



*Muslim Women & Friends
and
Hope For Happiness
jointly present*

BABA ALI

IN

BRISBANE

BABA ALI IN BRISBANE



Baba Ali in Brisbane, is an initiative featuring a series of Islamic educational talks through comedy, by 'You-Tube' celebrity *Baba Ali*, using humour to highlight social, spiritual and political issues faced by the global village of Muslims. Achieving stardom exclusively through the new media of the information age, 33-year old *Baba Ali* has made his name amongst young Muslims with his unique brand of religiously-inspired satire. Since beginning video-weblog making in mid-2006, together with a group of like-minded young Muslim film-makers calling themselves *Ummah Films*, *Baba Ali* currently has a viewership of a few million all around the world, Muslim and non-Muslim alike.

Skirting fine lines between (near) preachiness, offbeat humour, self-deprecation, and sincere earnestness, *Ali's "The Reminder"* series of videos has struck a chord across the globe, by addressing key issues that have been neglected in society. His 'friendly' approach to tough issues such as marriage, extremism and the norms of Islamic behaviour, to name but a few, have led to conversion to Islam, and have been translated into a host of different languages as well.

Baba Ali in Brisbane is hoped to achieve a sense of Islamic awareness and revival of the Sunnah, by bringing critical Islamic behavioural issues, that are overlooked, to the fore in a light-hearted manner. In addition, it is hoped to educate, remind and encourage self-reflection with the aim of strengthening one's imaan.

Baba Ali in Brisbane will attempt to shed some 'sharp-witted' light on some of the difficult questions and conflicting choices that the Muslim youth is faced with, especially in a Western society. It is also hoped that pathways will be created, through this initiative, to invite fellow-Australians to the beautiful teachings of Islam hence enriching the entire community at large.



Baba Ali in Brisbane will be *Baba Ali's* premier visit to Australia, and will include four main events viz.

- **The Reminder** – A comedy and Q&A session open to all.
- **Ask Baba Ali** – A standup seminar specific to school-aged Muslim youth.
- **Community Event** -- A special-guest appearance at the *Islamic College of Brisbane's Spring Fete 2009*.
- **Da'wah** -- A standup seminar specific to non-Muslim university students.

Time-permitting, a talk/series of talks at the local masjid/s have also been proposed.

INTRODUCING BABA ALI



Ali Ardekani (Baba Ali) has a streetwise wisdom which has undoubtedly led to his success in relating to his audience. By offering a satirical look at life in the West in addition to his own anecdotes (such as the story of his converting to Islam), *Baba Ali* has become the Muslim world's first bonafide Internet celebrity.

It all began when *Ali*, who hails from Los Angeles produced an Islamic boardgame for sale, *Mecca to Medina*, and went on a television show to be interviewed about it. When he saw how television works behind the scenes, he was surprised at how basic and achievable it seemed. "I saw that the set up there was simple, it was too simple. This whole cable TV station was run out of warehouse and a green room. That was it! I was like, this is it? I can do this." It was then that he began making his 7-10 minute videos of himself sitting, on his now famous black chair, talking about subjects like Life in the Office as a Muslim; Boarding an Aeroplane; The Art of Complaining; Dating; to name but a few. The first video was aired on June 13, 2006 over the internet. The third video attracted 3,000 viewers. By the time the fourteenth video played, 1 million viewers were hooked on *Ali*.





Baba Ali however, remains surprised at the number of people he has touched, "I don't think I'm qualified to give people *fatwas* or anything like that. I'm not going to pretend to be a scholar. When people have told me why they've been impacted by it they don't feel like they're being threatened or they don't feel like they're being lectured. It's almost like a friend giving advice in a nice way. So I think that's why they've been able to take it in."

Another contributing factor to his appeal is his willingness to discuss subjects that are prevalent today, yet seem to be ignored by mainstream society. "For some of my critics who say, "Dude, talk about politics...", first of all, there's enough people talking about that. Who's talking about extravagant weddings? Who's talking about Culture vs. Islam issues? Nobody!" Why? "I can't talk about it right here in my circle of friends because it's, one, politically incorrect. Two, you'll be considered an outcast

because they'll say, "Who are you to judge us?" But when a random guy off the internet tells you something, you can't take it personally. That's what it comes down to. He's telling me exactly what I'm doing, and now it's between me and Allah (SWT) to change or continue doing things the way I'm doing."

Some have said that his humorous style makes him a comedian, but underneath all the jokes and wit lie some important messages. "I want for you to smile, people tend to remember things that are funny, But at the same time I want to get a serious message across."

(Excerpts sourced from www.altmuslim.com – 12/06/07 & www.muslimnews.co.uk – 30/05/08)

THE ORGANISERS

Hope For Happiness is a Brisbane-based not-for-profit organisation, dedicated to raising funds for the advancement of local and international communities. Our previous charity fundraising endeavours include the *Hope For Happiness Fashion Event* which jointly raised much-needed funds for the war-victims of Gaza; and for destitute orphans and widows in Pakistan. Our most-recent fundraiser was the *Sounds Of Light – Brisbane, a Human Appeal International* event which raised funds for the orphans of the world.

Muslim Women And Friends is an initiative of *Logan Women's Health & Wellbeing Centre* based in Kingston. What had started as a project to connect isolated Muslim Women, slowly evolved into a haven for women of all backgrounds & religions focusing on similarities shared rather than on differences. In the process we have been able to break down barriers and create a positive change in our community. A succession of regular workshops has created a comfortable environment to members whilst providing education on a range of topics ranging from *Global Responsibility, Glitz & Glam, becoming Handy at Home* and many more.

CONTACT

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RAISE YOUR PROFILE THROUGH DA'WAH AND CHARITY

Becoming a sponsor will enable you to be a part of a project which aims to revive and spread Islam. Undoubtedly there are numerous rewards in this act alone, however in addition you will also:

- Have the opportunity to target a unique market of thousands of people.
- Support thousands of youth, helping their education and building their Islamic awareness and self-esteem as Muslims.
- Enjoy special marketing opportunities and gain great exposure through association with this important event.

PLATINUM SPONSORSHIP OPPORTUNITY

INVESTMENT AMOUNT: \$5,000

- Recognition of your Platinum sponsorship at all four events
- Your company logo will appear on key promotional material
- An exhibition banner in a prime location at the venue of **The Reminder** and the **Community Event**
- Ten complimentary tickets to **The Reminder**, with VIP seating to share with your staff and clients
- Opportunity to distribute your company brochure at **The Reminder** event
- Opportunity to host a dinner with Baba Ali as your special guest

GOLD SPONSORSHIP OPPORTUNITY

INVESTMENT AMOUNT: \$2,500

- Recognition of your Gold sponsorship at all four events
- Your company logo will appear on main promotional material
- Six complimentary tickets to **The Reminder**, with VIP seating to share with your staff and clients
- Opportunity to distribute your company brochure at **The Reminder** event

SILVER SPONSORSHIP OPPORTUNITY

INVESTMENT AMOUNT: \$1,000

- Recognition of your Silver sponsorship at all four events
- Your company logo will appear on some promotional material
- Four complimentary tickets to **The Reminder**, with VIP seating to share with your staff and clients
- Opportunity to distribute your company brochure at **The Reminder** event

BRONZE SPONSORSHIP OPPORTUNITY

INVESTMENT AMOUNT: \$500

- Recognition of your Bronze sponsorship at all four events
- Your company logo will appear on some promotional material
- Two complimentary tickets to **The Reminder**, with VIP seating to share with your staff and clients

SPONSORSHIP FORM

I hereby state that I have read the proposal and would like to participate in this event by becoming a sponsor.

The level of sponsorship I have agreed upon is:

Platinum Sponsorship \$5,000.00

Gold Sponsorship \$2,500.00

Silver Sponsorship \$1,000.00

Bronze Sponsorship \$500.00

Company: _____

Address: _____

_____ State: _____ P/Code: _____

Contact Name: _____ Position : _____

Phone no: _____ Fax no: _____

Email: _____

Your signature below is taken as confirmation of your booking and acceptance of the details of the relevant sponsorship as listed in this material.

Signed: _____

Date: _____