

*Cultural Night*  
UNITY IN DIVERSITY

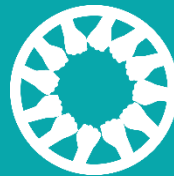
# Sponsorship Package



Rotaract



Adelaide  
University  
Rotaract Club



## Content

Event Summary.....	3
Background Information.....	4
Sponsorship Categories.....	5
Causes.....	6
Marketing Materials.....	7 - 8





## THE EVENT

### Summary:

Adelaide is a thriving city with a rich diversity of cultural, ethnic, linguistic and religious backgrounds. The Adelaide University Rotaract Club aim to celebrate unity in diversity with Cultural Night 2018; a colourful celebration of multiculturalism featuring performances, food, language, customs and music. This festival will be doubling as a fundraiser in which all profits raised will be donated to three charities: Romani Europe, Kurdistan Save the Children Fund, and the Children's Welfare Organisation of Nepal (CWON).

WHEN: Friday, 21<sup>st</sup> September

TIME: 7:00pm – 10:30pm

WHERE: Tandanya National Aboriginal Cultural Institute, 253 Grenfell Street, Adelaide SA 5000

TICKETS: <https://www.eventbrite.com/e/cultural-night-2018-tickets-48106398533>

FACEBOOK EVENT: <https://www.facebook.com/events/240108323472384/>



*Afghani Women – Cultural Night 2017*



*Greek Zorba Performance – Cultural Night 2017*





## Background Information:

### 1. Rotary

With over 110 years of history, Rotary is a global network of 1.2 million neighbours, friends, leaders, and problem-solvers that come together to make positive, lasting change in communities, at home and abroad.

Rotary's motto is 'service above self' which is guided by its foundation values of service, fellowship, diversity, integrity, and leadership.

'Rotarians' are Rotary members who come from a diverse variety of backgrounds and professions and enjoy networking with individuals from different occupations to their own.

### 2. Rotaract

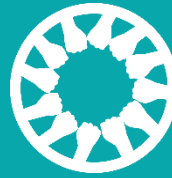
Rotaract began in 1968 as a Rotary youth international program. Rotaract is Rotary's youth service partner for young people aged between 18 and 30.

Rotaract aims to provide unique opportunities through professional development and community service to assist its members to become the community, business and professional leaders of tomorrow.

Internationally there are approximately 8,000 Rotaractors in 167 countries. Club membership consists of young professionals, students and business owners.







# Sponsorship Categories:

## **Principle Partner: \$1500**

- 5x tickets to attend event
- Branding included on all promotional material - social media, emails, Rotary Publications
- Pre-approved short speech during the event by your representative
- Pre-approved banner and advertising material at celebration
- Opportunity to distribute pre-approved items
- Branding on event slideshow
- A blurb about your company included in each email sent about the event and where appropriate on social media

## **Gold Partner: \$750**

- 4x tickets to attend event
- Branding included on all promotional material - social media, emails, Rotary Publications
- Pre-written blurb about your business to be presented on stage by our MC
- Branding on event slideshow
- Pre-approved banner and advertising material at celebration

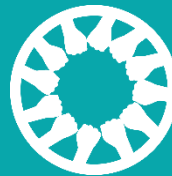
## **Silver Partner: \$500**

- 3x tickets to attend event
- Mention on stage as a sponsor
- Logo on all advertising
- Pre-approved banner and advertising material at celebration

## **In Kind**

- Pre-approved marketing material provided next to silent auction gift or on sponsorship table
- Branding included on promotional material where appropriate





## Causes:

### ***Romani Europe***

Romani Gypsies came from Northern India as a travelling people. They immigrated into Europe centuries ago but have faced harsh discrimination since their arrival. This discrimination persists today as they are denied access to healthcare, education and basic human rights. As a small, non-government organisation, Romani Europe aims to change this by providing skills-based training sessions and basic healthcare services, setting the Romani people on a path to empowerment. One third of the profits raised from Cultural Night 2018 will help Romani Europe continue their mission in providing access for the Romani people.

### ***Kurdistan Save the Children Fund (<http://www.ksc-kcf.org/>)***

The conflict in the Kurdistan Region of Iraq has taken the lives of hundreds of Kurdish Peshmergas, devastating families. Parents struggle to provide their children with the necessities they need including food, healthcare and access to an education. Families remain in destitute living conditions, and often these children turn towards child labour to provide for their siblings. The Kurdistan Save the Children Fund is currently rebuilding a damaged school caused by the conflict in the town of Ranya. The tables and chairs that students sit on are broken, classroom walls are damaged, windows are shattered, in some occasions there is no power, toilet facilities are old and are in no condition to be used. Further, many girls skip school during their menstrual periods as there is a lack of knowledge and understanding surrounding menstruation education as well as a lack of adequate facilities to accommodate for their needs. One third of the profits from Cultural Night 2018 will help rebuild this school and revitalise education in the region.

### ***Children's Welfare Organisation of Nepal - Australia (<http://cwon.org.au/>)***

CWON works in the Chitwan region of Nepal with people that have been displaced by 10 years of civil war as well as natural disasters such as floods and landslides. Currently, they are focusing on the Chepang Hills, where hundreds of families live well below the poverty line and must survive on just a few dollars per day, foregoing basic hygiene and healthcare. CWON Australia runs hygiene training and health camps as part of their volunteer program each year. They are also committed to providing basic infrastructure, such as wells and sanitary blocks, to villages in Chitwan. One third of the profits raised from Cultural Night 2018 will fund economic empowerment projects, hygiene and sanitation workshops as well as the maintenance and upkeep of a CWON-sponsored school in Chitwan, Padampur Primary School.





# Marketing Materials:

*A5 Flyer:*



 *Cultural Night*  
UNITY IN DIVERSITY 2018

**Friday, September 21<sup>st</sup>, 7:00pm – 10:30pm**  
**Tickets \$20pp | Students \$15pp**  
**All profits donated to charity**

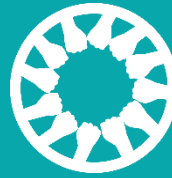
**Tandanya National Aboriginal Cultural Institute,  
 253 Grenfell St, Adelaide SA 5000**

**For More information**    ✉ [rotaract@auclubs.com.au](mailto:rotaract@auclubs.com.au)    ☎ 0402 018 809      [/adelaideunirotaractclub](https://www.instagram.com/adelaideunirotaractclub)

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A4 Poster:



 *Cultural Night*  
UNITY IN DIVERSITY 2018

The Adelaide University Rotaract Club aim to celebrate unity in diversity with Cultural Night 2018; a charity fundraiser featuring performances, food, language, customs and music.

There will be prizes for best dressed, so come along in your finest, traditional clothing and enrich your senses in Cultural Night 2018!

**Tandanya National Aboriginal Cultural Institute,  
253 Grenfell St, Adelaide SA 5000  
When: Friday, September 21<sup>st</sup>, 7:00pm – 10:30pm**

**Tickets**  
\$20pp | Students \$15  
Contact us for more information

**For More information** ✉ [rotaract@auclubs.com.au](mailto:rotaract@auclubs.com.au) ☎ 0402 018 809   [/adelaideunirotaractclub](https://www.instagram.com/adelaideunirotaractclub)

Rotaract  Adelaide University Rotaract Club

