



# Chand Raat





## EID FESTIVAL

Unlock Access to Australia's Fastest-Growing  
Cultural Consumer Market

[www.chandraat.com](http://www.chandraat.com)

# Why This Matters to You

## South Asian and Multicultural communities are:

-  One of the fastest-growing segments in Australia
-  Highly brand-loyal when culturally respected
-  Community-oriented, high-trust ecosystems
-  Significant spenders during religious and cultural milestones like Eid

CREF gives you direct access, at scale and with authenticity.





# Strategic Opportunity

Position your brand as a leader in cultural inclusion and consumer connection.



Build real relationships in multicultural communities



Increase visibility with family, youth, and diaspora networks



Launch new products or services with targeted outreach



Drive brand preference during peak seasonal spending



# Event Overview

## Chand Raat Eid Festival

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19 March 2026



The Entertainment Quarter,  
Sydney, Australia



20,000+



24+ years legacy



Festival with business promotion, retail,  
entertainment and food zones



# Real Outcomes for Sponsors

- ✓ Targeted reach in high-density multicultural areas
- ✓ Brand affinity through community-led endorsement
- ✓ High dwell time and foot traffic for activations
- ✓ Direct lead generation and data opt-ins
- ✓ Cultural credibility at a grassroots level





# Custom Sponsorship Options

## Title Sponsor - Exclusive

(All Platinum, Gold & Silver inclusions +)

- Full naming rights (“[Brand] presents CREF”)
- Dedicated PR campaign & speaking opportunity on main stage
- Largest activation zone (10x3m prime location)
- Hero logo on all major branding (stage, arches, entry points)

### IDEAL FOR

National brands seeking maximum visibility and deep market penetration

## Platinum Sponsor

(Includes all Gold & Silver benefits +)

- 6x3m stall in high-footfall area
- Stage branding & VIP area presence
- Inclusion in influencer campaigns
- Co-branded media & 1x sponsored video or interview

### IDEAL FOR

Enterprise brands aiming to lead conversations in multicultural segments

## Gold Sponsor

(Includes all Silver benefits +)

- 3x3m stall in high-footfall area
- Shared digital & social media presence (min. 2x posts)
- Community radio mention
- Booth-level activations (demos, samples, giveaways)

### IDEAL FOR

Consumer-facing brands with regional or national interest

## Silver Sponsor

- 2x2m onsite presence
- Logo in collateral, flyers, event site
- Logo on event media wall

### IDEAL FOR

Local businesses or service providers seeking high footfall access

## All packages include:



B2C and B2B exposure



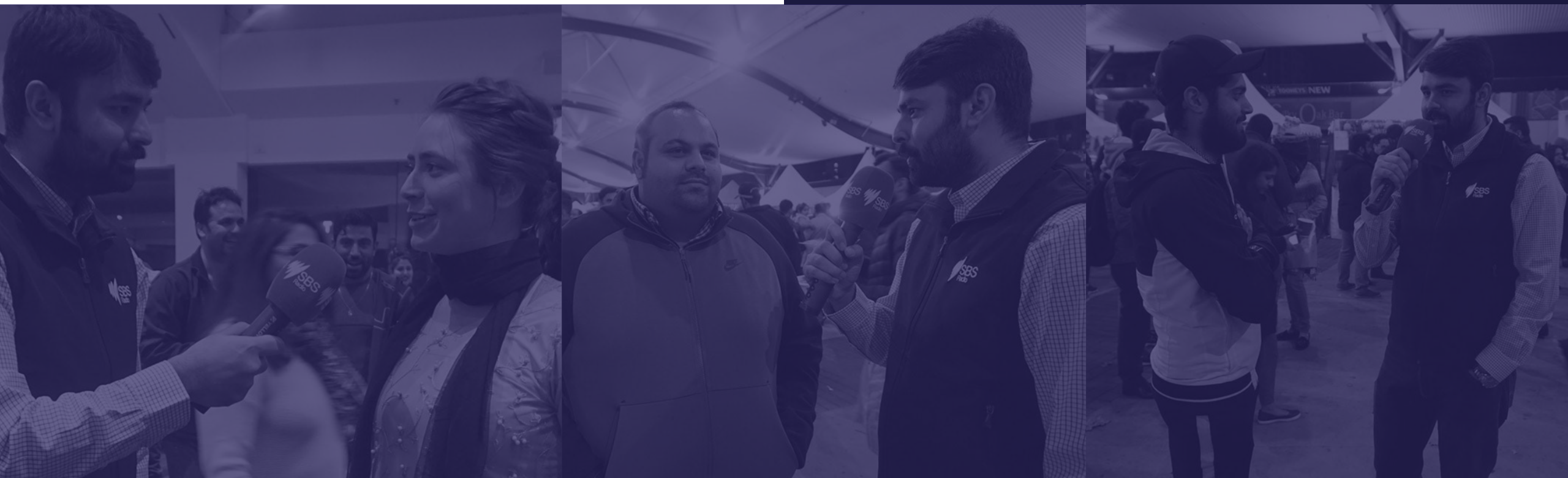
Community trust-building



Branding across event + media

# Media + Campaign Reach

- ✓ Social impressions via paid + organic
- ✓ Multicultural influencers and ambassadors
- ✓ Radio & digital media partnerships
- ✓ Press coverage in community outlets





# Recognised by Community & Government

## Trusted, Celebrated, Endorsed.

Over 24+ years, CREF has been recognised by:



**NSW Government and Local Councils**  
including “Community Event of the Year”



**Multicultural & Media Awards**  
NSW Harmony and Lifetime Achievement for  
CREF Founder, Syed Atiq ul Hassan



Backed by ongoing support from the NSW  
Government, Multicultural NSW, and Local  
Councils.





# Let's Partner for Impact



**CREF isn't just an event.  
It's a cultural touchpoint.**

Contact us today to discuss  
sponsorship opportunities.

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