



FairfieldCity
Celebrating diversity

CABRAMATTA
LUNAR NEW YEAR
2025

SATURDAY
— — —
15 February
11am to 9pm
Cabramatta Town Centre

**SPONSORSHIP OPPORTUNITIES
WITH FAIRFIELD CITY COUNCIL**
2025 YEAR OF THE SNAKE

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EVENT SNAPSHOT

Date and times: **Saturday 15 February 2025**
Stall trading hours 9am - 9pm
Entertainment program 11am - 9pm
Fireworks finale at 9pm

Location: Freedom Plaza, Park Road and Arthur Street, Cabramatta

Cost: FREE

Attendance: An estimated 10,000+ people in previous years over one weekend

#CABRALUNARNEWYEAR
@DISCOVERFAIRFIELD @CABRAMATTA_ATASTEOFASIA
WWW.DISCOVERFAIRFIELD.COM.AU/LUNARNEWYEAR

Due to promotional and printing requirements and to ensure all sponsorship benefits apply, the closing date for acceptance of sponsorship is: **18 November 2024.**



EVENT OVERVIEW

The Lunar New Year stands as a profound cultural celebration across East Asian and Southeast Asian nations, marking the commencement of the lunar calendar's first month, typically falling between late January and early February. Each year is symbolized by one of 12 animals in the Chinese and Vietnamese zodiacs.

In 2025, Cabramatta's Freedom Plaza, Park Road, and Arthur Street will pulsate with activity as we embrace the Year of the Snake. With one of Sydney's largest Asian populations, Fairfield City celebrates this occasion as a highlight of our annual events calendar. Fairfield City Council proudly hosts the Cabramatta Lunar New Year, a free and inclusive event welcoming locals and visitors from all backgrounds and cultures. It serves as a vibrant testament to our city's diversity and fosters cultural harmony within our community.

Exceeding 10,000 attendees annually, the festival features lion dancers, captivating music, delectable local cuisine, and traditional performances. Family-friendly attractions like children's rides and food competitions further enrich the festivities. The event honors traditional Lunar New Year customs, including the distribution of lucky red envelopes by the god of fortune, and offers visitors the opportunity to capture memories beside our majestic Mai Trees.

The official opening ceremony on Saturday, 15 February at Freedom Plaza, marks the commencement of this joyous occasion.

WHY PARTNER WITH US?

- **Exclusive Opportunity:** Only sponsors can showcase stalls, ensuring premium exposure.
- **Brand Visibility:** Reach over 10,000 potential customers, fostering new business leads.
- **Community Impact:** Invest in the event's success and contribute meaningfully to our community.
- **Enhanced Reputation:** Strengthen your business image among prospective clients while demonstrating community support.
- **Networking Advantage:** Engage with the community directly or sponsor specific activities, enhancing visibility without physical presence.



AUDIENCE DEMOGRAPHICS

Fairfield City exemplifies one of Australia's most culturally diverse municipalities. As per the 2021 Census, Cabramatta reflects this diversity, with Vietnamese constituting 38% of its approximately 22,000 residents, followed by Chinese at 28%, and Cambodians at 9%. Additionally, the festival attracts participation from over 40 other ethnic groups.

The event's diverse audience includes:

- Residents of Fairfield City
- Southeast Asian communities and associated groups

- Local businesses
- Day trippers from the Sydney and NSW regions
- Interstate and international visitors, including Visiting Friends and Relatives (VFR)
- Potential investors
- Special interest groups
- Businesses within Cabramatta Town Centre
- Private organizations and companies seeking sponsorship opportunities.

Join us in engaging this diverse and vibrant audience at Cabramatta's Lunar New Year celebration. Partner with Fairfield City Council to connect with a broad spectrum of communities and stakeholders, showcasing your commitment to cultural diversity and community enrichment.

TAILORED COMMUNICATIONS AND MARKETING PLAN

Fairfield City Council collaborates closely with internal and external stakeholders to craft a customized communications and marketing strategy aimed at promoting the festival brand and its sponsors both locally and globally. Our comprehensive approach encompasses a variety of communication tools across digital and traditional platforms such as:

**SOCIAL MEDIA:
FACEBOOK,
INSTAGRAM,
LINKEDIN,
YOUTUBE**

**WEBPAGE AND
ONLINE LISTINGS**

**EMAIL
MARKETING**

SIGNAGE

DIGITAL MEDIA

**LARGE SCALE
SIGNAGE**

**ADVERTISING:
RADIO, PRINT
INCL COUNCIL
PUBLICATIONS**

**PARTNERSHIP:
SPONSOR,
BLOGGER,
INFLUENCERS**

MEDIA RELEASES

**MEDIA
COVERAGE: TV /
RADIO / PRINT**

By leveraging these diverse communication channels, Fairfield City Council ensures that sponsors gain maximum exposure and engagement among target audiences, reinforcing their commitment to community involvement and cultural celebration.

SPONSORSHIP LEVELS

PRINCIPAL SPONSOR

INVESTMENT
\$20,000
(+ GST)

EXCLUSIVE SPONSORSHIP CATEGORY

SPONSORSHIP

- Opportunity to showcase your key personalities during the festival, included in programming (by negotiation)
- Community activity provided for sponsor's area at the event as a free attraction offered to patrons; inclusive of naming rights and branding on all programming and pre-event publicity where possible; subject to licensed character agent approval where required.

ONSITE

- Branded footprint on the event site in a premium location for promotional opportunities
- Logo inclusion on prominent pre-event festival banner on John Street site for a minimum of two weeks leading up to event
- Onsite signage within your allocated footprint on the event site
- Acknowledged with company logo as Principal Sponsor inclusion in promotional LED screen slideshow to be shown throughout the day.

HOSPITALITY & NETWORKING

- Six invitations to attend the VIP official presentation, hosted by the Mayor of Fairfield City
- Six VIP parking spaces (to be used for VIP guests and/ or stall staff).

MEDIA PROFILE

- Acknowledged with company logo as Principal Sponsor during the promotion of Cabramatta's Lunar New Year celebrations, including promotional materials, media releases and advertising where possible
- Acknowledged with logo and web link on Fairfield City Council's website at www.fairfieldcity.nsw.gov.au/lunarnewyear and Discover Fairfield at www.discoverfairfield.com.au/lunarnewyear
- Provision of creative content to be uploaded onto the 'Cabramatta - A Taste of Asia' social media accounts in the lead up to the event. Content provided by sponsor to Council's Sponsorship Officer.



PRINCIPAL HOSPITALITY SPONSOR

INVESTMENT
\$16,000
(+ GST)

EXCLUSIVE SPONSORSHIP CATEGORY

SPONSORSHIP

- Opportunity to showcase your key personalities during the festival, included in programming (by negotiation)
- 1 x Promotional opportunity, inclusive of naming rights and branding on all programming and pre-event publicity where possible.

POTENTIAL PROMOTIONAL OPPORTUNITIES:

- Water station with LED display (supplied by Council) with opportunity to provide branded water bottles (provided by sponsor)
- Children's workshop
- Naming rights to an event zone
- Branded Instagram area
- Naming rights to fireworks finale on Saturday 15 February 2024
- Opportunity to showcase your cultural program and/or roving entertainment during the festival.

ONSITE

- Onsite sampling, demonstrations, display opportunity within a 6m x 3m space in a premium location
- Logo inclusion on prominent pre-event festival banner on John Street site for a minimum of two weeks leading up to event (supplied by Council)
- Onsite signage: prominent signage displayed within your allocated stall space
- Acknowledged with company logo as Principal Hospitality Sponsor inclusion in promotional LED screen slideshow to be shown throughout the day.

HOSPITALITY & NETWORKING

- Four invitations to attend the VIP official presentation, hosted by the Mayor of Fairfield City
- Four VIP parking spaces (to be used for VIP guests and/ or stall staff).

MEDIA PROFILE

- Acknowledgement with company logo as Principal Hospitality Sponsor during the promotion of Cabramatta's Lunar New Year, including promotional materials and advertising where possible
- Acknowledged with logo and web link on Fairfield City Council's website at www.fairfieldcity.nsw.gov.au/lunarnewyear and Discover Fairfield at www.discoverfairfield.com.au/lunarnewyear
- Provision of creative content to be uploaded onto the 'Cabramatta's A Taste of Asia' social media accounts in the lead up to event where possible. Content provided by sponsor to Council's Sponsorship Officer.



PRINCIPAL MEDIA SPONSOR

INVESTMENT
\$16,000
(+ GST)

EXCLUSIVE SPONSORSHIP CATEGORY

SPONSORSHIP

- Opportunity to showcase your key personalities during the festival, included in programming (by negotiation)
- 1 x Promotional opportunity, inclusive of naming rights and branding on all programming and pre-event publicity where possible.

POTENTIAL PROMOTIONAL OPPORTUNITIES:

- Water station with LED display (supplied by Council) with opportunity to provide branded water bottles (provided by sponsor)
- Children's workshop
- Naming rights to an event zone
- Branded Instagram area
- Naming rights to fireworks finale on Saturday 15 February 2024
- Opportunity to showcase your cultural program and/or roving entertainment during the festival.

ONSITE

- Onsite sampling, demonstrations, display opportunity within a 6m x 3m space in a premium location
- Logo inclusion on prominent pre-event festival banner on John Street site for a minimum of two weeks leading up to event (supplied by Council)
- Onsite signage: prominent signage displayed within your allocated stall space
- Acknowledged with company logo as Principal Media Sponsor inclusion in promotional LED screen slideshow to be shown throughout the day.

HOSPITALITY & NETWORKING

- Four invitations to attend the VIP official presentation, hosted by the Mayor of Fairfield City
- Four VIP parking spaces (to be used for VIP guests and/ or stall staff).

MEDIA PROFILE

- Acknowledgement with company logo as Principal Media Sponsor during the promotion of Cabramatta's Lunar New Year, including promotional materials and advertising where possible
- Acknowledged with logo and web link on Fairfield City Council's website at www.fairfieldcity.nsw.gov.au/lunarnewyear and Discover Fairfield at www.discoverfairfield.com.au/lunarnewyear
- Provision of creative content to be uploaded onto the 'Cabramatta's A Taste of Asia' social media accounts in the lead up to event where possible. Content provided by sponsor to Council's Sponsorship Officer.



PLATINUM SPONSOR

INVESTMENT
\$15,000
(+ GST)

SPONSORSHIP

- Opportunity to showcase your key personalities during the festival, included in programming (by negotiation)
- 1 x Promotional opportunity, inclusive of naming rights and branding on all programming and pre-event publicity where possible.

POTENTIAL PROMOTIONAL OPPORTUNITIES:

- Water station with LED display (supplied by Council) with opportunity to provide branded water bottles (provided by sponsor)
- Children's workshop
- Naming rights to an event zone
- Branded Instagram area
- Naming rights to fireworks finale on Saturday 15 February 2024
- Opportunity to showcase your cultural program and/or roving entertainment during the festival.

ONSITE

- Onsite sampling, demonstrations, display opportunity within a 6m x 3m space in a premium location
- Logo inclusion on prominent pre-event festival banner on John Street site for a minimum of two weeks leading up to event (supplied by Council)
- Onsite signage: prominent signage displayed within your allocated stall space
- Acknowledged with company logo as Principal Media Sponsor inclusion in promotional LED screen slideshow to be shown throughout the day.

HOSPITALITY & NETWORKING

- Four invitations to attend the VIP official presentation, hosted by the Mayor of Fairfield City
- Four VIP parking spaces (to be used for VIP guests and/ or stall staff).

MEDIA PROFILE

- Acknowledgement with company logo as Platinum Sponsor during the promotion of Cabramatta's Lunar New Year, including promotional materials and advertising where possible
- Acknowledged with logo and web link on Fairfield City Council's website at www.fairfieldcity.nsw.gov.au/lunarnewyear and Discover Fairfield at www.discoverfairfield.com.au/lunarnewyear
- Provision of creative content to be uploaded onto the 'Cabramatta's A Taste of Asia' social media accounts in the lead up to event where possible. Content provided by sponsor to Council's Sponsorship Officer.



MAJOR SPONSOR

INVESTMENT
\$5,500
(+ GST)

SPONSORSHIP

- Opportunity to showcase your key personalities during the festival, included in programming (by negotiation).

PROMOTIONAL OPPORTUNITIES INCLUDE:

- Children's workshops/activities
- Opportunity to provide an interactive space as an event attraction
- Branded DJ booth
- Promotional staff (up to two) rove the event site and distribute promotional materials in dedicated area.

ONSITE

- Onsite sampling, demonstrations, display opportunity at a prominent location in a 2.4m x 2.4m fete stall supplied by council, or your own 3m x 3m branded marquee
- Acknowledged with company logo as Major Sponsor inclusion in promotional LED screen slideshow to be shown throughout the day.

HOSPITALITY & NETWORKING

- One invitation to attend the VIP official presentation, hosted by the Mayor of Fairfield City
- Two VIP parking spaces

MEDIA PROFILE

- Acknowledgement with company logo as Major Sponsor during the promotion of Cabramatta's Lunar New Year, including promotional materials and advertising where possible
- Acknowledged with logo and web link on Fairfield City Council's website at www.fairfieldcity.nsw.gov.au/lunarnewyear and Discover Fairfield at www.discoverfairfield.com.au/lunarnewyear



FESTIVAL PARTNER

INVESTMENT
\$2,500
(+ GST)

SPONSORSHIP

- Onsite sampling, demonstrations, display opportunity in a single stall (2.4m x 2.4m fete stall) or space for own branded marquee (3m x 3m) supplied by the sponsor on event day: Saturday 15 February 2024 from 9am to 9pm.

ONSITE

- Your company signage (to be supplied by Sponsor) to be displayed within your allocated stall space.

DOUBLE STALL

- Double your stall size to maximise your investment opportunity, with a 4.8m x 4.8m fete stall or 6m x 3m marquee to best suit your needs!
- Investment:



INVESTMENT
\$4,000
(+ GST)



MEDIA PARTNER

INVESTMENT

\$5,500

(+ GST) in-kind

SPONSORSHIP

- Space for own branded marquee (3m x 3m) supplied by sponsor on event day: Saturday 15 February 2024 from 9am to 9pm for onsite sampling, demonstrations and/or display opportunity. A single fete stall (2.4m x 2.4m) supplied by Council will incur an additional fee.

ONSITE

- Your company signage (to be supplied by sponsor) to be displayed within your allocated stall space.

HOSPITALITY & NETWORKING

- One invitation to attend the VIP official presentation, hosted by the Mayor of Fairfield City
- One VIP parking space

MEDIA PROFILE

- Acknowledged with company logo as Media Partner during the promotion of Cabramatta Lunar New Year celebrations including promotional materials, media releases and advertising where possible
- Acknowledged with logo and web link on Fairfield City Council's website at www.fairfieldcity.nsw.gov.au/lunarnewyear and Discover Fairfield at www.discoverfairfield.com.au/lunarnewyear



WHAT YOU NEED TO KNOW

- Category exclusivity sponsorship is only available by negotiation at the Principal Sponsor levels. Exclusivity is at the discretion of Council.
- Logo size is proportionate to sponsorship level.
- All cash sponsorship payments are to be made upon receiving a Council issued tax invoice prior to the event and are to be paid in accordance with Council's payment terms as specified on invoice. Failure to do so could result in benefits not being delivered in a timely manner.
- Multi-year (3) agreements are payable by three annual instalments. Branding opportunity and naming rights are to one activation only and will be offered on a first in first served basis and according to suitability of sponsor products/ service to the area.
- Acceptance of in-kind sponsorship will be at the Council's discretion and the value of goods or services will be calculated at retail price or invoice value and will only be considered if they are considered of value to the event.
- Sponsorship at top tier levels must be a combination of 90% cash and 10% in kind, with opportunity for sponsor to provide equipment, services, product, technology, expertise or personnel deemed useful to the success of the event in trade for part of the sponsorship fee. If not deemed useful or an event requirement, it will not be accepted.
- Sponsorship at all other levels can be cash, in kind or a combination of both to be determined at the discretion of Council and benefits provided accordingly.
- Sponsor food stalls will be charged additional fees if Council is to provide any required equipment.
- Sponsors are encouraged to budget additional funds to leverage their sponsorship investment and not solely be dependent on Council's marketing plan and initiatives.
- Sponsors that require large waste removals may be subject to additional fees.



ONSITE SAMPLING AND ACTIVATION IDEAS

Our philosophy is to work with you to develop a package that fulfils your objectives and delivers an outstanding return on investment.

Based on our research of what sponsors are after at our Council run Major Events, as well as what our attendees would like to see for a more enjoyable event experience, we have listed some suggested branding opportunities and unique ideas to get you involved in an engaging way. These are suggestions only. We encourage you to have a look and contact us with your own suggestions about how you would like to reach your target audience. We understand that each sponsor has different needs.

The Major Events team will be on hand to have the activation sites set up and ready for you to move in and start promoting your brand.



LION DANCING WORKSHOPS



PHOTOBOOTH



AMUSEMENT RIDE ZONE



CHILDREN'S WORKSHOPS



SPIN & WIN



BRANDING OPPORTUNITIES



MEET & GREET



SAMPLING



INSTAGRAM ZONE



WATER STATION WITH LED



FIREWORKS FINALE



FOOD COMPETITIONS

RELIVE THE 2024 FESTIVAL



LUNAR NEW YEAR MAIN VIDEO

Click [here](#) to watch



2024 CABRAMATTA LUNAR NEW YEAR EVENT EVALUATION

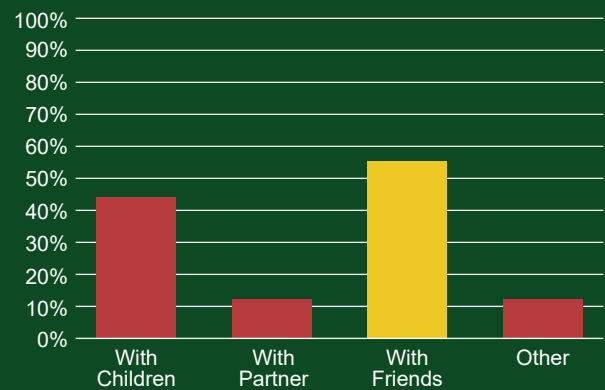
Evaluation of audience data below is from face-to-face surveys conducted at the 2024 Cabramatta Lunar New Year Festival.

The surveys indicated:



53%
OF VISITORS WERE
FROM WITHIN THE LGA

56%
CAME WITH FRIENDS



**MAJORITY OF OUR
VISITORS WERE
AGED 36-45 YEARS**

26-35
23.08%

16-25
17.95%

OVER 55
5.13%

UNDER 16
20.51%

46-55
7.69%

36-45
25.64%

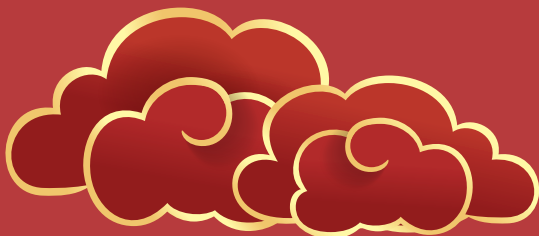
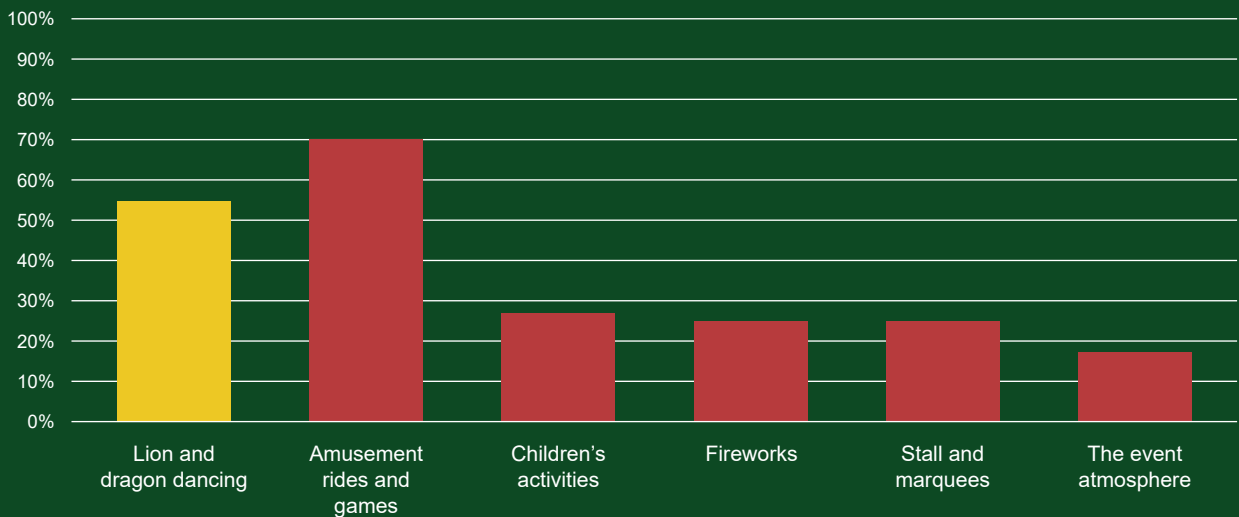


**75%
OF PEOPLE WERE
RETURNING VISITORS**



**MAJORITY OF ATTENDEES
HEARD ABOUT THE EVENT
THROUGH CABRAMATTA-A
TASTE OF ASIA INSTAGRAM
OR FACEBOOK**

WHAT DID YOU ENJOY MOST AT THE FESTIVAL?

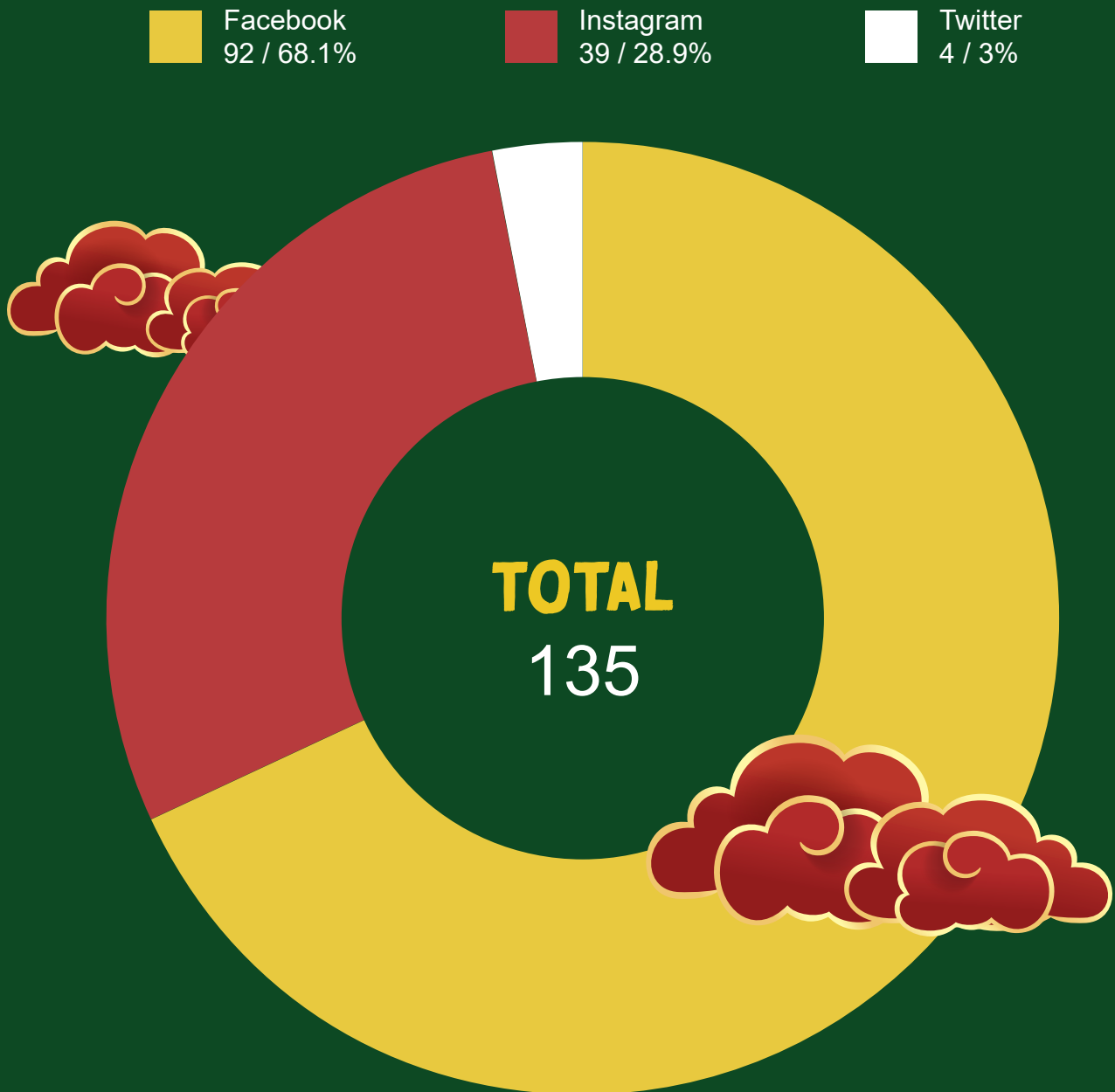


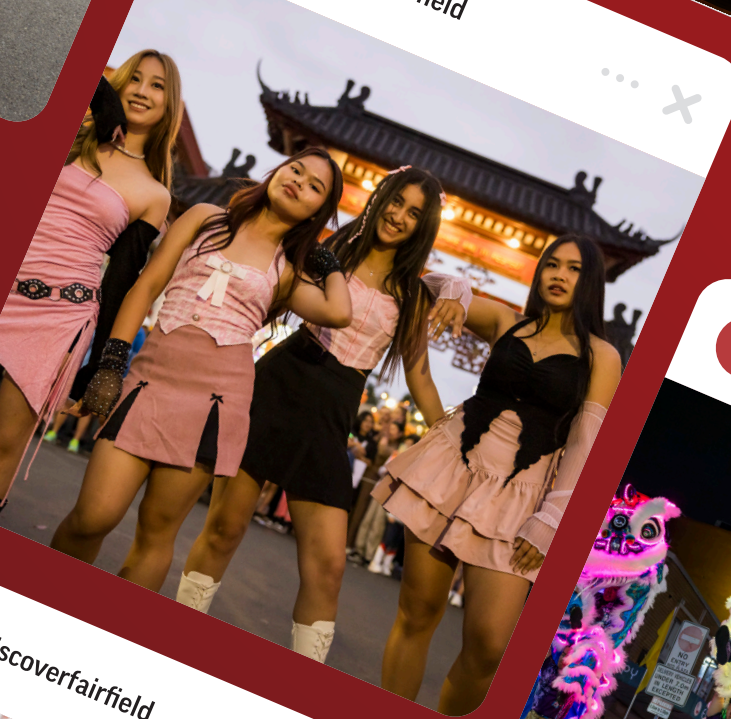
MEDIA COVERAGE REPORT

An analysis of coverage published measuring volume from the 16 January – 29 February 2024 found 135 mentions by social platform.

Cabramatta Lunar New Year – Reach by platforms

- Mayor of Fairfield City Frank Carbone Facebook had a total reach of 557,700
- Cabramatta – A taste of Asia platforms had a total reach of 88,172
- Fairfield City Facebook had a total reach of 89,200







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OTHER SPONSORSHIP OPPORTUNITIES

Is your organisation looking for partnership opportunities in Fairfield City?

Fairfield City is one of Australia's largest and most diverse communities. Council will produce a range of quality, high profile, public events in 2025 including:

BRING IT ON! FESTIVAL

April 2025
5,000+ attendees

NSW's largest National Youth Week event consisting of different activities at various locations across Fairfield City. The Youth Week Program has a steering committee of young people aged 12 – 24 who are involved in planning and organising each of the events.



ILLUMINATE NYE

31 December 2025
10,000+ attendees

Fairfield City Council's annual New Year's Eve family event held at Fairfield Showground is filled with entertainment, free rides, roving acts, and food trucks. A spectacular fireworks display rings in the new year.



CABRAMATTA MOON FESTIVAL

September 2025
80,000+ attendees

Council's hallmark event, heralded as Sydney's premier Southeast Asian festival. In the heart of Cabramatta, this free event runs from 11am – 9pm and is a celebration of Southeast Asian culture, family, food, and entertainment.

For more information, visit www.discoverfairfield.com.au/Discover/Festivals

CONTACT

For any enquiries or to discuss tailoring packages to suit your needs please contact:

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