

Lycamobile

Call the world for less

presents

Diwali

at the square
2011

in association with



6th November 2011
George Square
Glasgow
1pm – 9pm

Info Pack

Sponsors



New Arts Sponsorship grants supported by the Scottish Government in conjunction with... Arts & Business Scotland



In Brief

The annual Indian festival of light will be taking place on the 6th November this year. Natively called Diwali, the day itself is one of celebration and happiness entailing lots of traditional activities.

What better way to celebrate the festival of light than with a light festival? Oceanic Consulting will be holding an event at Glasgow's George Square on the 6th November 2011 – 1.00pm until 7.00pm – which will capture the spirit of Diwali.

There are many ways in which the southern Asian populous enjoys celebrating this religious day which shall be incorporated into the culturally rich event. Oceanic Consulting will be featuring a variety of entertainment such as: authentic Indian music along with aspiring musical and dancing talent; stalls for all the family to enjoy including food and drink. At sunset George Square will light up with a fantastic light show.





OCEANIC
consulting

Oceanic Consulting www.oceanicconsulting.co.uk

Established in 2006, Oceanic Consulting has maintained its position as the UK's leading Black and Ethnic promotions and consulting company. We provide an effective means to get your message across to your public of interest through strategically promoting the BME community to the mainstream and vice versa.

Oceanic Consulting had built a national reputation based on results and are recognised for their strategic approach towards public relations, event management, and marketing. As an experienced communications partner Oceanic Consulting prides itself on possessing the abilities to realise your goals and the focus to creatively take you from concept to results all within your budget.

The success of Oceanic Consulting is due to the focus on providing a professional service which effectively meets the client's needs; providing an efficient and impartial consultancy and delivering cost effective public relations and media planning, scheduling and placement. Oceanic Consulting have been responsible for delivering a substantial list of events with a reputation for quality such as: The Scottish and English Curry Awards, Diwali at the Square, The Hungama Festival, and The Scottish Asian Wedding Show.

In Depth

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Diwali is one of the most popular Hindu and Sikh events which celebrates the victory of good over evil; light over darkness, and knowing over ignorance. There are many legends that can be told in relation to Diwali, including wealth, retribution and hope. Regardless of the mythology, the festival of light stands for friendship and goodwill – a theme that will be maintained in Diwali at the Square.

Entertainment

On the day there will be plenty of activities for all the family to enjoy. A key highlight will be the on-stage and interactive traditional Indian dancing. This will continue throughout the day, giving even the most double left footed the chance to learn and take part with professionals. Onstage activity will vary, featuring aspiring musical talent and fire breathers who will also perform throughout the course of the day.

Stalls

A selection of stalls will be available, catering to the different needs of attendees. There will be outlets offering a selection of foods as well as hot drinks and snacks; a sweet stall will also be available, keeping in line with Diwali tradition of giving and receiving goodwill and joy through confectionery. Jewellery and clothing will be offered giving the public an opportunity to purchase something authentic to India. Face painting and Mehndi will also be available throughout the day which will appeal to all ages.

Workshop

Something for the children... The Festival of Light will give children a chance to make their own lanterns for the event. A workshop

will be put in place to guide them in the construction of the lanterns during the event. This will not only offer a great educational experience, but give children the opportunity to be as creative as they'd like to be.

Light Show

A variety of lights will be placed around George Square to light the festival in the evening. These will be turned on at the specified time of sunset and will vary in design and colour, offering a range of visually stimulating art for the evening celebrations.

Host City: Glasgow

Glasgow is Scotland's biggest city and the most diverse for culture and entertainment. Thus making Glasgow an ideal location for the event, furthermore, as George Square is regularly used for celebratory events the public know it well.

Diwali at the Square will enhance Glasgow's reputation of being the Scottish City for culture. With the Commonwealth Games coming to Glasgow in 2014, embracing Diwali at the Square in 2011 will guarantee that by the time the tourists pour in for the Games Glasgow's rich culture scene will be more diverse.

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Partnership Opportunities

Diwali is an event which is celebrated by millions of people each year and signifies the bringing together of loved ones. This is your opportunity to get involved by aligning your brand, product or service which will add to a fantastic day of multicultural learning and entertainment. Diwali at the Square festival is sure to capture the traditional spirit which makes it such a highly regarded time of year for such a diverse culture.

Date: 6th November 2011

Time: 1.00pm - 7.00pm

Venue: George Square, Glasgow

Stand and Partnership opportunities:

Contact Sonia

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Sponsorship Opportunities

Atashbazi – Fireworks

- Branding on all printed materials
- Positioning as the sponsor of the Diwali @ the Square
- Inclusion in all PR and Marketing activities
- Press Release in Press Pack
- 9sqm stand at the event
- In the run-up to the event launch, sponsors logo to appear in the “coming soon” campaign and all associated press campaigns
- Rolling visual logo on screen at event

Total Cost: £5,000 + VAT

Rangoli – Array of Colours

- Positioning as sponsors of Diwali at the Square
- Branding on all printed material
- 9sqm stand at event
- Inclusion in all PR and Marketing activities
- Rolling visual logo on screen at the event

Total Cost: £3,000 + VAT

Diya – The Lantern

- Inclusion in all PR and Marketing activities
- Rolling visual logo onscreen at event

Total Cost: £1,000 + VAT

Stand Rates

Size	Price
9 sqm	£150
18 sqm	£250

Production Data + Artwork

Supplied Via Emails As:

EPS/High-Res PDF (embedded vector)

ADS (All embedded)

Photoshop Tiff / Hi-Res JPG (300dpi)

All Prices exclude VAT @ 15%