

2026 ABAW Box Hill Year of the Horse Chinese New Year Festival

Sponsorship Package

Event Host



ASIAN BUSINESS
ASSOCIATION OF WHITEHORSE INC

Proudly Supported By.



Box Hill
To live and love like Jesus



BOX HILL
INSTITUTE

WORK
EAST



ABAW Box Hill Chinese New Year Festival

President's Welcome Message

It is with great pride that I welcome you to the 2026 ABAW Box Hill Chinese New Year Festival, a celebration that continues to unite our community through culture, business, and shared prosperity. Over the years, this festival has become one of Victoria's most anticipated multicultural events, drawing tens of thousands of visitors to the heart of Box Hill and showcasing the vibrant energy of our state's diversity.

We are deeply grateful for the continued partnership and support of the City of Whitehorse, whose collaboration has been instrumental in helping us create a safe, inclusive, and high-quality event that reflects the spirit of our community. I would also like to sincerely thank our corporate sponsors and community partners, whose belief in this festival enables us to deliver experiences that inspire connection, celebrate tradition, and strengthen local business engagement.

As we enter the Year of the Horse, we celebrate not only renewal and vitality, but also the enduring strength of community spirit. Together, let us continue to build a future where culture, enterprise, and inclusion flourish side by side.

我非常荣幸地欢迎您参加2026年白马商会（ABAW）博士山春节嘉年华，一个凝聚文化、商业与社区力量的盛会。多年来，春节嘉年华已成为维多利亚州最具影响力的多元文化活动之一，每年吸引数以万计的民众齐聚博士山，共同感受我们多元社会的活力与魅力。

我们衷心感谢白马市政府长期以来的支持与合作，使得这一活动能够在安全、包容与高品质的环境下顺利举办，充分展现社区的精神与凝聚力。同时，我们也诚挚感谢所有企业赞助商与社区合作伙伴，正是因为你们的信任与支持，才让我们能够持续打造一个传承文化、促进交流、推动商业联系的平台。

值此龙马精神、奋发向前的马年，我们一同庆祝新的开始与社区精神的延续。让我们携手共创一个文化与商业并进、包容与繁荣共荣的未来。





ABAW Box Hill Chinese New Year Festival

Get ready for the highly anticipated 2026 Box Hill Chinese New Year Festival, returning in grand style!

Mark your calendars for **Saturday, 21st February 2026**, a day set to dazzle with an enchanting fusion of culinary delights, captivating performances, intricate arts and cherished elements of traditional Chinese culture. This year, the festivities will once again celebrate the vibrant Whitehorse community, extending their magic across Melbourne and solidifying the festival as a highlight of the city's social calendar.

Rooted in the spirit of unity and cultural celebration, the 2026 Box Hill Chinese New Year Festival will bring our community together in joyous revelry. Along Bank Street and the surrounding car parks, the festival will be adorned with traditional Chinese decorations, creating an atmosphere brimming with excitement and lasting memories.

Organised by the Asian Business Association of Whitehorse Inc. and supported by Whitehorse City Council, this year's festival promises an unforgettable experience curated by a dedicated volunteer committee, embodying the very essence of the Chinese New Year.

Safety is paramount. The event takes a collaborative approach to ensure a secure environment for all attendees, with the support of the Victorian Police, expert event safety contractors, the ABAW events team, the Whitehorse City Council events team, and a professional event safety management team. The festival will uphold the highest standards of safety and integrity.

As anticipation builds, let the ABAW 2026 Box Hill Chinese New Year Festival shine as a beacon of joy, unity and tradition, an extraordinary tapestry of cultural celebration and shared happiness.



ABAW Box Hill Chinese New Year Festival

Festival Details:

Date:

Saturday, 21st of February 2026

Time:

11:00AM - 11:59PM

Location:

Situated along Bank Street, Box Hill and the corresponding carpark

Estimated Attendees:

Over 100,000 attendees over the course of the day

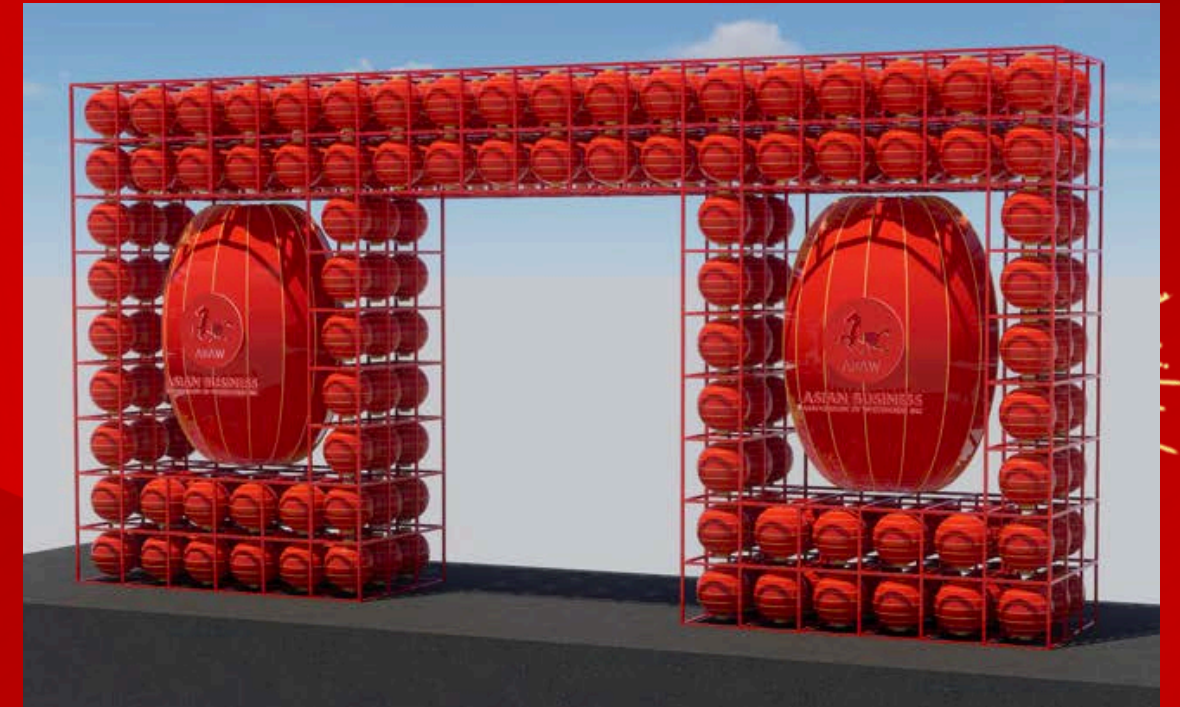
2026 ABAW Box Hill Chinese New Year Festival



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Marketing Channels

2026 ABAW Box Hill Chinese New Year Festival

Printed Collateral:

Posters, brochures and flyers distributed throughout Melbourne

Social Media:

Platforms we are on:



Media Partners:



Website:

Branding on official festival website and ABAW website

On the Day Media Collaterals:

Pull up banners, printed material, Event flags

Main Stage Media Collaterals:

MC acknowledgement for all sponsors, LED main stage, Sponsor Videos

Projected Media Reach



ABAW Box Hill Chinese New Year Festival



Albanese and Dutton descend on Lunar New Year festivities in crucial federal seat

Ashleigh McMillan and Mike Foley
February 1, 2025 – 1:55pm

Box Hill became the centre of Australia's political universe on Saturday, as Prime Minister Anthony Albanese and Opposition Leader Peter Dutton converged on Lunar New Year celebrations in Melbourne's east.

The pair's visit to the suburb for the festivities came after diversity became a major talking point on Friday when Dutton announced that cultural diversity staffers would be in the firing line of a Coalition government.



Prime Minister Anthony Albanese was flanked by Opposition Leader Peter Dutton at the Lunar New Year festival and parade in Box Hill. JUSTIN

Save Australia News > Politics

Anthony Albanese and Peter Dutton join together for Lunar New Year festivities in Box Hill, Melbourne

A Lunar New Year festival in Melbourne on Saturday boasted political heavyweights, with both Anthony Albanese and Peter Dutton in attendance to join in the celebrations.

Weekend NOTES

What's On Home WeekendNotes Melbourne Post an Event or Business Contact Subscribe

Whitehorse Lunar New Year Festival 2025

Post Subscribe

Posted 2025-01-16 by Jen

Sat 01 Feb 2025 - Sat 01 Mar 2025

WHITEHORSE
Lunar New Year
农历新年



澳大利亚总理出席 墨尔本中国新春庆典活动 用中文拜年



2月1日 墨尔本

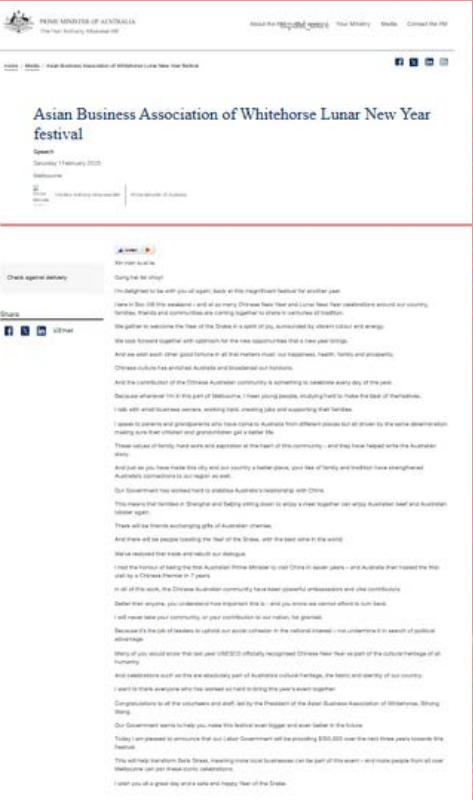
阿尔巴尼斯
澳大利亚总理

新年快乐 恭喜发财

阿尔巴尼斯表示 长期以来
在澳华人华侨对澳大利亚繁荣做出
贡献并希望澳中关系持续友好发展

"2025盛世白马新春嘉年华"活动在墨尔本Box hill举行!

The "2025 White Horse Spring Carnival" event was held in Melbourne!



Why Partner with Us



ABAW Box Hill
Chinese New Year Festival

Strengthen ESG & CSR positioning

Community Goodwill

500K–1M+ social impressions

Brand visibility

Economic impact

CALD engagement

Government partnership

20M+ potential total media impressions

High event visibility

100,000+ attendees

Partnership Examples

2026 ABAW Box Hill Chinese New Year Festival



Commonwealth Bank



Sponsorship Tier



ABAW Box Hill Chinese New Year Festival

Title Sponsor

\$98,888 + GST

TAKEN!

Year of the Horse Sponsor

\$19,888 + GST /each

Horse Puppet Parade Sponsor

\$59,888 + GST

Fireworks Sponsor

\$19,888 + GST

Stage Sponsor

\$59,888 + GST

Lion Dance Sponsor

\$19,888 + GST

Amusement Sponsor

\$29,888 + GST

Event Sponsor

\$9,888 + GST

Title Sponsor

2026 ABAW Box Hill Chinese New Year Festival

- Co-Naming Rights with ABAW
- Title sponsor branded Horse in the Year of the Horse Activation
- 3x social media acknowledgement posts
- Can walk with VIP parade prior to Opening Ceremony
- One 9m x 3m Activation Space
- 10 Tickets + 2 VIP to the 2026 ABAW Business Excellence Awards Gala Dinner
- Branding on Marketing Materials
- Promotional Video featured on Main Stage (60 seconds)
- Title Sponsor Recognition Branding on Media Wall

\$98,888 + GST

Horse Puppet Parade Sponsor

2026 ABAW Box Hill
Chinese New Year Festival

- Large Horse Puppet Parade with Potential Branding opportunities (Length - 10m, Width - 2.5m, Height - 4.5m)
- Can walk with VIP parade prior to Opening Ceremony
- One 3m x 3m Activation Space
- 10 Tickets + 1VIP to the 2026 ABAW Business Excellence Awards Gala Dinner
- Branding on Marketing Material
- Promotional Video featured on Main Stage (45 Seconds)
- Horse Parade Sponsor Recognition
- Branding on Media Wall



\$59,888 + GST

Stage Sponsor

2026 ABAW Box Hill Chinese New Year Festival

- Sponsor Recognition on Stage banner
- Can walk with VIP parade prior to Opening Ceremony
- One 3m x 3m Activation Space
- 10 Tickets + 1VIP to the 2026 ABAW Business Excellence Awards Gala Dinner
- Branding on Marketing Material
- Promotional Video featured on Main Stage (45 seconds)
- Stage Sponsor Recognition
- Branding on Media Wall

\$59,888 + GST

Amusement Sponsor

 **ABAW Box Hill
Chinese New Year Festival**

- Sponsor branding within Amusement area
- One 6m x 3m Activation Space
- 10 Tickets + 1VIP to the 2026 ABAW Business Excellence Awards Gala Dinner
- Branding on Marketing Material
- Promotional Video featured on Main Stage (45 seconds)
- Amusement Sponsor Recognition
- Branding on Media Wall

\$29,888 + GST

Year of the Horse Activation Sponsor

 **ABAW Box Hill
Chinese New Year Festival**

- 1x Sponsor Branded Horse (6 Horses in total)
- Branded Horse Activation Size Approx. 20m x 5m with 6 horses
- One 6m x 3m Activation Space
- 10 Tickets + 1VIP to the 2026 ABAW Business Excellence Awards Gala Dinner
- Branding on Marketing Materials
- Promotional Video featured on Main Stage (30 Seconds)
- Activation Sponsor Recognition
- Branding on Media Wall

\$19,888 + GST /Each

Lion Dance Sponsor

2026 ABAW Box Hill Chinese New Year Festival

- 5 Lion Dances throughout the event
- Custom Banner with sponsor branding during Lion Dance
- One 6m x 3m Activation
- 5 Tickets + 1 VIP to the ABAW Business Excellence Awards Gala Dinner
- Branding on Marketing Collaterals
- Branding on Printed Material
- Promotional Video featured on Main Stage (30 seconds)
- Lion Dance Sponsor Recognition
- Branding on Media Wall



\$19,888 + GST

Event Sponsor

2026 ABAW Box Hill Chinese New Year Festival

- One 6m x 3m activation
- 5 Tickets to the ABAW Business Excellence Awards Gala Dinner
- Branding on Marketing Collaterals
- Branding on Printed Material
- Promotional Video featured on Main Stage (30 seconds)
- Event Sponsor Recognition
- Branding on Media Wall

\$9,888 + GST

2026 ABAW Box Hill Year of the Horse Chinese New Year Festival

Contact Us

Email: event@abaw.org.au

Website: www.abaw.org.au

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