



TẾT NEW YEAR CELEBRATION 2022 YEAR OF THE TIGER – NĂM NHÂM DẦN

INFORMATION AND SPONSORSHIP FORMS

Tết is the most important Vietnamese Festival celebration of a Lunar year. Since our early days of settlement in Western Australia, the Vietnamese Community has been organising this Tết celebration annually.

Traditionally, the Vietnamese people take an entire month to celebrate Tết. It is the time for family reunion, paying homage to ancestors and the elders, enhancing social harmony, exchanging best wishes, enjoying special cuisine, making new friends. The first few days of this Tet are most auspicious: all activities are undertaken with great care to ensure happiness, prosperity and good health throughout the year. Tết is also a time for pilgrims: during Tết, Vietnamese visit their relatives and worship places like churches and temples, leaving all the troubles of the past year behind and look forward to a better year.

About Vietnamese Community in Australia / WA Chapter:

The Vietnamese Community in Australia/WA Chapter is a non-profit organisation, formed in 1978 to represent all Australians of Vietnamese descendants living in Western Australia, regardless of their gender, religion, political views if they share the same purpose of serving the Free Vietnamese Community.

The Vietnamese Community in WA is a Chapter of the Vietnamese Community in Australia (VCA). Its aims are to

- Promote and Preserve Vietnamese Culture in line with the Australia Multicultural policy: (e.g. encourage Vietnamese-Australians to participate in many Vietnamese traditional and cultural events such as Tết Festival, Mid-autumn Full Moon festival, and Ancestors Homage Ceremony)
- Assist the Vietnamese refugees, migrants, and their families to integrate well into the Australian society.
- Create and enhance a communal spirit among the various associations and members.
- Promote cross cultural understanding and harmony.

Event Details

- **Tet Festival** by the Vietnamese Community in Australia / WA Chapter Inc.
- **Office address:** Unit 4, 151-155 Brisbane St, Perth WA 6000
- **ABN:** 78 936 522 494
- **Contact person's name:** Dr Anh Nguyen and his committee



VIETNAMESE COMMUNITY IN AUSTRALIA/WA CHAPTER INC.
CỘNG ĐỒNG NGƯỜI VIỆT TỰ DO ỨC CHÂU / TÂY ỨC
Tel: (08) 9328 9391

Office: unit 4 and 5, 151-155 Brisbane St Perth WA 6000

Email: vietnamesewa@gmail.com, Website: www.vietnamesewa.org.au or congdongvietwa.net



ABN: 78 936 522 494



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- **Contact phone number(s):** 0893289391 or if urgent: 0488 042 182
- **Contact email address:** vietnamesewa@gmail.com or vpcdwa@gmail.com
- **Name of the event:** Tết New Year Celebration 2022
- **Date(s) of the event:** Saturday 5 and Sunday 6 of March 2022
- **Location / Venue:** Paloma Skate Park, Mirrabooka Ave, corner Rawlinson Dr, Marrangaroo 6064
(opposite Alexander Heights Shopping Centre)
- **Expected level of participation:** In 2021 Festival the number of attendees was approx.20,000. It's been anticipated more this coming year.

Event Highlight

Vietnamese cuisine

- Delicious foods, such as *chả giò* (spring rolls), Vietnamese bread roll, *gỏi cuốn* (combination rolls), *phở* (beef noodles), *nước mía* (sugar cane juice), *chè* (sweetened porridge), and many more traditional dishes were offered in various food stalls.

Vietnamese culture

- Vietnamese culture exhibition such as dances, live music, and foods.
- Áo Dài (*Vietnamese traditional long robe*) fashion parade for all ages and genders.
- Human Chess game: authentic / traditional Vietnamese chess game.
- Fun, games and rides for children

Vietnamese Tết Exhibition

- FIREWORKS each night from 8:30pm
- Information / Service Stalls
- **Children and Entertainment**
- Entertainment with live bands, dancers,
- Show rides from Show West (<http://www.showwest.com.au/>) for children and family
 - Lion dance and firecrackers
 - Vietnamese Idols
 - Cultural Displays
 - Competitions: trophy/ medals presentation to winners of various games, sports and tournaments...



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Organising Committee the Executive Committee of the Vietnamese Community in Australia/WA Chapter Inc. in conjunction with about 20 other associations within the community.

Sponsorship Benefits Sponsors will have best exposure and interaction with the Vietnamese community and the general public.

Sponsorship Options

There are four levels of direct sponsorship as follows:

PLATINUM SPONSORSHIP

AUS \$ 8,000 or Higher

As the Platinum Sponsor your organisation will be affiliated with all aspects of the event. This unique opportunity enables your organisation to showcase your expertise and quality service to the Vietnamese and the public

A Platinum Sponsor will receive considerable exposure and recognition through the following:

- Signage at the event: acknowledgment as Platinum Sponsor with **TWO banners** (to be provided by the Sponsor) that will be displayed at the sides of the stage. (Note: Maximum size for each banner 3000 x 1500 mm.)
- A compliment marquee size **6m x 3 m** at the event to display the Sponsor's product or service.
- Acknowledgment as Platinum Sponsor with the inclusion of the Company name and logo in all promotional materials (in the Vietnamese Bulletin, posters, flyers, media release, Website and FaceBook, invitation letters and other social media)
- Acknowledgment of Platinum Sponsor in the Vietnamese local radio during 6 weeks leading to the event.
- Acknowledgment as Platinum Sponsor during the entertainment show at the event (during opening and closing of the show for each night)
- Acknowledgment as Platinum Sponsor with invitation to present an award.
- Acknowledgement as Platinum Sponsor at the fundraising event for Tết Festival with the inclusion of a **banner** (to be provided by the Sponsor) that will be display at the side of the stage.

GOLD SPONSORSHIP

AUS \$ 6,000 or higher

A Gold Sponsor will receive exposure and recognition through the following:

- Signage at the event: acknowledgment as Gold Sponsor with **ONE banner** (to be provided by the Sponsor) that will be displayed at the side of the stage. (Maximum size for each banner 3000 x 1000 mm)
- A compliment marquees size **3m x 3m** at the event to show case the Sponsor's product or service.
- Acknowledgment as Gold Sponsor with the inclusion of the Company name and logo in all press and digital advertising or promotional materials.
- Acknowledgment as Gold Sponsor in the Vietnamese local radio during 6 weeks leading to the event.



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- Acknowledgment as Gold Sponsor during the entertainment show at the event (during opening and closing of the show for each night)
- Acknowledgment as Gold Sponsor with invitation to present an award.

SILVER SPONSORSHIP

AUS \$ 4,000

A Silver Sponsor will receive exposure and recognition through the following:

- Signage at the event: acknowledgment as Silver Sponsor with **ONE banner** (to be provided by the Sponsor) that will be display at the side of the stage. *(Note: Maximum size for each banner 2500 x 1000 mm. The location of the banner is determined by the Organising Committee with first-come first-served policy.)*
- Acknowledgment as Silver Sponsor with the inclusion of the Company name and logo in press advertising or any promotional material (an Ad in the Community newspaper in Perth and Vietnamese Newspapers, posters, media release and newsletters various associations and sponsors.)
- Acknowledgment as Silver Sponsor in the Vietnamese local radio.
- Acknowledgment as Silver Sponsor during the entertainment show at the event (during opening and closing of the show for each night)
- Acknowledgment as Silver Sponsor with the company name and logo printed on name badges of staffs.

A compliment marquees size **3m x 3m** at the event to show case the Sponsor's product or service

BRONZE SPONSORSHIP

AU \$ 2000

A Bronze Sponsor will receive exposure and recognition through the following:

- Signage at the event: acknowledgment as Bronze Sponsor with the inclusion of the Company name and logo on a banner together with other Bronze Sponsors
- Acknowledgment as Bronze Sponsor with the inclusion of the Company name and logo in press advertising or any promotional material
- Acknowledgment as Bronze Sponsor in the Vietnamese local radio during 6 weeks leading to the event.
- Acknowledgment as Bronze Sponsor during the entertainment show at the event (during opening and closing of the show for each night)
- Acknowledgment as Bronze Sponsor with the company name and logo printed on name badges of staffs.



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SPONSORSHIP APPLICATION FORM

Level of Sponsorship: please circle: (**Platinum** / **Gold** / **Silver** / **Bronze**)

Total Amount Enclosed/paid via Direct Debit of AUS \$ _____

By Electronic Fund Transfer: *Vietnamese Community WA*

Bank: **Commonwealth Bank of Australia, BSB: 066116 Account #: 1044 6058**

Company Name:.....

Address:.....

State:.....**Postcode:**..... **ABN #:**

Contact Person:.....

Position:.....

Phone Work: () _____

Mobile: _____

Fax: () _____

Email: _____

Signed:

Date:.....

Please keep a copy for your records and **Post, Fax or Email** the original to:

Post: Unit 5 / 151 – 155 Brisbane Street Perth WA 6000 **Fax:** 92276116 or **Email:** vietnamesewa@gmail.com



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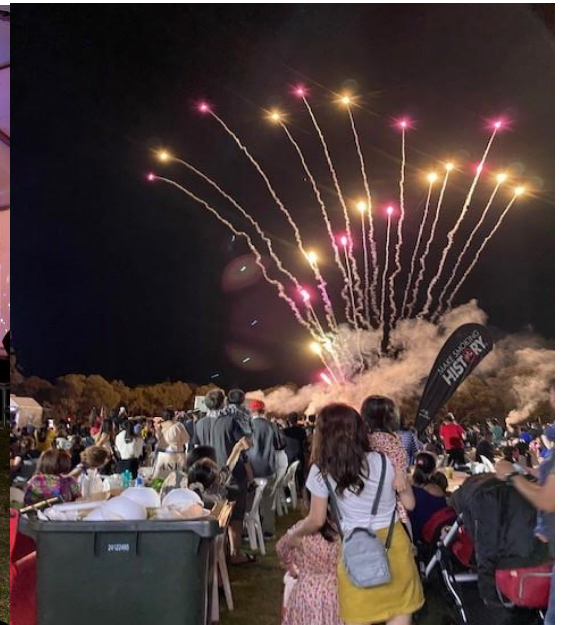
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Tet Festival 2021

The Organising Committee will do everything it can to ensure that all highlight shows will be executed as planned.



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To prepare for the Festival promotion and infrastructure setup, Please send us a soft copy of your business logo.

The Organising Committee will contact you for final promotional material approval

If you would like to discuss any sponsorship opportunities further, make any suggestions, or discuss payment details, please do not hesitate to contact Dr Anh Nguyen (contact 0488 042 182).

Final date for application and full amount of Sponsorship must be received no later than **15 of December 2021** for promoting strategies.

We appreciate your participation and look forward to welcoming you to this vibrant Festival.



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