

# **ADVERTISEMENT PROPOSAL**

**2019 BUDDHA'S DAY & MULTICULTURAL FESTIVAL**

**18-19 MAY 2019**

**FEDERATION SQUARE, MELBOURNE**

**Official Partners:**

**City of Melbourne**

**Victoria Multicultural Commission**

**Federation Square**

## Introduction to Buddha's Day & Multicultural Festival

The Buddha's Day & Multicultural Festival aims to promote an inclusive, peaceful and harmonious society. The founding goals of the Festival are:

- To promote harmony, respect, peace and cultural awareness in our culturally diverse society; and
- To share joy and happiness within the community and among families.

Presented by [Fo Guang Shan Melbourne](#) and Buddha's Light International Association of Victoria (BLIA VIC), this significant two-day event is a joyous celebration of diversity and belonging, offering an opportunity for the people of Victoria to embrace interactive experiences and learn about other cultures and traditions. It also facilitates intercultural and interfaith exchange and dialogue, while fostering the quintessential Buddhist teachings of respect, equality and compassion.

The extensive programme celebrates multiculturalism through the arts, music, vegetarian food, multicultural performances, interfaith and traditional Buddhist ceremonies.

In 2019 the Buddha's Day & Multicultural Festival will celebrate its 24th anniversary, and its 17th consecutive year at Federation Square, one of the most popular tourist destinations in Melbourne. The Festival contributes to the arts, civic culture and cultural expressions of this great public space.

The Buddha's Day & Multicultural Festival was the first community based festival held at Federation Square since it first opened in 2003.

Since 2003, the Buddha's Day & Multicultural Festival has been proudly supported by the **City of Melbourne** and **Federation Square**. In 2006 they are joined by the **Victorian Multicultural Commission**. In 2008, **City West Water** joined as a Community Partner.

The World Peace Blessing & Opening Ceremony of the Festival is one of the major highlights, with guests of honour and speakers including representatives from the Offices of the Prime Minister, Leader of the Federal Opposition, the Premier of Victoria, the Leader of the State Opposition, the Lord Mayor of the City of Melbourne, CEO of Federation Square, Councillors of City of Melbourne and other municipal councils, other community leaders and distinguished guests.



## Introduction to Buddha's Light International Association of Victoria Inc.

BLIA VIC is the Victorian Chapter of the worldwide Buddha's Light International Association (BLIA) founded by Venerable Master Hsing Yun 1992. Its membership is made up of lay Buddhist followers.

Apart from supporting Fo Guang Shan Melbourne in promoting Humanistic Buddhism, it is involved in providing community, multicultural and personal development services for the wellbeing of its members and the broader community.

The BLIA motto is:

- Give others Faith;
- Give others Hope;
- Give others Joy;
- Give others Services.

BLIA currently has over 200 regional chapters and thousands of branches all over the world with millions of members.

In 2003, two major agencies of the United Nations, the Economic and Social Council of the United Nations (ECOSOC) and the United Nations Department of Public Information (UNDPI), granted a special consultative status to BLIA, as a Non-Governmental Organization of the United Nations.

BLIA VIC members span a diverse range of ethnic backgrounds, cultures and languages. Members and volunteers are encouraged to assist with and participate in all services and activities. BLIA VIC is a not for profit association, with no paid employees. It is run by an Executive Committee, guided by monastic advisors from Fo Guang Shan Melbourne and supported by its members and volunteers.

BLIA VIC has been highly active in celebrating cultural diversity and interfaith dialogue in Victoria.

Aside from major events such as the annual Buddha's Day & Multicultural Festival at Federation Square, BLIA VIC has been involved in numerous community events and projects demonstrating their commitment to promoting cooperation, community understanding and harmony in Victoria 's multicultural society



## What does your Advertisement mean?

The Festival has continued to develop an emphasis on the celebration of community harmony, mutual respect and cultural awareness in our culturally diverse society.

All Advertisement funding is directly invested into funding the festival with areas of expenditure including:

- Marketing of the Festival
- Stage and marquee set up during the Festival
- Audio visual set up, cleaning and security during the Festival
- Logistics and transportation costs
- Performance programmes.





## Statistics

<b>Visitor number (2010-2018):</b>	<b>75,000 - 90,000 each year</b>
<b>Volunteers (2010 – 2018):</b>	<b>450+ each year</b>
<b>Participating organisation (2010-2018):</b>	<b>45+ each year</b>



TYPE OF SPONSORSHIP	Corporate Sponsorship	Corporate Sponsorship	Corporate Sponsorship	Corporate Sponsorship	Corporate Sponsorship	Corporate Sponsorship
LEVEL OF SPONSORSHIP	Title Sponsorship <i>(for selected activities only)</i> \$6,000 + GST	Diamond \$5,000 + GST	Platinum \$3,000 + GST	Gold \$1,000+ GST	Silver \$500+ GST	Bronze \$300 + GST
Business Logo & Name displayed on 4 pull up banners in the central Square at Federation Square	+Individual pull up banner with company logo & introduction	✓ + 12 words company description	✓ + 6 words company description	✓		
Business Name displayed on 4 pull up banners in the central Square at Fed Square					✓	✓
Business Name & Logo on Festival Posters, such as Baby Blessing, Meditation, Dharma Talk	✓	✓	✓	✓		
Business Name on Festival Posters, such as Baby Blessing, Meditation, Dharma Talk					✓	✓
Business Logo & Name on Festival website (including hyperlink to sponsor's website) & Facebook	✓	✓	✓			
Business Logo & Name on Festival website (without hyperlink)				✓		
Business Name on Festival website					✓	✓
Business Logo & Name in Festival Programme (2,000 copies)	✓	✓	✓			
Business Name in Festival Programme (2,000 copies)				✓	✓	✓
Name in Festival Programme (2,000 cps)						
Business Logo & Name in select printed advertising	✓	✓	✓			
Business Name in select printed advertising				✓	✓	✓
Framed Certificate of Appreciation	✓	✓	✓	✓		
Official Certificate of Appreciation					✓	✓

Notes: The poster printing cut-off date will be 5 April 2019, and all other printing material printing cut-off date will be 19 April 2019.

## COMMERCIAL ADVERTISEMENT TERMS AND CONDITIONS

This Agreement is made between:

- A. The entity named in Item 1 of the Schedule (the **Advertiser**); and
- B. Buddha's Light International Association of Victoria Inc. (ABN 66 289 037 811) of 89 Somerville Road, Yarraville, Victoria 3013, Australia (**BLIA Vic**).

The parties hereby acknowledge and agree:

### 1. Definitions

- 1.1. **Festival** means the 2019 Buddha's Day & Multicultural Festival to be held at the Venue on 18<sup>th</sup> & 19<sup>th</sup> May 2019.
- 1.2. **Printed and Online Material** means any promotional poster, banners, official programmes and brochures, maps, press releases and any other materials which are printed, or posted online, by or for BLIA Vic to promote or commemorate the Festival.
- 1.3. **Advertiser's Advertisement** means the Advertiser's company or association name and/or logo as submitted by the Advertiser in accordance with the Advertisement Package.
- 1.4. **Advertisement Fee** means the fee payable by the Advertiser in accordance with the Advertisement Package.
- 1.5. **Advertisement Package** means the Commercial Advertisement and Advertisement Package nominated by the Advertiser in Item 2 of the Schedule.
- 1.6. **Venue** means Federation Square, corner of Flinders Street and Swanston Street, Melbourne.
- 1.7. **Naming Rights** (for Vegetarian Cooking Demonstration) means the presentation of the Advertiser's logo on two (2) banners with the title "Vegetarian Cooking Demonstration presented by [the Advertiser]".
- 1.8. **Social Media** means the official Festival Facebook and Instagram page.

### 2. Advertisement Package

- 2.1. BLIA Vic will provide the Advertisement Package by presenting the Advertiser's Advertisement in Printed and Online Materials in accordance with the terms of the Advertisement Package.
- 2.2. BLIA Vic will provide the Advertisement Package on condition that the Advertiser provides all details of the Advertiser's Advertisement in accordance with the specifications set out in this Agreement on or before the deadline(s) specified in this Agreement.

### 3. Advertisement Fee

- 3.1 The Advertiser must pay a 50% deposit upon signing this Agreement which will be refunded only if BLIA Vic elects not to proceed with the Advertisement application pursuant to Clause 10 or terminates this Agreement pursuant to Clause 11. The remaining balance of the Advertisement Fee is due in full no later than 30 days prior to the Festival.

### 4. Content and Design of Printed and Online Material and/or Screen Signage

- 4.1. The Advertiser consents to BLIA Vic's absolute and unfettered control over the design and creation of the Printed and Online Material based on the Advertiser's Advertisement and consents to BLIA Vic's selection, representation, reproduction, dimensions, sizing and use of the Advertiser's Advertisement in the Printed and Online Material.

### 5. Logo Specifications for Printed and Online Material

- 5.1. Technical requirements: logo file to be in EPS or PDF format or high resolution JPG or TIFF format with minimum size 120mm x 120mm and 300dpi

- 5.2. The size of printed logos will be determined by the requirements of each printed material produced by or for BLIA Vic but the logo will not be greater than 5% of the printed material source.
- 5.3. BLIA Vic will determine the size of the logo for all online material in accordance to the requirements of the online material.
- 5.4. The Advertiser must submit its logo to BLIA Vic in accordance with Clause 5.1 within 7 days following its submission of this application but in any event no later than 60 days prior to the Festival.

## **6. Print Media Coverage**

- 6.1. BLIA Vic will use reasonable efforts for the Advertiser to be promoted in any press release material which BLIA Vic publishes in any newspaper or other printed media source.
- 6.2. BLIA Vic reserves the right to use material to promote the Advertiser that it considers is appropriate for the type of media coverage.

## **7. Intellectual Property**

The Advertiser acknowledges and agrees that BLIA Vic will be the owner of all right, title and interest including but not limited to copyright in and to the content of the Printed and Online Material except for any existing trade mark, service marks and copyright lawfully owned by the Advertiser or any other third party.

## **8. Warranties**

The Advertiser warrants to BLIA Vic that:

- 8.1. inclusion of the Advertiser's Advertisement in the Printed and Online Material will not infringe any trademark, service mark, copyright, business name or any other intellectual property rights of any third party nor will its inclusion in the Printed and Online Material result in BLIA Vic breaching any statutory provision or regulation; and
- 8.2. the Advertiser's Advertisement is not defamatory, false, misleading or deceptive and conforms with all statutory requirements and its inclusion in the Printed and Online Material will not be in breach of any statutory or contractual obligation to which the Advertiser and/or BLIA Vic is subject.

## **9. Liability**

- 9.1. BLIA Vic is not liable for any errors or omissions in the material included either in the Advertiser's Advertisement or in the Printed and Online Material, regardless of whether such errors or omissions arose due to any breach, carelessness or negligent act or omission by BLIA Vic. The Advertiser hereby releases BLIA Vic, its officers, servants, agents, assigns and licensees from all claims which the Advertiser has or may have or but for this Agreement may have had for negligence, defamation, infringement of copyright or trade mark or any other cause of action arising out of the inclusion or omission (whether in part or whole) of the Advertiser's Advertisement in the Printed and Online Material or the use, misuse, adaptation, reproduction, distribution or publication of the Advertiser's Advertisement.
- 9.2. The Advertiser accepts full and complete responsibility and liability for the content of any material or information submitted by Advertiser pursuant to this Agreement including responsibility and liability for defamatory material, false, misleading or deceptive statements, misrepresentations, infringement of trademark, business names, service mark or copyright or other intellectual property of any party and breaches of any statutory provisions. The Advertiser will indemnify and hold BLIA Vic, its officers, servants, agents, assigns and licensees harmless from all actions, claims, proceedings, losses, liabilities, damages, costs, fines and expenses including consequential damage incurred directly or indirectly by BLIA Vic, its officers, servants, agents, assigns and licensees by reason of the inclusion or omission (whether in whole or in part) of the Advertiser's Advertisement in the Printed and Online Material and this indemnity will survive the termination or expiration or termination of this Agreement.



- 9.3. Without limiting any of the foregoing, BLIA Vic will not be liable for any loss or damage of revenue, profits, other economic loss of the Advertiser or of any party claiming through the Advertiser or for any special indirect or consequential damage of any kind resulting from the performance, termination, or any failure or omission by BLIA Vic to perform any obligation pursuant to the terms of this Agreement and whether resulting from breach of contract, negligence or otherwise howsoever even if BLIA Vic should have been aware that such loss or damage would or could possibly be incurred or sustained.

## **10. BLIA Vic may refuse Advertiser or Advertiser's Advertisement**

- 10.1. BLIA Vic may refuse any Advertisement application which in the opinion of BLIA Vic may give rise to a conflict of interest or which may bring BLIA Vic or the Festival into disrepute and this includes Advertisement applications from other religious, cultural or community groups.
- 10.2. BLIA Vic may refuse the whole or any part of the Advertiser's Advertisement in its sole discretion for any reason. Unless the Advertiser provides an alternative advertisement which is satisfactory to BLIA Vic, BLIA Vic may either elect to proceed only with that part of the Advertiser's Advertisement which is acceptable to BLIA Vic, or BLIA Vic may elect to terminate this Agreement by written notice to the Advertiser.

## **11. Termination**

- 11.1. BLIA Vic may immediately terminate this Agreement by written notice to the Advertiser if:
- (a) the Advertiser breaches a material term of this Agreement; and
    - (i) it cannot be remedied; or
    - (ii) if capable of being remedied, such breach is not remedied within 7 business days of a written request by BLIA Vic to remedy that failure;
  - (b) the name or reputation of BLIA Vic and/or the Festival is, in its opinion, brought into disrepute by the Advertiser or by being associated with the Advertiser or the Advertiser's Advertisement;
  - (c) any warranty, representation or statement by the Advertiser becomes false or incorrect; or
  - (d) BLIA Vic is unable to carry out its obligations under this agreement due to circumstances beyond its control or which it could not have reasonably prevented.
- 11.2. If this Agreement is terminated under Clause 11.1(a)(b) or (c), all monies paid by the Advertiser to BLIA Vic will be forfeited and BLIA Vic is not liable to refund any monies.
- 11.3. If this Agreement is terminated under Clause 11.1(d) or Clause 10.2, BLIA Vic will refund any monies paid by the Advertiser to BLIA Vic less any costs incurred or owing by BLIA Vic to a third party as a result of its provision of the Advertisement Package up until the date of termination.

## **12. Amendments**

No amendment or variation of this Agreement is valid or binding on a party unless in writing and executed by both parties.

## **13. Confidentiality**

The terms and conditions of this agreement shall not be disclosed to any third parties without the prior written consent of both parties.

## **14. Non-assignment**

The rights of either party under this agreement shall not be transferable or assignable either in whole or in part.

## **15. Entire Agreement**

This Agreement contains the entire agreement between the parties about its subject matter. Any previous understanding, agreement, representation or warranty relating to the subject matter is replaced by this Agreement and has no further effect.

**Signed by an authorised representative of the Advertiser:**

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Name**

\_\_\_\_\_  
**Position**

**Signed by an authorised representative of Buddha's Light International Association of Victoria Inc:**

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Name**

\_\_\_\_\_  
**Position**

# SCHEDULE

Item 1:	Advertiser	<p><b>Company/Organisation Name:</b></p> <p><b>ABN/ACN:</b></p> <p><b>Authorised Representative:</b></p> <p><b>Contact Address:</b></p> <p><b>Contact Phone Number:</b></p> <p><b>Email Address:</b></p>																		
Item 2:	Advertisement Package	<table border="0"> <tr> <td><b>Title Sponsorship</b> <i>(for selected activities only)</i></td> <td><input type="checkbox"/></td> <td>\$6,000 plus GST</td> </tr> <tr> <td><b>Diamond</b></td> <td><input type="checkbox"/></td> <td>\$5,000 plus GST</td> </tr> <tr> <td><b>Platinum</b></td> <td><input type="checkbox"/></td> <td>\$3,000 plus GST</td> </tr> <tr> <td><b>Gold</b></td> <td><input type="checkbox"/></td> <td>\$1000 plus GST</td> </tr> <tr> <td><b>Silver</b></td> <td><input type="checkbox"/></td> <td>\$500 plus GST</td> </tr> <tr> <td><b>Bronze</b></td> <td><input type="checkbox"/></td> <td>\$300 plus GST</td> </tr> </table> <p><i>Note:</i> Cheques to be made payable to "Buddha's Light International Association of Victoria Inc"</p> <p><a href="mailto:info@bliav.org.au">info@bliav.org.au</a></p> <p><a href="http://www.bliav.org.au">www.bliav.org.au</a></p> <p><a href="http://www.buddhaday.org.au">www.buddhaday.org.au</a></p> <p><b>03 9314 5147</b></p>	<b>Title Sponsorship</b> <i>(for selected activities only)</i>	<input type="checkbox"/>	\$6,000 plus GST	<b>Diamond</b>	<input type="checkbox"/>	\$5,000 plus GST	<b>Platinum</b>	<input type="checkbox"/>	\$3,000 plus GST	<b>Gold</b>	<input type="checkbox"/>	\$1000 plus GST	<b>Silver</b>	<input type="checkbox"/>	\$500 plus GST	<b>Bronze</b>	<input type="checkbox"/>	\$300 plus GST
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