



# 维多利亚省中华协会 *Chinese Association of Victoria Inc.*

## **2022 Ruby Gala Night Sponsorship & Partnership Package**

Sunday 30<sup>th</sup> October 2022

Vogue Ballroom, 399 Blackburn Rd, Burwood East VIC

We are pleased to offer your organization a sponsorship opportunity in support of the Chinese Association of Victoria's (CAV) 40<sup>th</sup> Anniversary Ruby Gala Night event.

This year is special as it marks CAV's 40<sup>th</sup> anniversary of proudly serving our community & preserving our rich Chinese heritage & culture. We are having a series of activities such as cultural activities, food fair and other initiatives prepared to make 2022 a memorable one. Our Ruby Gala night will be the biggest event in our annual calendar.

### **About CAV (CAV)**

- CAV is one of the most highly respected, long-standing and influential Chinese Community groups in Victoria. It has an active membership of around 1000 families.
- CAV is a not-for-profit organization formed to serve & represent the interest of those members of the Chinese community.
- Our Mission & Vision is to promote Chinese language, Art, Dance, Music and to preserve the Chinese heritage.
- We promote integration and sharing, mutual respect, understanding and peaceful coexistence.

### **What sponsorship & partnership will offer your brand**

A valuable investment compared with other media.

A suite of combined marketing / branding opportunities at our prestigious annual Gala event on the night to approximately 350 guests consisting of VIPs, community leaders, our CAV members and various participating organisations.

The opportunity to establish your brand within the growing Chinese demographic known for its high disposable income. Our Gala night typically attracts a high-end demographic, ranging from entrepreneurs, professionals, business owners, dignitaries and leaders in Government such as Federal and State Ministers. Our Gala night is associated with prestige, success and elegance within the Chinese Community in Melbourne.

Contact with dignitaries and Government representatives in a relaxed and convivial setting.



# 维多利亚省中华协会

## Chinese Association of Victoria Inc.

For the sponsorship opportunity, benefits included:

- Advertisement via e-Newsletters, the CAV website & social media
- Your Company logo hyperlinked from the Events pages of CAV website
- Your Company logo on all event signage
- Access to dedicated online advertising and our CAV network via our website and social media channels (Facebook, LinkedIn & Mails) as CAV promotes the Ruby Gala Night.
- Tickets to the 2022 Ruby Gala Night event
- Recognition in signage & speeches on the Gala Night event
- Brand references and key messages will be made during event commentary (on the Gala Night).
- Media coverage and reports acknowledging sponsors. Chinese / Australian news / magazine media will be invited to cover the Gala Ball, ensuring a wider exposure for sponsors' brands.

<b>SPONSOR &amp; PARTNERSHIP BENEFITS</b>	<b>Gold \$5,000</b>	<b>Silver \$3,000</b>	<b>Bronze \$2,000</b>
Complimentary tickets to the Gala night (30 October 2022)	6	4	2
Ruby Gala Night Event Foyer display <ul style="list-style-type: none"><li>• Media wall on the event will have your company logo</li><li>• Banner display of your Company</li><li>• Sponsor's promotional material</li></ul>	√	√	√
Ruby Gala Night Event <ul style="list-style-type: none"><li>• Sponsor promotional materials in Show Bag</li><li>• Power Point screening of Sponsor Logo, subject to facilities being available and logo received in time</li></ul>	√	√	√
Opportunity of a promotional booth at the CAV Food Fair event Sept/Oct 2022 (Valued at \$1,000)	√		
Advertisement on the CAV Newsletter and online CAV digital & printed media from July 2022 to end Dec 2023.	√	√	√
Advertisement in CAV's 40 <sup>th</sup> Anniversary Magazine	Full Page	Half Page	QuarterPage
CAV Website Listing From Oct (2022 Ruby Gala night) to Dec 2023, with Sponsor's Link provided in CAV website	√	√	√



维多利亚省中华协会  
*Chinese Association of Victoria Inc.*

**For further information, please contact:**

**CAV President** - Iwan Jusuf, M. 0478 033 229 E: [ij.jusuf@gmail.com](mailto:ij.jusuf@gmail.com)

OR

**Gala Ball Convener - Shirley Teh**, M. 0416 047 138 E: [steh59@gmail.com](mailto:steh59@gmail.com)

Tax invoices will be issued for your contribution.

-----  
*Please return Sponsorship Reply Slip to Iwan Jusuf:*

**Dear Iwan**

**Re: 2022 CAV Sponsorship**

I would like to be a sponsor for the 2022 Ruby Gala Night

**Sponsorship Level**

Gold  Silver  Bronze

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Telephone: \_\_\_\_\_ . Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

I enclose herewith our cheque for \$\_\_\_\_\_ (payable to 'Chinese Association of Victoria Inc') being our sponsorship payment.

**Or**

EFT to CAV **BSB** 193-879 **Account No** 452 101 865. And email Iwan with the details above.

Yours truly,

\_\_\_\_\_

Print Name: \_\_\_\_\_

Position: \_\_\_\_\_

Date: \_\_\_\_\_