

INTERKULTURA

WELCOMING INCLUDING CONNECTING DIVERSE COMMUNITIES IN REGIONAL VICTORIA



2019 SPONSORS' PROSPECTUS



Ballarat Regional
Multicultural Council Inc.



BALLARAT CITY FOOTBALL CLUB
FOUNDATION

Supporting Regional Youth Participation

EVENT OVERVIEW

BENEFIT

FRIDAY 18 OCTOBER 2019

- Ticketed event
- Keynote address by Craig Foster
- Community dialogue led by Craig
- Multicultural banquet
- Live music and dance
- Fundraising

FESTIVAL

SATURDAY 19 OCTOBER 2019

- All welcome all day
- Opening address by Craig Foster
- Championship for invited teams from diverse regional communities
- Free Street Soccer
- Free football skills workshops for girls
- Community activities

FOUNDING PARTNERS

Ballarat Regional Multicultural Council Inc (BRMC) actively promotes intercultural and interfaith harmony. We help build inclusive and diverse communities and economies. We work with members and partners to strengthen diversity and social cohesion in regional Victoria.

Ballarat City Football Club Inc (BCFC) is regional western Victoria's premier provider of football development with juniors having graduated to State squads and the A-League. To best develop regional football, BCFC aims to include talented local players, regardless of ethnicity, culture, religion or other socio-economic challenges they may face.

FROM OUR PATRON



"I'm delighted to lend my support and energy as Patron of the Interkultura Football Tournament. Football brings people of all cultural and faith backgrounds together through a shared love of the beautiful game, and this connection between us provides rich opportunities to enhance cooperation and understanding. I look forward to seeing the players' smiling faces this October"

CRAIG FOSTER

*Human Rights Ambassador
SBS Chief Football Analyst
National Team 1996-2000*

WHY FOOTBALL?



Association Football (soccer) is the biggest global sport with an estimated 265 million participants worldwide



Football is the world game, a 'language' that overcomes every barrier and connects almost every nation on the planet; playing football allows people to connect without words



Regional refugees and asylum-seekers know football, love the game and want to participate locally but face access and financial barriers



Interkultura Football Tournament is a catalyst to foster intercultural youth inclusion, social engagement and connections

BACKGROUND

In February 2019 around 100 players from seven rural, regional & suburban satellite locations participated in a pilot event at Ballarat's premier Regional Soccer Facility. Karen, Hazara, Rohingya & diverse African ethnic communities were represented. Enthusiastic feedback from participants & multicultural agencies called for an annual regional event.

An enhanced Interkultura Benefit & Community Festival is scheduled for 18-19 October 2019. Over 150 players from 12 Victorian emerging ethnic communities will participate. Interkultura October 2019 will offer additional opportunities for girls and young women, community dialogue, youth training, internships and fundraising.

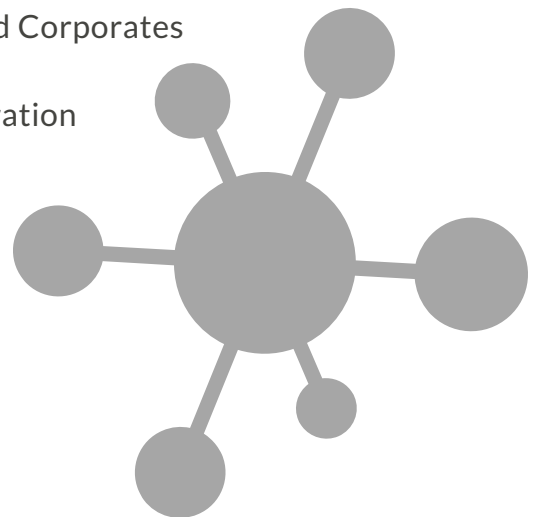


Image Credit: Samantha Kaspers, Bespoke Design.



BIG BENEFITS

- ✓ Support refugee and asylum-seeker settlement, health and well-being
- ✓ Boost inclusion of young people of refugee background
- ✓ Strengthen social cohesion and community harmony
- ✓ Build relationships and create friendships through football
- ✓ Social credit gains for Government, Sports and Corporates
- ✓ Enhance inter-regional networks and collaboration
- ✓ Celebrate human rights & equality
- ✓ Grow multicultural capability
- ✓ Showcase regional capacity
- ✓ Increase visitor numbers to Ballarat



SUPPORTING PARTNERS



FOOTBALL
VICTORIA

CITY OF
BALLARAT



cm^y
CENTRE FOR
MULTICULTURAL YOUTH



Image Credit: Samantha Kaspers, Bespoke Design.

INTERKULTURA. Victorian. And proud of it.

SPONSORSHIP PACKAGES

PLATINUM

GOLD

SILVER

BRONZE

FRIENDS

Event Naming
Rights

Live plugs in
welcome & closing
address

Pre Event Drinks
& Canapes

Pre Event Drinks
& Canapes

Pre Event Drinks
& Canapes

Your Banner &
Marketing Display

Your Banner &
Marketing Display

Your Banner &
Marketing Display

Your Banner &
Marketing Display

Full page advert in
event programme

Half page advert in
event programme

1/4 page advert in
event programme

1/8 page advert in
event programme

1/16 page advert in
event programme

Lead logo on all
digital & print event
materials, collateral,
flyers, banners,
invitations, press
release & social
media with hyper-
link to your website

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Ten Tickets to
Interkultura
Benefit

Eight Tickets to
Interkultura
Benefit

Six Tickets to
Interkultura
Benefit

Four Tickets to
Interkultura
Benefit

Two Tickets to
Interkultura
Benefit

Framed Sponsor's
Certificate

Framed Sponsor's
Certificate

Framed Sponsor's
Certificate

Framed Sponsor's
Certificate

Framed Sponsor's
Certificate

\$20 000

\$10 000

\$5000

\$2500

\$1500

TO CONFIRM OR DISCUSS YOUR

PARTNERSHIP

WITH THE INTERKULTURA EVENT TEAM PLEASE CONTACT:

Ann Foley, Executive Officer, Ballarat Regional Multicultural Council



03 5383 0613



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eo@brmc.org.au

INTERKULTURA. Share Our Regional Pride.

WE ALL BELONG



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