



Eid
DOWN
UNDERS
2020

QUEENSLAND'S LARGEST
EID FESTIVAL!

Saturday
6 June
10am - 9pm

Australian
International
Islamic College

724 Blunder Rd
Durack



THE COMMUNITY AT A GLANCE



60+ BACKGROUNDS



70+

COMMUNITY ORGANISATIONS

1000+
BUSINESSES & TRADES



50,000
MUSLIMS

75%

UNDER 40



INFINITE COMMERCIAL OPPORTUNITIES

EID DOWN UNDER 2019 HIGHLIGHTS



MORE THAN **50**
STALLS



AMUSEMENT **6** RIDES



MORE THAN **15,000**
GUESTS



KIDS
PETTING ZOO
ARTS & CRAFTS
FACE PAINTING

The Courier Mail

brisbanetimes.com.au

ABC **SBS**

4BC **BBC**

The Daily Telegraph

The Sydney Morning Herald

the guardian

THE AUSTRALIAN

THE AGE

THE HUFFINGTON POST

Daily Mail

news.com.au

Mashable

LATELINE

X30 REPORT

india times **INTERNATIONAL BUSINESS TIMES**

پاکستان **DRUM**



Purpose of Eid Down Under

Each year during Ramadan, the Muslim community spends a month fasting each day from dawn to sunset. At the end of the month-long fast, Muslims celebrate *Eid al-Fitr* a festival of breaking the fast.

This festival, along with *Eid al-Adha* a few months later, are two of the most important celebrations in the Muslim world. They allow the global community to showcase the very best of their culture, values, and food, all in one epic festival.



Eid Down Under
is a celebration of
Eid al-Fitr

Over the past five years, we have grown to become one of Brisbane's largest annual festivals! While it is a day of fun and celebration, it also promotes social cohesion and unites the diverse communities in Brisbane as we invite everyone from all cultures, creeds, communities and clubs!

Our mission is to create a platform where the various communities in Queensland can share in this celebration and promote inclusivity, harmony, cohesion and acceptance. In today's landscape, it is important - now more than ever - to nurture these values and use them to advance Queensland further.



About the Celebration

Eid is one of the largest celebrations worldwide, with **over 1.5 billion people** celebrating annually. Each year, Eid creates a festive buzz in the Muslim community. Families present children with gifts, streets are intricately decorated, and hours are spent in the kitchen preparing elaborate meals to share with everyone around.

While Eid is a time for celebration, it is also a time for reflection - particularly for those less fortunate. In addition to our religious obligation, the purpose of fasting allows for development of self-control, curbing selfishness and humbles one to feel for the less fortunate. Our community takes pride in its generosity, donating wealth, clothing, food and various necessities to the needy. These sentiments promote friendship and compassion with our fellow neighbours and friends.

OVER

15,000

GUESTS ATTENDED
LAST YEAR'S
FESTIVAL AND 2020
PROMISES TO BE AN
EVEN BIGGER EVENT!

Eid Down Under
is proudly hosted by



Islamic Council of
QUEENSLAND

Celebration · Joy · Multiculturalism · Inclusion

ABOUT



The **Islamic Council of Queensland (ICQ)** is the peak umbrella organisation representing the interests of Muslims in Queensland. ICQ has 23 member organisations, spanning from the Gold Coast to Cairns. ICQ is also registered with the Australian Charities and Not-for-Profits Commission.

The Council's vision is to promote community engagement and collaboration through building a society that **promotes respect, understanding and compassion**. This is achieved through various community projects for all members of the community in the areas of education, sport, cultural activities and charitable work.



What you can **EXPECT IN 2020**

Eid Down Under promises to be a day filled with thrills and delights for all of your senses! There truly is something for everyone. This authentic celebration invites guests from all walks of life to join in the Muslim tradition.



The event is organised by the wonderful and highly professional **Team Lacey Consultancy**, who are responsible for other highly successful events, e.g. Eat Street Markets in Northshore.





What you can **EXPECT IN 2020**



Fireworks



15+ massive rides



Motocross bikes **NEW**



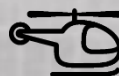
40 international food stalls



Art and craft stalls



Entrepreneur presentation **NEW**



Helicopter rides



Petting zoo



Cake decorating competition



Youth achiever presentations **NEW**



Spoken word and poetry



Cooking demonstrations



Cultural performances



DIY workshop by Bunnings **NEW**



Chilli eating competition



Giveaways!



New Stage Events



COMEDIAN

Nazeem Hussain



Famous comedian, actor, television and radio presenter from Melbourne. He is best known as creator and star of both television comedy shows *Legally Brown* and *Orange is the New Brown*. He even has his own Netflix special *Nazeem Hussain: Public Frenemy!*

Don't miss his stand-up show at Eid Down Under this year!

YOUTH ENTREPRENEUR

Atiyya Batty



Atiyya Batty is the Head of Alumni and Assistant Special Events Manager at Fiftysix Creations.

She started with Fiftysix Creations in 2016 as a Classroom Coach and is committed to delivering long-lasting career outcomes via workshops.

With the Fiftysix Creations team, Atiyya has educated over 40,000 students in entrepreneurship!



2019 VIPs at a glance



Dr Jim Chalmers MP
Shadow Treasurer



Lord Mayor Adrian Schrinner
Mayor of Brisbane



Graham Perrett MP
ALP, Moreton



Leanne Enoch MP
Minister for Environment and the Great Barrier Reef,
Minister for Science and Minister for the Arts



Sponsor this event



MARKETING

Showcase your products and services



AUDIENCE PUBLICITY

Connect with more than 15,000 attendees, including MPs



BRAND EXPOSURE

Promote brand awareness via our marketing channels



SOCIAL IMPACT

Show commitment to building a harmonious society

Last year we welcomed local and national organisations who shared our mutual interest of adding colour to Brisbane's everyday life. Our sponsors helped us to celebrate one another and come together as a community. These sponsors include:



Dedicated to a better Brisbane





Brand Exposure

Through our promotional materials, your brand will be **broadcasted** through our mosque network, social media, our website, email blasts, our media partners, advertisements and more. Your logo will be **featured on the program**, event banners, t-shirts and more.

Audience Publicity

Last year, Eid Down Under welcomed a cross-section of Australian society with **over 15,000 guests** from varying ages, races, religions and beliefs. This year, the number of attendees is only expected to increase. Previous events have been attended by politicians and members of parliament from across the political spectrum. **We continue to welcome them.**



Social Impact

Your involvement will help to build a **mutual understanding** and contribute towards a socially cohesive Australian society by **providing opportunities** for community groups. Eid Down Under and the ICQ's broader efforts have been acknowledged in the **Australian Federal Parliament** on 22 November 2016.



Lasting Results

After the event, we will issue **press releases** and thank you letters featuring your brand's logo and information. Your brand will be associated with a positive event celebrating the **real community spirit.**



Sponsorship packages

PLATINUM
\$10,000 +

GOLD
\$5,000

SILVER
\$1,000

PRE-EVENT RECOGNITION

Amount of free entries	30	20	10
Social media and website promotion	✓	✓	✓
Event flyer	✓	✓	✓
Email blasts	✓	✓	✓
Press releases and media coverage	✓	✓	
Promotion and festival advertisements	✓		

ON-SITE RECOGNITION

Program inclusion	✓	✓	✓
Distribute your brochures and other special documents	✓	✓	✓
Corporate item in Goody bags	✓	✓	✓
Merchandise that you sell, e.g. polo shirts or jumpers	✓	✓	✓
Brand promotion	✓	✓	✓
VIP tickets	✓	✓	
Signage 3m x 1m on the fence	✓	✓	
Live mentions on stage	✓	✓	
Speech on stage (10 minutes)	✓		
Banner near main stage	✓		
Stall space (3m x 3m)	✓		

POST-EVENT RECOGNITION

Outgoing press releases and Thank you emails	✓	✓	✓
Newsletters and social media	✓	✓	✓
Next year's sponsorship package	✓	✓	



Sponsor Relationship Contacts



Muhammad Khatree · secretary@icq.org.au · 0401 972 865

Muhammad is the secretary of the Islamic Council of Queensland. As a Brisbane resident for over 20 years, he has been active in the community since leading the Muslim Students Association at UQ. He has also volunteered with several community organisations focusing on greater awareness of social and humanitarian issues, and improving access to Islamic education. He is an experienced IT professional, having begun his consulting career with Deloitte, and now works with GWI, a national consulting firm specialising in information and data.



Dina Ghaznavi · women@icq.org.au · 0401 374 991

Dina is the Youth Engagement and Women's Representative at the Islamic Council of Queensland. She has been an active member in the Brisbane Muslim Community for more than 10 years. Currently, she is employed as a youth worker at Multicultural Development Australia (MDA), specialising in assisting Refugee and Migrant youth in educational and employment pathways.



@eiddownunder

www.eiddownunder.com.au

For sponsorships, please contact:

eid@icq.org.au

For stall applications, please contact:

stalls@teamlacey.com.au

“Despite being raised a Catholic in country Queensland, I felt right at home at a Muslim celebration on Brisbane's southside. It wasn't a tradition from my childhood or my culture or my religion, but it was still enjoyable — and the food was delicious.”

The Hon. Graham Perrett MP
Federal Member for Moreton
Huffington Post 22 July 2016

