



Feza Foundation

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July 2011

Subject : Sponsorship Opportunity for Sydney Multicultural Qurban Eid Festival
To Attention of : Business Owner and/or Managing Director and/or Public Relations Manager

Distinguished Business Owner,

What is the Sydney Multicultural Qurban Eid Festival about?

17th Sydney Multicultural Qurban Eid Festival will be held on Sunday, 13 November 2011 at Fairfield Showground between 10 am and 5pm.

Our Foundation has been conducting the “Sydney Multicultural Qurban Eid Festival” since 1996 and this festival is well received by the NSW community with over 5,000 people in attendance regularly.

By organising this event, Feza Foundation aims to;

- showcase Islamic culture to multicultural Australia,
- bring together different religions, races and people from all walks of life,
- to encourage an understanding of Islam which focuses on peace, love, harmony, dialogue and sharing and
- celebrate multicultural diversity.

What’s at the Festival?

- 60 market stalls where a variety of products and services are sold
- 22 food stalls and 7 food vans where international cuisine is served
- A four hour stage program including performances from various ethnic backgrounds
- A one hour official stage program mainly addressed to prominent public figures including MPs and other non-government organisations
- Activities for public including rides
- An Islamic Art Competition between schools across NSW
- A free entry event for children under 12



Sponsorship Opportunity

Purpose of this letter is to offer a lucrative sponsoring opportunity to your business in relation to this year's Sydney Multicultural Qurban Eid Festival.

Sponsorship is an important way to show your community support, build trust and recognition with potential customers. The festival provides an ideal platform for sponsors whether your company needs to be firstly introduced to the market, or to build brand awareness, or to find novel ways to differentiate products and services from your competitors.

You will have the opportunity to interact with people who are eager to learn about your products and services in a highly receptive environment. More importantly, this event is attended by families who are willing to spend money for making their spouse and/or children happy due to this special time in the Muslim calendar.

It is also a unique Muslim event where major muslim businesses come together under one roof and provide all the products required by a muslim household in a joyful atmosphere. Including the Ramadan festival, this only happens twice in Sydney and therefore provides a niche marketing opportunity for willing sponsors.

Its also been observed that many muslim families defer their bulk shopping and shop at our festival for their personal needs over the past years. This could be ascribed to several reasons, including product and price comparison with other retailers and lack of family time.

How to Sponsor?

Our sponsorship options are outlined on the "Sponsorship Contract" document and you can contribute to this important public event by filling out the form on the following page and making payment prior to 30 September 2011.

Should you have any enquiries, please do not hesitate to contact our Event Sponsorship Officer Mr. Ahmet Aydogan on 0414 663 478 / aaydogan@fezafoundation.org or our secretary Mr. Cihan Tumen on (02) 9649 3494 / info@fezafoundation.org .

For further details, please visit the festival page of our web site on www.fezafoundation.org/festival.html

Yours sincerely,



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