



Auckland Malayali Samajam Inc.

P.O.BOX 24526, Royal Oak,
Auckland

Charities Commission Registration Number:
CC50008

[Auckland Malayali Samajam](#) (AMS), one of the largest Indian associations in New Zealand is conducting a cultural extravaganza and Onam feast at the Mahatma Gandhi Centre, Eden Terrace, Auckland on **10 September 2022** at 4.00pm. As part of the cultural show, AMS is also planning for a traditional dance performance, called “MEGA THIRUVATHIRA”, where nearly 100 female artists perform together, and it is expected to be the largest traditional Indian dance performance ever conducted in New Zealand. A special edition of our annual magazine “Darpanam” will also be published and circulated among our members.

Approximately 1500 people attend this event every year. AMS humbly requests the business community to generously support this event by being a sponsor. It will be a great opportunity for your business as this is the most popular event in the Indian community in New Zealand.

Benefits of associating with AMS as a sponsor

The AMS comprises around 400x family membership and individual membership.

The members belong to a demographic profile of high-income professionals (Men and Women of age group 80% between 25 and 65 yrs) of different religious and social aspects. The sponsoring brand will fetch brand acceptance among this group of affluent buyers through email, social media, and multiple announcements at the venue.

We were honoured to have Ministers and Political leaders including Hon Michael Wood, Hon Priyanca Radhakrishnan, Hon David Seymour and Hon Deborah Russell and other community leaders for our recent community events like Community award night, Vishu, Easter and Eid events. The AMS take pride in sharing that these events were ticketed (for refreshment segment) and all the seats were fully sold out prior to the event. This goes to prove that the community is looking forward to events that nurture our culture and values that can be passed on to our next generation.

Details of the sponsorship are given below.

Title sponsorship (main sponsor) \$5,000.00

- Title sponsorship of all Samajam events building towards Onam
 - Including Kalolsavam'22(our day long youth festival-16th July) and Annual NZ Malayali Badminton tournament (10th August).
 - All our build up/practice rehearsal sessions for our Onam events.
- Stall located at a prime location at venue, permission for distribution of flyers, display of banners on the stage, can arrange raffle draw
- Details of sponsors will be announced during the program with an opportunity for Title Sponsor to address the crowd.
- Full colour print of your advertisement in the Darpanam magazine (Back cover page or back inner side of front page), annual publication of AMS
- Package includes advertisement through AMS's Facebook Page
- Package includes advertisement through AMS's Email (more than 1000 subscribers)
- Customised branding through our website, AMS's Facebook page, WhatsApp and email communications leading towards Onam and post event briefings.

Sponsorship of \$2,500.00

- Will be given the option to set up a stall by prior arrangements including permission to distribute flyers, and raffle draw
- Details of sponsors will be announced during the program
- Full colour print of your advertisement (back inner side of the front page or inner side of back-cover page) in the Darpanam magazine.
- Package includes advertisement through AMS's Facebook Page
- Package includes advertisement through AMS's Email (more than 1000 subscribers)
- Customised branding through AMS's Facebook page, our web site, WhatsApp, and email communications

Sponsorship of \$1,500.00

- Will be given the option to set up a stall by prior arrangements including permission to distribute flyers, and raffle draw
- Details of sponsors will be announced during the program
- Full inside colour print of the advertisement in the Darpanam magazine
- Package includes advertisement through AMS's Facebook Page
- Package includes advertisement through AMS's Email (more than 1000 subscribers)
- Customised branding through AMS's Facebook page our web site, WhatsApp, and email communications

Sponsorship of \$1000.00

- Full page of colour print advertisement in the Darpanam magazine.
- Sponsor name will be announced during the program

Sponsorship of \$500.00

- Half page advertisement in the Darpanam magazine
- Sponsor name will be announced during the program

Sponsorship of \$250.00

- Quarter page advertisement in the Darpanam magazine

Account details:

Auckland Malayali Samajam

Account Number: **02-0192-0472538-000**

Thanks and regards,

Sindhu Punnoose

Secretary

Auckland Malayali Samajam Inc.

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