

Thayagam Tamil Vision LTD – Tamil New Year 2025 Sponsorship Proposal

About Thayagam Tamil Broadcasting Service

Thayagam Tamil Radio Service (thayagam.net) is a global community-oriented broadcasting platform that serves Tamil-speaking audiences worldwide. Established in Sydney, Australia, our service provides a rich blend of education and entertainment, catering to the needs of the Tamil community across different media channels. We are supported by passionate volunteers who are dedicated to preserving the Tamil language while utilizing modern communication methods to connect with our audience effectively.

Our radio station encourages interactive participation by incorporating live talkback sessions in both morning and evening broadcasts, fostering real-time engagement between presenters and listeners. Since its inception, Thayagam Tamil Radio has played a pivotal role in covering various Tamil cultural events and festivities in Sydney, strengthening community ties and promoting Tamil heritage.

As we mark a decade of service in 2025, we are excited to celebrate this milestone by organizing a grand Tamil New Year event—Sithiraip Peru Vizha 2025. This event aims to showcase Tamil traditions, arts, and culture to a diverse audience while inviting members from Australia's multicultural society to join in the celebrations.

Sponsorship Opportunities for Tamil New Year 2025

We invite businesses, organisations, and individuals to support Sithiraip Peru Vizha 2025 through sponsorships. Your support will not only contribute to the success of this cultural festival but also provide your business with significant exposure to a broad and engaged audience.

Exclusive Title Sponsorship Package – \$5,000+

The Title Sponsorship package provides the highest level of recognition and exclusive promotional benefits, ensuring maximum brand visibility before, during, and after the event.

Title Sponsor Benefits:

- **Brand Visibility:** Your company will receive primary placement in all event promotions, including digital marketing, print materials, and social media advertisements.
- **Media Exposure:** Your business will be mentioned in all radio promotions leading up to the event.
- **Stage Recognition:** Official acknowledgment during the event, with opportunities to participate in key on-stage functions.
- **Advertising Benefits:**
 - Four months of free radio advertisements on Thayagam Tamil Radio (valued at \$1,000).
 - Discounted rate of \$200 per month for continued advertising beyond the free period.
- **Event Stall:** Complimentary promotional stall at the venue to showcase your business, products, or services.
- **Audience Engagement:**
 - Your business can provide a branded gift voucher to be awarded as a prize during the event.
 - 5-minute stage time allocated for a speech, product promotion, or business introduction.

Gold Sponsorship Package – \$3,000+

This package offers significant brand exposure and promotional benefits to showcase your business to a wider audience.

Gold Sponsor Benefits:

- Recognition in Promotional Campaigns:
 - Business logo featured in all event advertisements, posters, and social media promotions.
- Radio Advertising:
 - Two months of free radio advertising on Thayagam Tamil Radio (valued at \$500).
 - Discounted rate of \$200 per month for continued advertising.
- Event Stall: Complimentary promotional stall to engage directly with event attendees.
- Stage Introduction:
 - 5-minute on-stage introduction by the Master of Ceremonies.
- Audience Engagement: Your business can provide a branded gift voucher to be awarded as a prize during the event.

Silver Sponsorship Package – \$1,000+

The Silver Sponsorship package provides essential promotional opportunities at an affordable level.

Silver Sponsor Benefits:

- Event Promotions: Your business will be recognized in event promotional materials and during the live event.
 - Radio Advertising:
 - One month of free radio advertising on Thayagam Tamil Radio (valued at \$250).
 - Discounted rate of \$200 per month for continued advertising.
 - Event Stall: Complimentary promotional stall to showcase your brand.
 - Stage Introduction:
 - Five-minute introduction on stage by the Master of Ceremonies.
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Stall Allocations for Participants

In addition to sponsorship opportunities, businesses and individuals can set up promotional and food stalls at the event.

Food Sales Stalls – \$500

- Vendors can cook food onsite and sell fresh meals to event attendees.
- Promotional materials may be distributed to promote your brand or business.
- Membership drives are permitted to attract new members to your organization.

Promotional Stalls – \$300

- Promotional materials can be distributed to attendees.
- Membership drives are allowed for organizations seeking to expand their reach.

Individual donation -

Memorandum of Understanding (MoU)

To ensure smooth collaboration between Thayagam Tamil Radio Service and its sponsors/participants, we outline the following terms:

1. Commitment & Payment:
 - Participants and sponsors must complete their sponsorship or stall allocation payments as soon as possible
 - Responsibilities of Thayagam Tamil Radio Service:
 - The radio service will uphold all commitments stated in the sponsorship agreements and provide the agreed-upon promotional benefits.
2. Responsibilities of Sponsors/Participants:
 - Sponsors and participants are expected to cooperate and adhere to event guidelines to ensure a successful and smooth event experience.
3. Dispute Resolution:
 - In the event of any disputes, Thayagam Tamil Radio Service will initiate an independent mediation process to resolve issues amicably.

Agreement Details

Sponsor Information:

- **Name of Sponsor:** _____
- **Date Signed:** _____

Thayagam Radio Representative:

- **Name:** _____
 - **Date Signed:** _____
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We sincerely appreciate your support in making Tamil New Year 2025 a grand success. Your contribution will help us promote Tamil culture, strengthen community bonds, and celebrate our rich heritage. For further inquiries or to confirm your sponsorship, please contact us at +61 432 710 238.