

Dashehra Diwali mela

Saturday 20 October 2018, 2.00pm - 9.00pm

Albert Square & Manchester Central Library

11 Peter St, Manchester M2 5DB

Sponsorship Document

ABOUT DASHEHRA DIWALI (Festival of Lights) MELA

The first Dashehra Diwali Mela celebrating two of the most popular Hindu festivals, took place in Manchester's Platt Fields Park in October 2006. In 2013, this event moved to the magnificent Town Hall and Albert Square in the heart of the city of Manchester. The move to a city centre location has worked very well and attracted new audiences. In previous years upto 8,000 visitors enjoyed spectacular fireworks, performances and food. Our aim is to attract over 8,000 visitors in 2018.



Dashehra Diwali Mela – Performances on two stages

DASHEHRA DIWALI MELA 2018 will build on the success of previous years with stunning stage performances on two stages, street artists performing in Albert Square, fire/glow dancers, Indian wedding brass band, fire and light installations, a lantern procession, arts and crafts workshops in Manchester Town Hall as well as in Central Library and quality South Asian food and stalls.

Walk the Plank Company will be produce a spectacular finale show including fireworks.

MARKETING

60,000 + full colour leaflets will be distributed around Greater Manchester

1000 A3 - A4 posters will be distributes to key arts and leisure venues in Greater Manchester

Full support from national & local media

PR/ marketing support from Manchester City Council

Regional/National media campaign

Website: www.dashehradiwali.co.uk

Full e- marketing campaign



Dashehra Diwali Mela – Large lanterns of a golden deer and flamingo birds

AUDIENCE

DASHEHRA DIWALI MELA is expected to attract an audience of around 10,000.

Audience survey at previous events showed that:

76% of visitors came from Greater Manchester and beyond
95% rated the event as very good (top ranking) or good 65%
South Asian
67% aged were between 25 - 59

FUNDERS

Public funders include Manchester City Council and the Arts Council of England and others.



Dashehra Diwali Mela – Community Procession

Sponsorship Opportunities

HEADLINE SPONSOR - Level of Investment £8,000

The headline sponsor will benefit through

- Main Stage branding.
- Allocated space at DASHEHRA DIWALI MELA in a prime location.
- Opportunity for prize draw to capture data.
- Agreed number of banners in highly visible positions on site.
- Logo on front of 60,000 leaflets.
- Logo and brand message on all generic promotion.
- Full page company profile (including link) on website.
- PR opportunities with local, regional & national media.

GOLD SPONSOR - Level of Investment £5,000

A gold sponsor can expect to receive the following benefits:

- Branding on main stage under headline sponsor
- Allocated space at DASHEHRA DIWALI in a prime location.
- Logo on back of 60,000+ leaflets and agreed branding throughout event site
- Logo on DASHEHRA DIWALI MELA website

SILVER SPONSOR - Level of Investment £3,000

Benefits:

- Branding on the back of 60,000 leaflets
- Allocated space at DASHEHRA DIWALI MELA
- Logo on DASHEHRA DIWALI MELA website and on e - flyers



Dashehra Diwali Mela 2017 – A Blessing from Durga

CONTACT

For these and other sponsorship opportunities and further information please contact:

Mrs. Raj Dutta

e-mail: diwalimela@yahoo.co.uk

Mobile: 07941 769 621

Mr. Toby Rathbone

Manchester City Council Events

e-mail: t.rathbone@manchester.gov.uk

Tel.: 0161 234 5202

Mobile: 07944 763 652

Website: www.dashehradiwali.co.uk

