ASIAN BUSINESS ASSOCIATION OF WHITEHORSE Inc.

2027 Chinese New Year Festival

Year of the Fire Goat

SPONSORSHIP PROSPECTUS

Box Hill Festival

Saturday, 13 February 2027

100,000+ expected



Event Overview

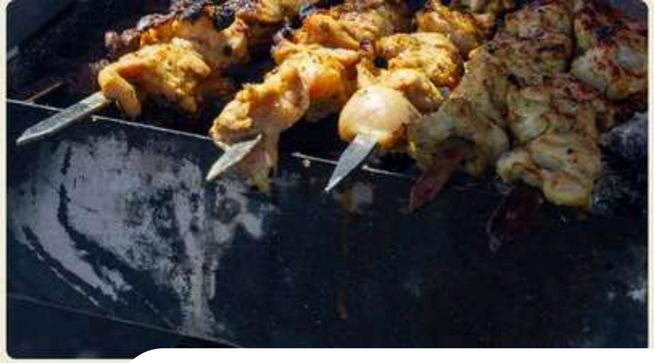
Box Hill Chinese New Year Festival

- **Date:** Saturday, 13 February 2027
- **LGA:** City of Whitehorse
- **Positioning:** All-ages annual cultural landmark event
- **Expected attendance:** 100,000+

2026 Highlights

Thriving Every Year











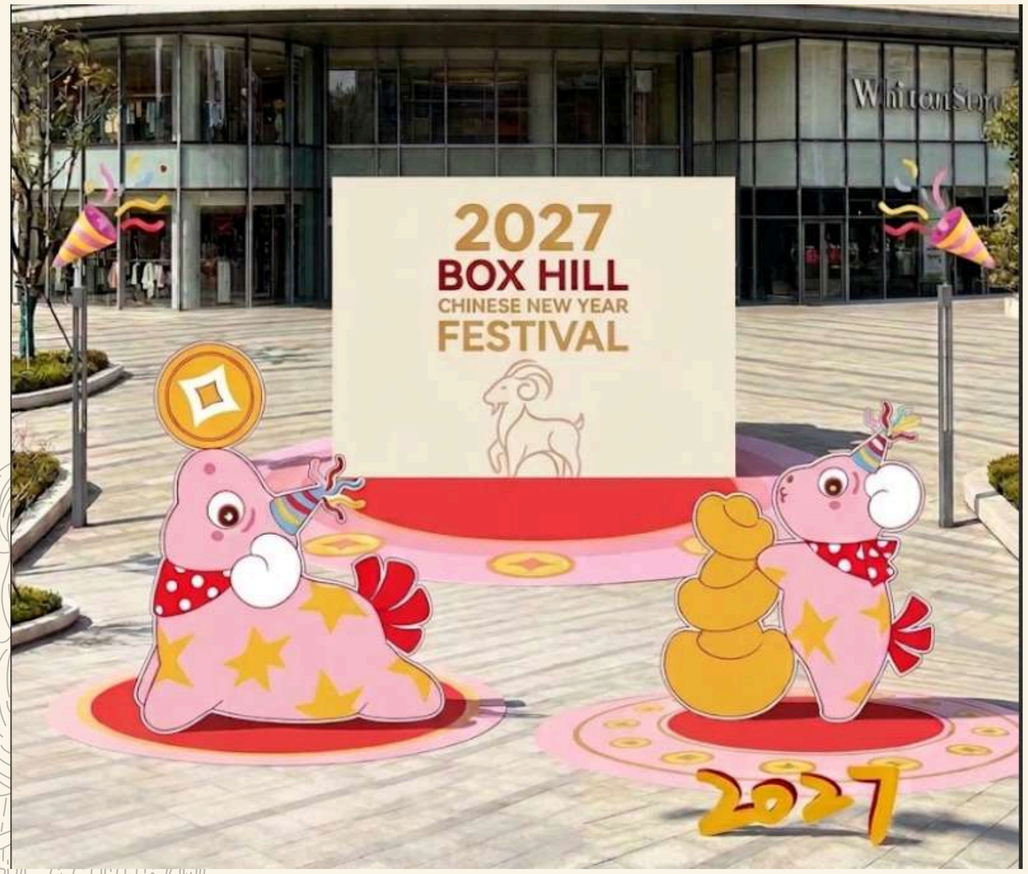








2027 Theme: Year of the Fire Goat



(Image for reference only)

The Goat Installation

- Each Goat Installation Sponsor receives exclusive branding on one goat installation.
- Used for photo moments with visitors
- Goat giveaways (~100 per sponsor) available for select tiers

Giveaways & Merchandise extensions (for inspiration only)


FESTIVAL MAGNET


HAND TOWEL


PLUSHIE

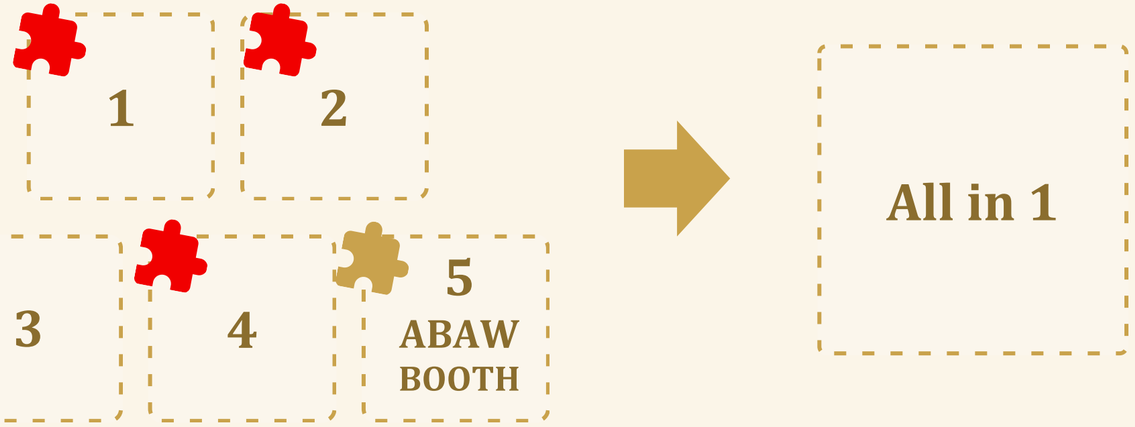

PIN


TABLE CALENDAR

2027 Highlight（Box Hill) — Puzzle Fridge Magnet

5 checkpoints → 5 puzzle pieces → 1 complete picture

1. **Visit each activity checkpoint**
   5 stations spread across the Box Hill event site
2. **Complete the checkpoint activity**
   e.g. red pocket printing, chopsticks game, card-flip game
3. **Receive a puzzle-piece fridge magnet**
   One piece awarded per checkpoint completed
4. **Collect all 5 pieces**
   Encourages visitors to explore the full event
5. **Take home the complete picture**
   A collectible souvenir of the 2027 festival



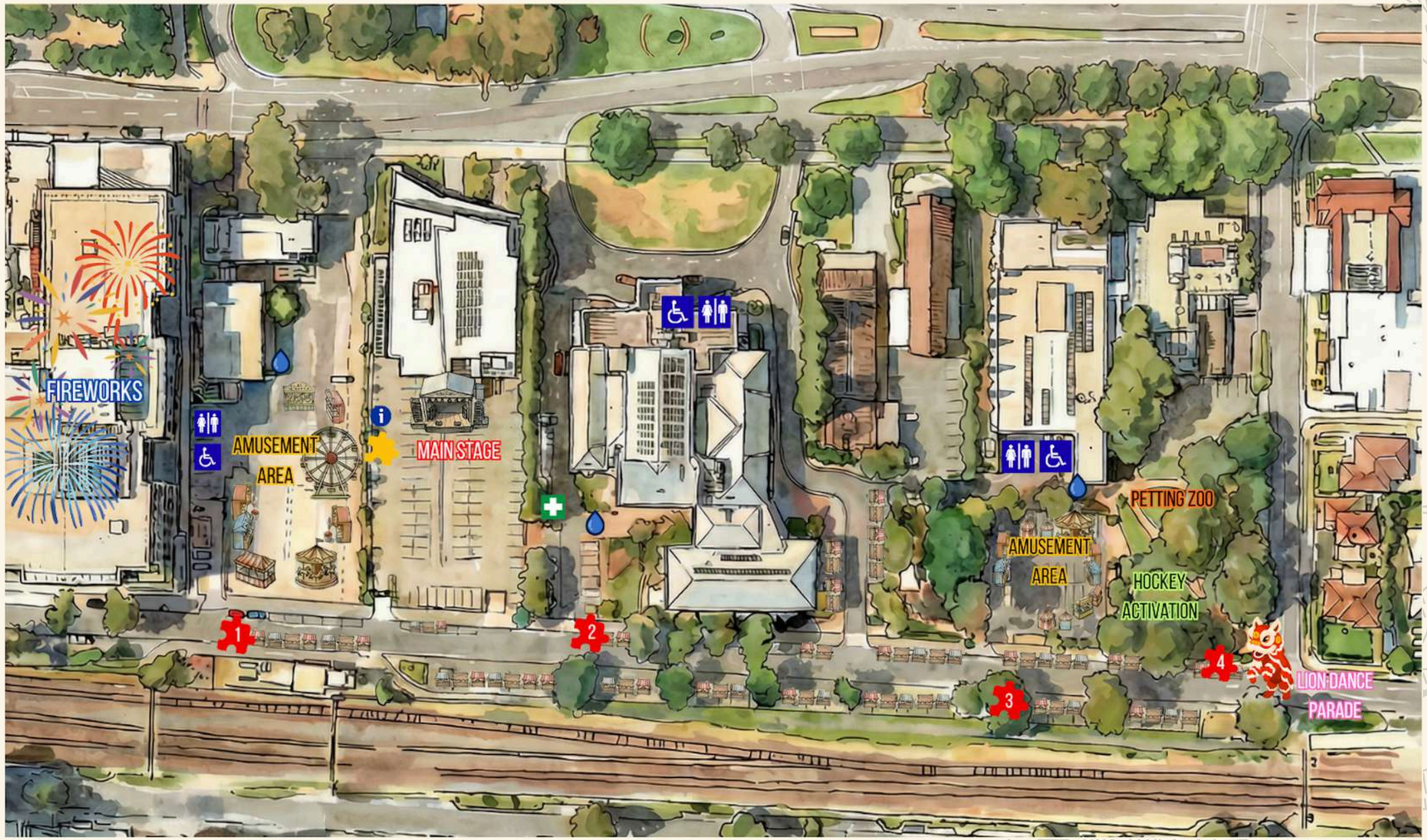
Examples:







Box Hill Site Map



Cultural Activities

ABAW Booth

Water Station

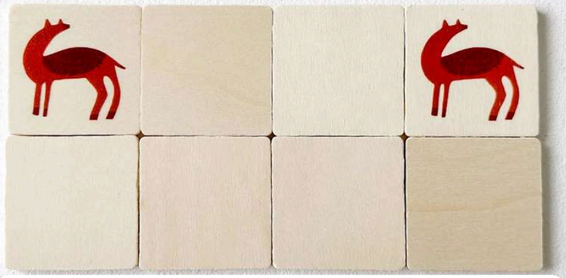
Checkpoint Trail

1 RED POCKET PRINTING





2 MATCHING CARDS （MEMORY GAME）



Find a matching pair. Keep the pair if they match; if not, flip them back and take turns.



3 CHOPSTICKS GAME



4 PAPER CARD FLIP



5 ABAW SOCIAL MEDIA FOLLOWING

小红书

视频号

Why Partner With ABAW?

1 Mass Community Reach

Put your brand in front of 100,000+ attendees at Whitehorse's largest annual cultural event.

2 Multicultural Brand Positioning

Align with Melbourne's most visible Chinese community celebration and its multicultural audience.

3 High-Visibility Activation

On-ground activation space, main-stage recognition and signature festival landmarks.

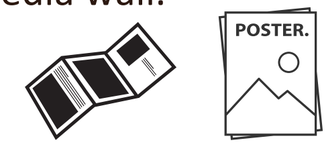
4 Multi-Channel Exposure

Branding across print collateral, social media, the official festival website and on-the-day announcements.

Marketing & Exposure

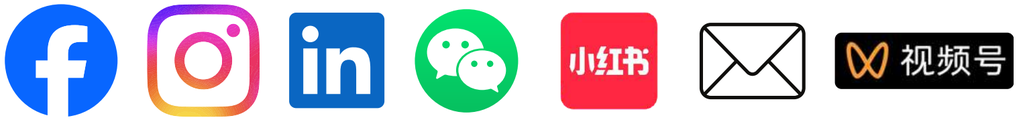
Printed Collateral

Posters and flyers distributed throughout Melbourne, with sponsor branding on the on-site media wall.



Digital Marketing

Facebook, Instagram, WeChat Official Account, LinkedIn, Xiaohongshu, email campaigns and WeChat Channels.



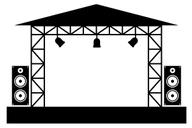
Official Website

Branding on the official festival website and the ABAW website.



On the Day

Main stage LED screen, printed material and live MC sponsor announcements.



2026 Social Media Performance

1st Jan ~ 21st Feb, 2026

170,000+
Views of event page

20,000+
Views of posts

247,000+
Views of post

6,000+
Readers reached by published articles

20,000+
Views of published videos



Our 2026 Supporters

Title Sponsor

GOLDEN AGE LOCAL:

Major Sponsor

JOHN STONEMART · SUBURBAN RAIL LOOP · Western Union · asian inspirations · 新興雜貨 The Glen Asian Grocery

Event Sponsor

FOOT SOLUTIONS Foot and Ankle Clinic · Commonwealth Bank · Bio-E · 中國銀行 BANK OF CHINA · Bupa · VICTORIA'S CONTAINER DEPOSIT SCHEME

ANZ · SBS a world of difference · Box Hill Central · 國窖 1573 · Active Community Group · D STATION Telstra Partner · Silver Star MOTORS · LingoAce · Sunny Homecare Services

guidepost montessori · Rhema · TT ACCOUNTANTS · 禾 · WE UNITE Australian Migration Services 澳安澳洲留學移民顧問 · SUPER CAR AUTO CARE SCAC · Mustard Seed Laundry · SJW PARTNERS · Aus Primefoods Wholesaling · RK Express 方舟國際速遞

bivi home · FORTIS RISK SOLUTIONS 安信保險 · RP TECTURE ARCHITECTS · SFS · Bloom STUDIO OF DANCE · HOLIDAY ASIA TRAVEL · ONE TOUCH · 金百合 Golden Lily · Bulk Bargains Boxhill · National Chinese Calligraphers Association

VICETA WANG · FLETCHERS PROJECTS · LynnM's Beauty Makeup and Skin Care Professional

Title Sponsor

$98,888 + GST

BOOTH SPACE

9m x 3m

GALA DINNER ACCESS

2 VIP tickets + 10 standard seats

Taken

CO-NAMING RIGHTS

Official co-naming rights with ABAW across festival branding

2 BRANDED GOAT INSTALLATIONS

Exclusive sponsor branding featured on two dedicated goat art installations

- 3 social media acknowledgement posts
- 60-second promotional video on the main stage screen
- Branding on the media wall, marketing collateral and printed material
- Formal on-stage acknowledgement of the Title Sponsor.
- Participation in the lion dance-led VIP procession before the opening ceremony.

Goat Installation



(Image for reference only)

Stage Sponsor

BOOTH SPACE

3m x 3m

GALA DINNER ACCESS

1 VIP ticket + 10 standard seats

$59,888
+ GST

STAGE BANNER BRANDING

Prominent sponsor logo placement on the main stage banner.

VIP PARADE ACCESS

Participation in the lion dance-led VIP procession before the opening ceremony.

- *45-second* promotional video on the main stage screen
- Formal Stage Sponsor recognition
- Branding on Media Wall
- Branding on Marketing Collateral
- Branding on Printed Material

Goat Installation Sponsor (4 available)

$19,888
+ GST

BOOTH SPACE

6m x 3m

GALA DINNER ACCESS

5 Gala Dinner tickets

1 BRANDED GOAT INSTALLATION

Exclusive sponsor branding featured on one dedicated Goat Art Installation

GOAT MERCHANDISE EXTENSIONS GIVEAWAYS

Approx. 100 limited-edition goat-themed merchandise items for customer giveaways and promotional use.

- 15-second promotional video on the Main Stage screen
- Formal Goat Installation Sponsor recognition
- Branding on Media Wall
- Branding on Marketing Collateral
- Branding on Printed Material



(Image for reference only)

Lantern Sponsor

$19,888
+ GST

BOOTH SPACE

6m x 3m

GALA DINNER ACCESS

5 Gala Dinner tickets

600 EXCLUSIVE 2027 YEAR OF THE GOAT LANTERNS

600 limited-edition lanterns specially designed for the 2027 Year of the Goat, provided by ABAW for visitor giveaways and promotional use.

- Lanterns co-designed with an Australian designer
- 15-second promotional video on the main stage screen
- Branding on Media Wall
- Branding on Marketing Collateral
- Branding on Printed Material



(Image for reference only)

Fireworks Sponsor

$19,888
+ GST

BOOTH SPACE

6m x 3m

GALA DINNER ACCESS

5 Gala Dinner tickets

- 15-second promotional video on the main stage screen
- Formal on-stage recognition ahead of the fireworks show
- Branding on Media Wall
- Branding on Marketing Collateral
- Branding on Printed Material

Lion Dance Sponsor

$19,888
+ GST

BOOTH SPACE

6m x 3m

GALA DINNER ACCESS

5 Gala Dinner tickets

Lion Dance Brand Acknowledgement

Sponsor acknowledgement banner displayed after each of the five lion dance performances.

- 15-second promotional video on the main stage screen
- Lion Dance Sponsor Recognition
- Branding on Media Wall
- Branding on Marketing Collateral
- Branding on Printed Material

Event Sponsor

$9,888
+ GST

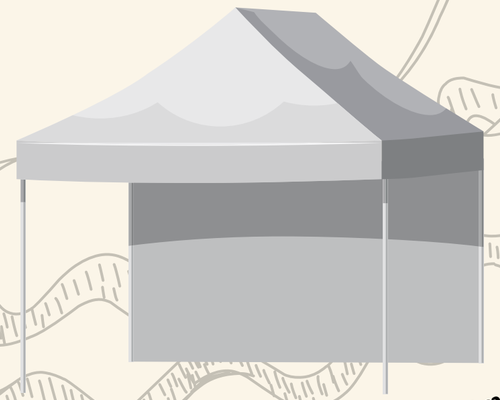
BOOTH SPACE

3m x 3m

GALA DINNER ACCESS

5 Gala Dinner tickets

- Branding on Media Wall
- Branding on Marketing Collateral
- Branding on Printed Material



(Image for reference only)

Water Station Sponsor

$8,888
+ GST

GALA DINNER ACCESS

2 Gala Dinner tickets

- Branding on Media Wall
- Branding on Marketing Collateral
- Branding on Printed Material
- Branding on the festival's hydration stations



(Image for reference only)

Sponsorship Tiers at a Glance

Tier	Price (+GST)	Booth Space	Standard Gala Dinner Tickets (seats)	VIP Gala Dinner Tickets (seats)	Main Stage Video Duration (sec)
Title Sponsor	$98,888	9m x 3m	10	2	60
Stage Sponsor	$59,888	3m x 3m	10	1	45
Goat Installation Sponsor	$19,888	6m x 3m	5	-	15
Lantern Sponsor	$19,888	6m x 3m	5	-	15
Fireworks Sponsor	$19,888	6m x 3m	5	-	15
Lion Dance Sponsor	$19,888	6m x 3m	5	-	15
Event Sponsor	$9,888	3m x 3m	5	-	-
Water Station Sponsor	$8,888	-	2	-	-

Thank You For Your Support

ABAW warmly invites partners from all sectors to join us in creating this landmark annual celebration that connects communities and carries forward cultural heritage.

event@abaw.org.au

Asian Business Association of Whitehorse (ABAW) · Box Hill · 13 Feb 2027