



# IAASA

INDIAN AUSTRALIAN ASSOCIATION  
OF SOUTH AUSTRALIA

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

**SPONSORSHIP PROFILE**



# IAASA

## INDIAN AUSTRALIAN ASSOCIATION OF SOUTH AUSTRALIA

### INTRODUCTION

Indian Australian Association of South Australia (IAASA) is a not-for-profit organisation which was established in 1967 and a constitution was formulated in 1971 for the explicit purpose of promoting Indian culture in Australia. The paramount aim of IAASA is to involve all South Australians, not only Indian heritage migrants, to develop a spirit of co-operation, unity and interaction between Indian and Australian communities to promote harmony. Moreover, IAASA functions as a peak body for all the Indian regional and cultural organisations and is the first port of call for the government for any issue concerning the Indian community.

The current membership of IAASA is over 1500 members including over 250 life members and a group of seniors. Following activities are held by IAASA regularly on yearly basis in which from 300-10,000 people of Indian heritage and multicultural backgrounds participate:

1. Indian Republic Day in January
2. Participation in Australia Day Parade in January
3. Holi Celebration in February / March
4. Indian Mela in February / March / April
5. India's Independence Day Celebration in August
6. Diwali / Gala Dinner / Gandhi Jayanti celebration in October / November
7. Xmas Celebration in December
8. New Migrants Information sessions twice a year
9. Seniors' regular Meets 5-6 times a year (bimonthly)
10. Regular informal Meet & Greet evenings with members of Indian Regional organisations
11. New Migrants Information Sessions & Meets
12. Projects with federal & state government
13. Partnerships with other South Australian Organisations
14. Awareness campaigns on various social issues
15. Quarterly Newsletter
16. Covid Support Services
17. Health & Well-Being Seminars
18. 24/7 Helpline
19. Community Welfare Programme & Support Services
20. Internatinal Student's Seminar's
21. Women's Support Seminars

# GOVERNING STRUCTURE OF IAASA

IAASA management committee at present has a President, Vice-President, Secretary, Treasurer, seven general committee members along with two co-opted members, who work collaboratively to achieve the aims of IAASA as envisaged by the community and under the strict guidelines as stipulated in the formal constitution.

## **Purpose of this Email:**

The purpose of this memorandum is to seek Sponsorships from businesses, corporates, organisations or individuals for our premium function 31st Indian Mela to be held on Friday 24th March 2023 & Saturday 25th March 2023 at Victoria Square, Adelaide.

## **2023 at Victoria Square, Adelaide**

Mela is being celebrated by IAASA annually since 1980s. Attendance at Mela has grown from a few hundred initially to over 20,000 people at its peak in recent years. Indian Mela has made a distinct brand name for itself and is associated with Indian culture. It can be put into the similar league as Glendi – Greek Festival or Carnevale – The Italian Festival.

## **Who can sponsor?**

Any small business, franchisee, corporate, not-for-profit organisation, association, educational institute, or individuals who are seeking to promote their business or enterprise in Adelaide to a variety of audience of Indian as well as of multicultural background.

## **Why would you sponsor Mela – What's in it for you?**

- You will find an audience in thousands from Indian and multicultural background
- New migrants as well as long-established community including rural and country areas
- Located in Marke' high profile / high traffic location in centre of Adelaide attracts a large audience
- A cost-effective and highly targeted marketing strategy
- Gates open from 5.30 PM Friday evening & Saturday 11 AM to 11 PM – long and sustained period of marketing
- Choose a level of sponsorship that suits you  
Many levels of sponsorship available

75  
Azadi Ka  
Amrit Mahotsav

PROUDLY SUPPORTED BY  
Government of South Australia  
Department of the Premier  
and Cabinet



IAASA  
INDIAN AUSTRALIAN ASSOCIATION  
OF SOUTH AUSTRALIA  
PROUDLY PRESENTS  
THE 31<sup>ST</sup> ANNUAL  
**INDIAN  
MELA**

2023



**24** FRIDAY  
**FEBRUARY**

5.30PM TO 11.00 PM

**25** SATURDAY  
**FEBRUARY**

11.00AM TO 11.00 PM

CULTURAL ACTIVITIES • FOOD STALLS • KIDS EVENTS • MUSIC & DANCE • MARKETS

FOR MORE INFORMATION PLEASE CONTACT:

TRIMANN GILL  
(PRESIDENT)  
0403 203 172

AMARJIT GREWAL  
(MELA CHAIRPERSON)  
0431 814 625

NIRAJ PANDYA  
(CULTURAL CO-ORDINATOR)  
0433 299 221

NAVDEEP AGNIHOTRI  
(SPONSORSHIP CO-ORDINATOR)  
0416 003 141

**FREE ENTRY**

E-MAIL: [MELA@IAASA.COM.AU](mailto:MELA@IAASA.COM.AU)

LIKE US ON



[WWW.IAASA.COM.AU](http://WWW.IAASA.COM.AU)



THE 31<sup>ST</sup> ANNUAL  
**INDIAN  
 MELA**  
 2023

## SPONSORSHIP LEVELS

LEVEL	SPEND	WHAT YOU GET
<b>PLATINUM SPONSOR</b> Maximum 2	<b>\$8,000</b>	<ul style="list-style-type: none"> <li>• Two 3x3m Stalls</li> <li>• Exclusive to one sponsor from each type of business within this sponsorship level</li> <li>• Marketing of logo* through social media, 5,000 flyers, 500 posters, projected to screen on Mela day and cultural radio advertisements</li> <li>• Outside perimeter stage fencing space for advertising</li> <li>• Pull up banner supplied for each side of main stage</li> <li>• Continuous announcements on both mela days</li> <li>• Nominated person invited on stage during VIP segment to recognise</li> <li>• Reserved front row seating (x4)</li> <li>• Logos on banners, that will be placed around Adelaide</li> </ul>
<b>GOLD SPONSOR</b>	<b>\$4,000</b>	<ul style="list-style-type: none"> <li>• One Large Stall 5x3m</li> <li>• Marketing of logo* through social media, 5,000 flyers, 500 posters, projected to screen on Mela day and cultural radio advertisements</li> <li>• Pull up banner supplied near but not on main stage</li> <li>• Continuous announcements on both mela days</li> <li>• Reserved front row seating (x2)</li> <li>• Logos on banners, that will be placed around Adelaide</li> </ul>
<b>SILVER SPONSOR</b>	<b>\$2,000</b>	<ul style="list-style-type: none"> <li>• One 3X3m Stall</li> <li>• Marketing of logo* through social media, 5,000 flyers, 500 posters, projected to screen on Mela day</li> <li>• Reserved front row seating (x2)</li> </ul>
<b>BRONZE SPONSOR</b>	<b>\$1,000</b>	<ul style="list-style-type: none"> <li>• One 3X3m Stall area</li> <li>• Marketing of logo* through social media, 5,000 flyers, 500 posters, projected to screen on Mela day</li> </ul>

**\*Size of advertising logo dependent on the level of sponsorship**



# IAASA

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## IAASA PAST EVENTS



IAASA SUB-COMMITTEE FOR  
THE 31<sup>ST</sup> ANNUAL  
**INDIAN MELA**  
2023

PLANNING AND IMPLEMENTATION

Amarjit Grewal (Chairperson)

Trimann Gill

Niraj Pandya

Priya Premkumar

Shammi Batra

Jumana Hardwarewala

Navdeep Sharma

Rittika Debnath



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