



**NORTHWEST
MULTICULTURAL
SHOW 2023
SPONSORSHIP
PROSPECTUS**

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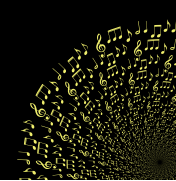
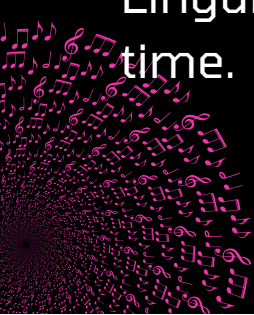


BACKGROUND

The Northwest Multicultural Show is an event that celebrates cultural diversity through performances, workshops, and exhibitions. Held annually since 2022, the show was initially named 'Multicultural Fashion Show' and inspired by the multicultural traditional costumes and dances. This year, the show is renamed 'Multicultural Show' to include the wider community.

This event brings together many performers, artists, and craftspeople from diverse cultural backgrounds. The show attracts visitors from across the region, including families, schools, and members of the general public. The 2023 show will be held at the Red Earth Arts Precinct, one of the most iconic venues in the City of Karratha.

The Northwest Multicultural Show 2023 reflects the 78th United Nations Day, which falls on the 24th of October every year. As Australia is one of the most multicultural nations in the world, we would like to acknowledge the Culturally and Linguistically Diverse community for its contributions over time.



ACTIVITY

COSTUME PARADE

PARTICIPANTS DRESSED IN HUNDREDS OF MODERN AND TRADITIONAL COSTUME DESIGNS, PARADING ON THE RED CARPET TO SHOW THE BEAUTY OF THEIR COSTUMES AND CELEBRATE THEIR CULTURES.



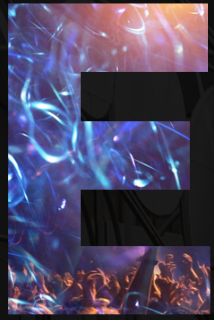
PERFORMANCES

THIS SHOW CONTAINS MULTICULTURAL PERFORMANCES FROM EIGHT LOCAL COMMUNITY GROUPS AND A FINALE CHOIR PERFORMANCE. THE AUDIENCE GETS TO ENJOY THE SHOW'S INTERNATIONAL STYLES OF MIXED MODERN AND TRADITIONAL DANCES.

CULTURAL EXPERIENCE

OUR MULTICULTURAL COMMUNITY OFFERS VARIOUS CULTURAL EXPERIENCE STALLS AT THE RED EARTH ARTS PRECINCT FOYER. THE AUDIENCE GETS TO TRY SOME FUN DURING THE INTERMISSION AND AFTER THE EVENT.





TIME AND PLACE

01. TIME

14 OCTOBER 2023

1.30 PM - 5.00 PM



02. PLACE

RED EARTH ARTS

PRECINCT





RUN DOWN

14 OCTOBER 2022
1.30 PM-5.00 PM
RED EARTH ARTS PRECINCT

Time	Activity	Place
1.30-2.00 PM	Costume Parade	Foyer
2.00-2.45 PM	Performance 1	Theatre
2.45- 3.15 PM	Intermission Cultural Experience	Foyer
3.15-4.00 PM	Performance 2	Theatre
4.00- 5.00 PM	Photo Time Cultural Experience	Foyer



BENEFITS OF SPONSORSHIP

- REACH A DIVERSE AUDIENCE
- INCREASED VISIBILITY AND BRAND RECOGNITION
- POSITIVE PUBLIC IMAGE
- NETWORKING OPPORTUNITIES
- COMMUNITY ENGAGEMENT

SPONSORSHIP TIERS

- **PERFORMANCE Sponsor: \$5,000**

Benefits include 10 x VIP Passes to the show, verbal acknowledgement, recognition in all promotional materials related to the performance, prime placement of banners and signage during the performance, and social media and newsletter promotions.

- **CULTURAL STALL Sponsor: \$3,000**

Benefits include 6 x VIP Passes to the show, recognition in all promotional materials related to the workshop, prime placement of banners and signage during the workshop, and social media and newsletter promotions.

- **COMMUNITY Sponsor: \$1,000**

This package is designed for organisations interested in supporting the event at an entry-level sponsorship level. Benefits include 2 x VIP Passes to the show, branding on promotional materials, placement of banners and signage at the event, and recognition in social media and newsletter promotions.

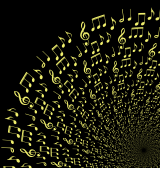
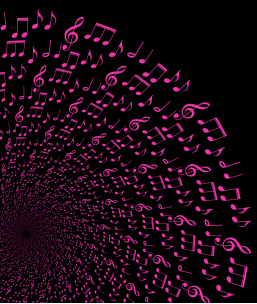


IN-KIND SPONSORSHIP

WE ALSO HAVE VARIOUS IN-KIND SPONSORSHIP OPPORTUNITIES FOR THE ORGANISATIONS WHO WOULD LIKE TO SUPPORT THE NORTHWEST MULTICULTURAL SHOW 2023:

- EVENT DECORATIONS
- STAGE MANAGEMENT
- EQUIPMENT AND SUPPLIES
- PRINTING & PROMOTIONAL MATERIALS
- CATERING
- PHOTOGRAPHY & VIDEOGRAPHY
- MARKETING & MEDIA SUPPORT
- VOLUNTEER SUPPORT
- PRIZES & GIVEAWAYS
- OTHER

Benefits include branding on promotional materials, placement of banners and signage at the event, and recognition in social media and newsletter promotions.



FURTHER INFORMATION

Email president@nmawa.org.au

Website <http://nmawa.org.au>

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