

# Celebration of Cultures

03-05 FEBRUARY 2017  
(Friday - Sunday)

BOSCOMBE PRECINCT  
(BH14SX)

10:00AM - 16:00PM

**2017:**

The rising of phoenix



**SPONSORSHIP & VENDOR PACK**

creative design by:

YEVA CLARKSON  
[www.yevaclarckson.com](http://www.yevaclarckson.com)



Bournemouth  
COASTAL BID



**WISDOM**  
FOUNDATION

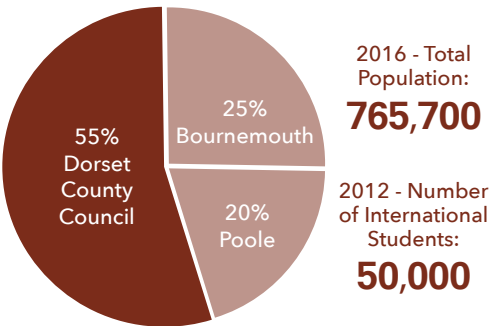


# BIGGER CELEBRATION WITH GLOBAL COMMUNITY:



Moving on from 2016 Chinese Winter Wonderland celebration event, we are expanding our free public event to a wider range of global community in 2017 with more performances and activities from different ethnic groups to celebrate the diversity of cultures through lunar festival.

## WHO ARE YOU REACHING?



Sources:

1. [dorsetforyou.gov.uk/statistics](http://dorsetforyou.gov.uk/statistics)
2. [pooletourism.com](http://pooletourism.com)

## HOW DO YOU ENGAGE WITH THEM?

1. Website, Facebook, Twitter, Youtube, Email Newsletter, Online Video Broadcast
2. Newspapers, Radio & Magazines News Coverage
3. Fiesta Booklet 9,000 Claimed Readership
4. 3-days Market Fiesta @ Boscombe Precinct

Targeted Footfall:  
**18,000**

Targeted Reach:  
**56,171\***

Do Good and gain Reputation

\*Based on Daily Echo Newspaper Readership

# More Activities and Performances!



- Multicultural Dance Performance
- Shaolin Kung Fu Performance
- TaiChi Performance
- QiPao Fashion Show
- Children Choir
- Lantern Making Workshop
- Calligraphy Writing Workshop
- Aerial Hoop & Skills Performance
- Lion Dance & Dragon Dance
- "God of Wealth" Appearance

## 8-DAYS MULTICULTURAL EXHIBITION

Date : 27/01 - 05/02/2017

Venue : Riviera Basement Bar

A free public multicultural exhibition, showcasing the different ways of celebrating lunar festival across different ethnic groups including their traditional clothing, food, rituals and entertainments.

## VENDOR PACKAGE

### FOOD STALL

Standard Price

**£100** /per day

Including:

1. 3m x 3m Stall Space
  2. Gazebo Setup and Dismantling
  3. Table x 1 unit
  4. Chair x 2 units
  5. Electricity
- 
6. Customise Certificate endorsed by Bournemouth Mayor
- 
7. Promotion Banner Advertisement:
    - Campaign Booklet
    - Official Website
- 
8. Shout-out Announcement:
    - Facebook Fan Page
    - Twitter
    - Email Newsletter

Other advertisement offers:

A5 Campaign Booklet:

- Full Page : £150/ page
- Half Page : £100/ page
- Quarter Page: £50/ page

Non-redundable deposit: £50

## SUPER HOT DEALS

**£68** /per day

If you commit to 3-days stall space (package offer)

**£10 Cash Back**

when any of your referred friend commit to the 3-days package offer

Stand a chance to  
**win away £200 Cash**  
from BEST STALL DECO Award\*

\*Only if you commit to 3-days package offer

**10% Early Bird Discount**

If you register with us before 30 Nov 2016

**+10% Extra Discount**

If you make full payment with us before 31 Dec 2016

**20% Do good Discount\*\***

If you are a registered Charity org./ Student

\*\*Not entitle to early bird discount.

## VENDOR PACKAGE

### NON-FOOD STALL

Standard Price

**£50** /per day

Including:

1. 3m x 3m Stall Space
  2. Gazebo Setup and Dismantling
  3. Table x 1 unit
  4. Chair x 2 units
  5. Electricity
- 
6. Customise Certificate endorsed by Bournemouth Mayor
- 
7. Promotion Banner Advertisement:
    - Campaign Booklet
    - Official Website
- 
8. Shout-out Announcement:
    - Facebook Fan Page
    - Twitter
    - Email Newsletter

Other advertisement offers:

A5 Campaign Booklet:

- Full Page : £150/ page
- Half Page : £100/ page
- Quarter Page: £50/ page

Non-redundable deposit: £50

## SUPER HOT DEALS

**£36** /per day

If you commit to 3-days stall space (package offer)

**£10 Cash Back**

when any of your referred friend commit to the 3-days package offer

Stand a chance to  
**win away £200 Cash**

from BEST STALL DECO Award\*

\*Only if you commit to 3-days package offer

**10% Early Bird Discount**

If you register with us before 30 Nov 2016

**+10% Extra Discount**

If you make full payment with us before 31 Dec 2016

**20% Do good Discount\*\***

If you are a registered Charity org./ Student

\*\*Not entitle to early bird discount.



# SPONSORSHIP PACKAGE

BENEFITS	PLATINUM	GOLD	SILVER
Name & Logo Exposure	■	■	■
Radio Advertisement Announcement	■		
Campaign Booklet Exposure	Back Cover/ Double Page Spread	Full Page/ Special Position	Half Page
Facebook Page Header & Weekly Announcement	■	■	■
Email Newsletter with Direct Link Button	■	■	■
Free 3-days Marketplace Stall (Dedicated location)	3m x 3m Stall	3m x 3m Stall	20% Discount
Gazebo 2.5 x 25ft Banner Display on top of stall	■	■	
Opening Ceremony Ribbon Cutting with Press Coverage	■	■	
Free Gala Dinner Ticket at Royal Bath Hotel	2 Tickets	1 Ticket	
*CASH, GOOD or SERVICES that equivalent to the amount.	<b>£600</b> 2 Titles	<b>£400</b> 3 Titles	<b>£200</b> Unlimited

# OTHER SPONSORS

---

## Fiesta Booklet Printing Sponsors

---

- Full Page (148 x 210mm) Ad Space
- Website Banner Ad
- Facebook and Twitter Shout-out Announcement
- Email Newsletter Advertisement
- 3m x 1m Event Banner
- Thanks Announcement

---

## In-kind Sponsors

---

Support can also take the form of goods and services provided. For example: Multicultural Shows & Workshops, Cultural Clothing, Decoration Items, Recycle Bins and more.

Please contact us for further discussion.

---

## Professionals and Volunteers

---

- Event Coordinators
- Event Crews
- Photographer
- Videographer
- Multicultural Show Performers
- Multicultural Workshop Facilitators
- Event Emcee

Professional certificate can be provided.  
Please contact us to discuss further.

## Interested? Simple.

- Step 1 : Go to our official website ([www.lunarfiesta.com](http://www.lunarfiesta.com))
- Step 2 : Click on "TRADE" menu
- Step 3 : Select "REGISTRATION" menu
- Step 4 : You will need to sign up as member before registration
- Step 5 : Fill up the form and accept the Terms & Conditions
- Step 6 : Click on "SUBMIT" button and proceed to PayPal payment

You will be contacted shortly by our crew after the registration

---

### Contact Details

---

You can also contact us for further enquiries or manual registration.

Contact Number : 012 0228 7103  
Email : [lunarfiesta.uk@gmail.com](mailto:lunarfiesta.uk@gmail.com)

---

### Advertisement Specification

---

Full Page : 150 x 210mm  
Half Page : 150 x 105mm / 75 x 210mm  
Quarter Page : 75 x 105mm / 150 x 52mm  
Booking Deadline : 05 January 2017  
Material Deadline : 08 January 2017

**[www.lunarfiesta.com](http://www.lunarfiesta.com)**