



# HOLI MAHOTSAV

INCORPORATING FESTIVITIES OF

**VAISAKHI** AND **EASTER**

**PARTNERSHIP SUMMARY**

**PROPOSAL**

**7 - 8 APRIL 2019**

Proudly presented by:  
[www.bhavanaaustralia.org](http://www.bhavanaaustralia.org)

Bharatiya Vidya  
**Bhavan**  
AUSTRALIA

[www.holimahotsav.com.au](http://www.holimahotsav.com.au) 1



# HOLI – THE FESTIVAL OF COLOURS





# OVERVIEW

## Location

### TUMBALONG PARK, DARLING HARBOUR

Holi Mahotsav is a grand and unique festival of colour, friendship and harmony. It attracts a diverse cross section of Australians and each year is growing in popularity. More than 100,000 people enjoy the spectacle of Holi Mahotsav of which 60% were from Indian subcontinent / South Asian communities.

**Presenter:** As one of the largest NGO's in the world, the Bharatiya Vidya Bhavan (The Bhavan), literally meaning the *House of Indian Knowledge/Wisdom*, has over 367 constituent institutions. The Sydney Centre is its first in Australia. The organization has been playing a crucial role in educational and cultural interactions in the world, holding aloft the best of Indian traditions and at the same time meeting the needs of modernity and multiculturalism.



A mixture of cultures come together under one banner to experience the ability of people to unite and transcend boundaries of race, caste and creed, culture, age and gender or simply rejoice in the array of cultural performances.

# COLOUR THROWING SESSION





# FESTIVAL PROGRAM

**COLOUR SESSIONS** are the highlight of the festival. People from diverse communities participate in the colour throwing sessions. The colour sessions are perfect picture of peace and harmony where people from different background join to play colours together.



**RATH YATRA - STREET PROCESSION** where hand pulled chariots accompany a large crowd dancing and singing along. The parade starts in Darling Harbour going through the main streets of Sydney CBD before culminating back in Tumbalong Park where the festivities and celebrations continue.



**CULTURAL PERFORMANCES** are held throughout the festival by hundreds of national and international artists of different cultural backgrounds. These artists represent a rich mixture of culture, spirituality and entertainment.

**HARINAM PAD YATRA** is a walking parade within the precinct of Darling Harbour chanting Holy Names.

**YOGA AND MEDITATION SESSIONS** are held on stage and in marquees.

**SACRED HOLI FIRE CEREMONY** is believed to drive away evil from the society.









# FAST FACTS

## 2019 IS THE 17<sup>TH</sup> ANNUAL HOLI MAHOTSAV FESTIVAL

Over 150 artists from all over Australia come to perform at Holi Mahotsav. These artists represented a rich mixture of religion, culture, spirituality and entertainment.

Every year Holi Mahotsav was enjoyed by thousands with full exuberance. The day long Colour Throwing session was celebrated with happiness and harmony among the participants and viewers.

In 2017 Holi Mahotsav included Incredible India Holi Walk which commence from Tumbalong Park and after completing the full cycle within the entire precinct of Darling Harbour returned to Tumbalong Park.

In previous years students and artists have come from India and other countries to perform at Holi Mahotsav.



# HOLI MAHOTSAV 2017 PERFORMERS





# HOLI MAHOTSAV IN MEDIA

Holi Mahotsav has been approached by worldwide media throughout the years.

- In 2007 a 25 minutes long video on Holi Mahotsav was shown on BBC, The British Broadcasting Corporation
- In 2008 and 2009 the Sydney Magazine in the weekend issue of Sydney Morning Herald published a full story with pictures on Holi Mahotsav.
- In 2010 the reputed journalist John Huxley of Sydney Morning Herald published an extensive article on Holi Mahotsav named *Part Bollywood glitz, part other-worldly bliss - and heaps of fun*
- In March 2012 Departures, a magazine from Berlin, featured Holi Mahotsav in one of its well known articles.
- In 2013 HIA (The Housing Industry Association) published a Holi Mahotsav article in Housing Magazine which reaches a readership of 112,000 plus people.
- In 2014 Holi Mahotsav was aired on ABC Compass, an Australian weekly TV news-documentary program.
- In 2017 Facebook, Instagram and Tweeter were extensively used for promoting the festival.
- Holi Mahotsav has been filmed for movies and documentaries. Producers from different parts of Australia have attended and sought our / SHFA permission to shoot / film the grand and unique festival of colour, friendship and harmony.

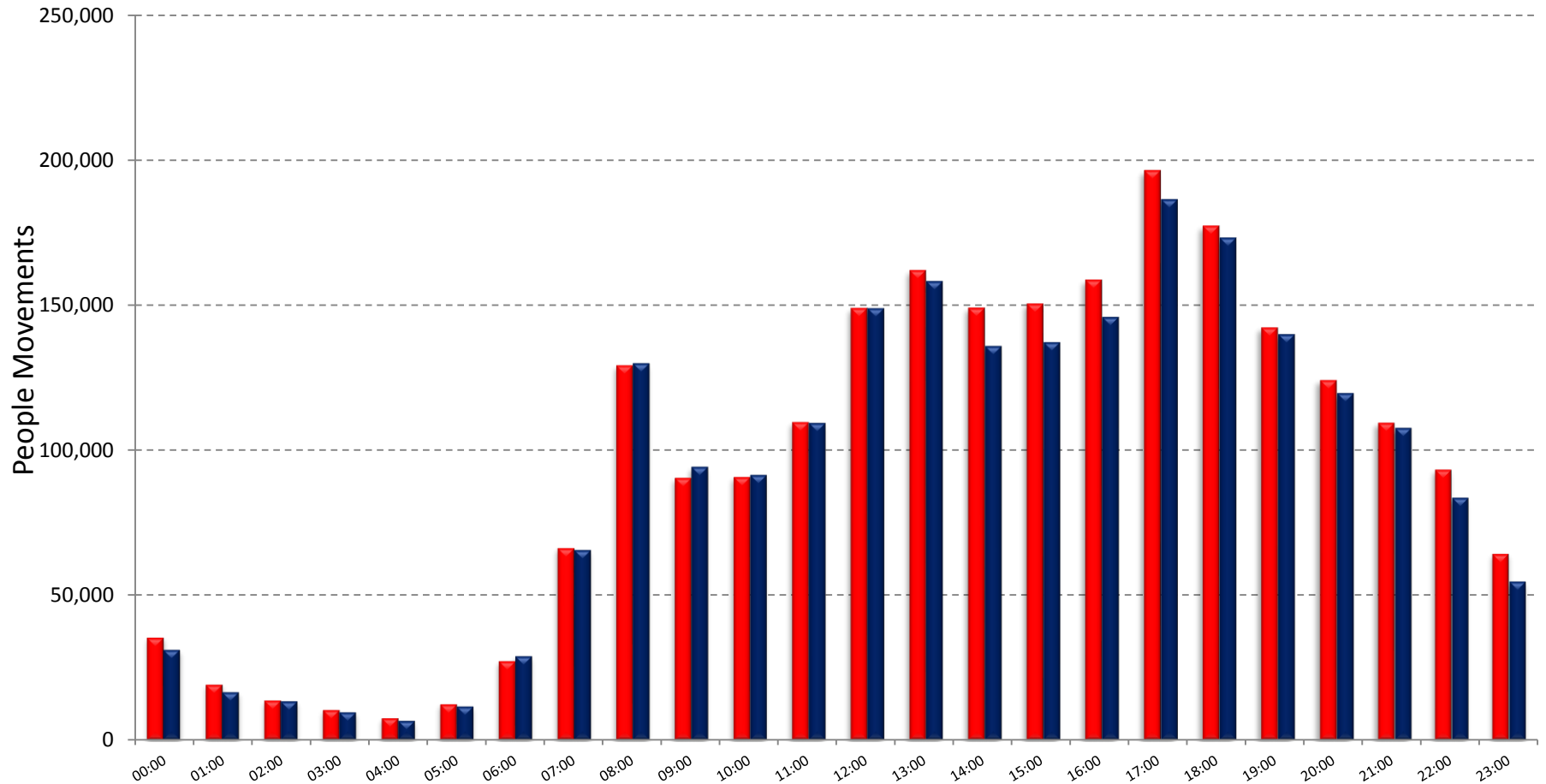


# Hourly People Movements – Darling Harbour

## March 2014

Sydney Harbour Foreshore Authority

■ 2013 ■ 2014

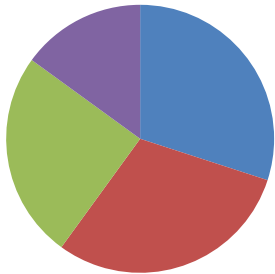


Sydney Harbour Foreshore Authority does not accept any responsibility or liability for any loss, damage, cost or expense you might incur as a result of the use of or reliance upon these materials. Information correct at time of publication based on research available. 10



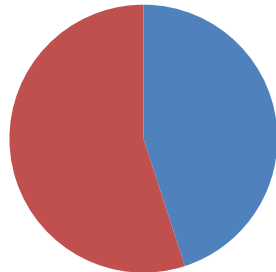
# Demographics

## AUDIENCE



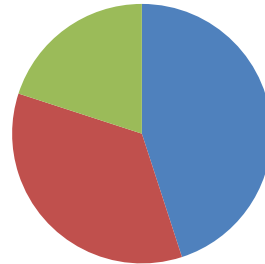
### Age

**30%** 15-24 years  
**30%** 25-34 years  
**25%** 35-54 Years  
**15%** 55+ years



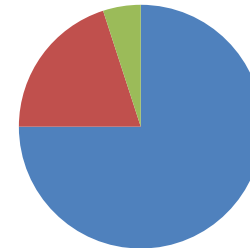
### Gender

**55%** Female  
**45%** Male



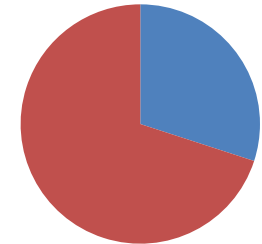
### Ethnicity

**45%+** Indian subcontinent  
**35%+** Mainstream  
**20%** Other NESB



### Residence

**75%+** Sydney Metro  
**20%+** National  
**5%** International



### Household

**30%+** Singles  
**70%+** Families

## Hourly People Movements – Darling Harbour March 2015

28 March 2015: 81,724 people

29 March 2015: 66,063 people

*Sydney Harbour Foreshore Authority does not accept any responsibility or liability for any loss, damage, cost or expense you might incur as a result of the use of or reliance upon these materials. Information correct at time of publication based on research available.*





# **PARTNERSHIP CATEGORIES**

**Principal**

**Partner**

**Leadership**

**Partner**

**Associate Partner**

**Support Partner**

**Connect Partner**

# Partnership Entitlements

## Partner Brand

### Category exclusivity

(Dependent on investment level)

## Partner Use of Intellectual Property (IP)

Access and use of the event IP including:

### Event logo

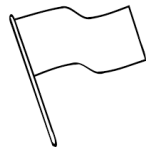
### Event content

(Imagery, video and audio)

## Partner Brand Promotion

### Access to a number of brand promotion channels

(Dependent on investment level)



#### Pole Banners

A percentage of pole banners recognising partner (logo) brand on festival banners.



#### Digital: Website

A percentage of online inventory to display animated / flash web banner



#### Social

Integration of brand and leverage of content within Holi Mahotsav website and social media channels



#### Festival Program

Full / Half page colour advertisement



# Partnership Entitlements

(Dependent on investment level- starting from \$6,000)

## Event Activation on Site

A Marquee of 6m x 6m or 3m x 6m

Activations can include:

- Branded signage that aligns with activation site
- Display of products and services (within activation site)
- Vending of product
- Promotional staff participation
- Distribution of premiums/samples

## Access to the VIP Marquee

Partners can access our VIP Marquee during VIP Session and mingle with the invited dignitaries. Refreshments will be provided to VIPs and guests.

## Food Vouchers

Requested food vouchers will be given on both days of the festival. Partners can try our wide variety of delicious vegetarian Indian food and refreshments provided by our food stalls.







# VEGETARIAN FOOD STALLS







# Partner Recognition

**Partner logo recognition across the following (dependent on investment level)**

**Media Release / Launch**



**Media Call – Signage (Shared)**

Press release – Written acknowledgment  
(Principal Partner only)

**Festival Website**



Partners page – Logo  
Hyperlink to Partner’s page

**Branding on Printed  
Merchandize**



Invitations, flyers, souvenirs and  
volunteers/staff t-shirts

**Press Advertising**



Metro advertising  
Local advertising

**Festival Signage**



Stage at Tumbalong Park, Darling Harbour

**Festival Program**



Logo on partner’s grid

**Live Reads**



Verbal acknowledgment every hour

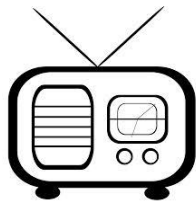
# Marketing

Holi Mahotsav is part of Living in Harmony – City of Sydney. The City of Sydney and Holi Mahotsav commits significant funding towards the promotion of the festival using multiple platforms such as:

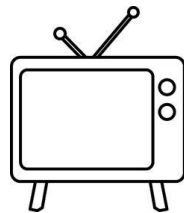


PRINT

Newspapers  
Bhavan Australia  
Magazine



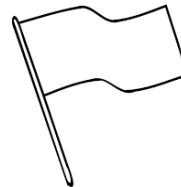
RADIO



TV



DIGITAL



BANNERS

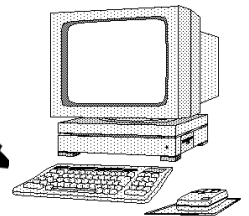


SOCIAL  
MEDIA

Facebook,  
Twitter,  
YouTube,  
Instagram



FESTIVAL  
PROGRAM



DEDICATED  
DIGITAL  
PLATFORM

[holimahotsav.com.au](http://holimahotsav.com.au)



# CONTACT

Partnership opportunities are available. Holi Mahotsav will work with partners to identify a mix of entitlements that meet mutual business objectives.

**GAMBHIR WATTS** OAM

President

Holi Mahotsav | Bharatiya Vidya Bhavan Australia  
Suite 102, Level L1, 515 Kent Street Sydney  
NSW 2000 AUSTRALIA

T: +61 2 9283 6088

M: +(61) 0413 880 881

[pr@bhavanaustralia.org](mailto:pr@bhavanaustralia.org)

[www.holimahotsav.com.au](http://www.holimahotsav.com.au)

[www.bhavanaustralia.org](http://www.bhavanaustralia.org)

