Party
- A complimentary 3m x 3m stall at the Street Party (optional)
- Opportunity to display your Banners or Flags at the Street Party (Max 2 Banners/Flags)
- Opportunity to display your pull up banner at the Celebration Dinner***
- Opportunity to display your promotional pamphlets on the Celebration Dinner tables****
- Acknowledgement of your sponsorship at the Official Function & Gala Dinner by the President
- Acknowledgement of your sponsorship by listing your Company Logo on CASA provided signage, prominently displayed at the street party event
- Display of your logo or organization name on the official Chinatown Lunar New Year Poster

TERMS & CONDITIONS

* Cash Sponsorship Only

** Held on a different day to the street party

*** 1 x banner 0.85M wide x 2M high max.

**** 2 x per table – A5 size max



SPONSORSHIP – SILVER PACKAGE

SILVER LEVEL SPONSOR - \$3,888.00* - Terms and conditions apply.

- VIP invitation for 2 persons to attend the Official Function at the Street Party
- 10 x seats (1 table) at the Celebration Dinner**
- Public acknowledgement of your sponsorship via an oversize cheque presentation at the Celebration Dinner
- Electronics Screen promotion of your Logo / Company Name at the Celebration Dinner
- Electronic Screen promotion of your Logo / Company Name at the Street Party
- Opportunity to display your pull up banner at the Celebration Dinner***
- Opportunity to display your promotional pamphlets on the Celebration Dinner tables****
- Acknowledgement of your sponsorship at the Official Function & Celebration Dinner by the President
- Acknowledgement of your sponsorship by listing your name on CASA provided signage, prominently displayed at the street party event
- Display of your logo or organization name on the official Chinatown Lunar New Year Poster

TERMS & CONDITIONS

TERMS & CONDITIONS

* Cash Sponsorship Only

** Held on a different day to the street party

*** 1 x banner 0.85M wide x 2M high max.

**** 2 x per table – A5 size max.



南澳州阿德萊德中國城協會
Chinatown Adelaide of S.A. Inc.

**Thank you for your support and we look forward to seeing
you at the 2020 Lunar New Year Street Party
and Celebration Dinner**

Patron: His Excellency the Honourable Hieu Van Le AC Governor of South Australia

2019/2020 Office Bearers of Chinatown Adelaide of SA Inc.

President

Herman Chin

Hon. Secretary

Wayne Chao

Hon. Treasurer

Louisa Lu

Vice President

Shaun Osborn

Tian Bo Zhang

Laurel Dixon

Committee Member

Fivian Tee

Jane Shen

Cheng Chen

Adam Ye

All enquires email to: admin@chinatownadelaide.net



南澳州阿德萊德中國城協會
Chinatown Adelaide of S.A. Inc.

2020 SPONSORSHIP AGREEMENT

This sponsorship Agreement is made on _____ (insert date)

Between:

(Insert Sponsor Name / Organization / Company)

and Chinatown Adelaide of SA Inc.

to sponsor the amount of (please tick (☐) box):

(☐) \$16,888.00 (Diamond Level Sponsor)

(☐) \$6,888.00 (Gold Level Sponsor)

(☐) \$3,888.00 (Silver Level Sponsor)

for the 2020 Chinatown Adelaide Lunar New Year Street Party.

(Signature of Sponsor or Duty Authorised Representative of Sponsor)

(Name of Sponsor or Duty Authorised Representative of Sponsor)

Terms & Conditions

This Agreement is valid for the stated event only and the Sponsorship Packages set for each level of sponsor.

The organiser reserves the right to approve or reject your sponsorship application.

Validity of this Agreement is binding only when Sponsorship Agreement is signed and received; and full payment is paid to Chinatown Adelaide of SA Inc.

Mail copy of signed Sponsorship Agreement to Chinatown Adelaide SA Inc.,

18 Moonta St, Chinatown Adelaide, SA 5000 OR email to

Herman Chin : datoherman@gmail.com

Phone number:

Email address:

For further information regarding Sponsorship Package, please contact:

Herman Chin

President

Mob: 0415 108 808

Email: datoherman@gmail.com

Cheng Chen

Management Committee

Mob: 0432 237 958

Email: cheng@beseenadvertising.com.au

Banking Information

By EFT:

Payable to: Chinatown Adelaide SA Inc. (ABN : 40 150 820 525)

BSB No : 105 029

Account No : 67149240

By CHEQUE:

Payable to: Chinatown Adelaide SA Inc.

Address: 18 Moonta Street, Chinatown, Adelaide SA 5000



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SPONSORSHIP – VEHICLE PARTNER

VEHICLE PARTNER - \$6,888.00* - Terms and conditions apply.

- Vehicle Partner can park 1 car at the celebration dinner's venue and 3 cars at the street party's designated area*
- 2 x seats at the VIP tables at the Celebration Dinner**
- Public acknowledgement of your sponsorship via an oversize cheque presentation at the Celebration Dinner
- Electronics Screen promotion of your Logo /Company Name at the Celebration Dinner
- Electronic Screen promotion of your Logo/Company Name at the Street Party
- Electronic Screen advertising space valued at \$1000.00 compliments of BeSeen Advertising on their screens around Adelaide CBD
- Invitation for 4 Guests to the after Official Function Cocktail event at the Street Party
- Opportunity to display your Banners or Flags at the Street Party (Max 2 Banners/Flags)
- Opportunity to display your pull up banner at the Celebration Dinner***
- Opportunity to display your promotional pamphlets on the Celebration Dinner tables****
- Acknowledgement of your sponsorship at the Official Function & Celebration Dinner by the President
- Acknowledgement of your sponsorship by listing your Company Logo on CASA provided signage, prominently displayed at the street party event
- Display of your logo or organization name on the official Chinatown Lunar New Year Poster

TERMS & CONDITIONS

* vehicle deliver and return at dealer's own cost

** Held on a different day to the street party

*** 1 x banner 0.85M wide x 2M high max.

**** 2 x per table – A5 size max.



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