



# MULTICULTURAL EID FESTIVAL & FAIR

# SPONSORSHIP PROSPECTUS



Presented by Najm Ahmad,  
Sponsorship Incharge, Australian MEFF Consortium

# INTRODUCTION

## MEFF 101

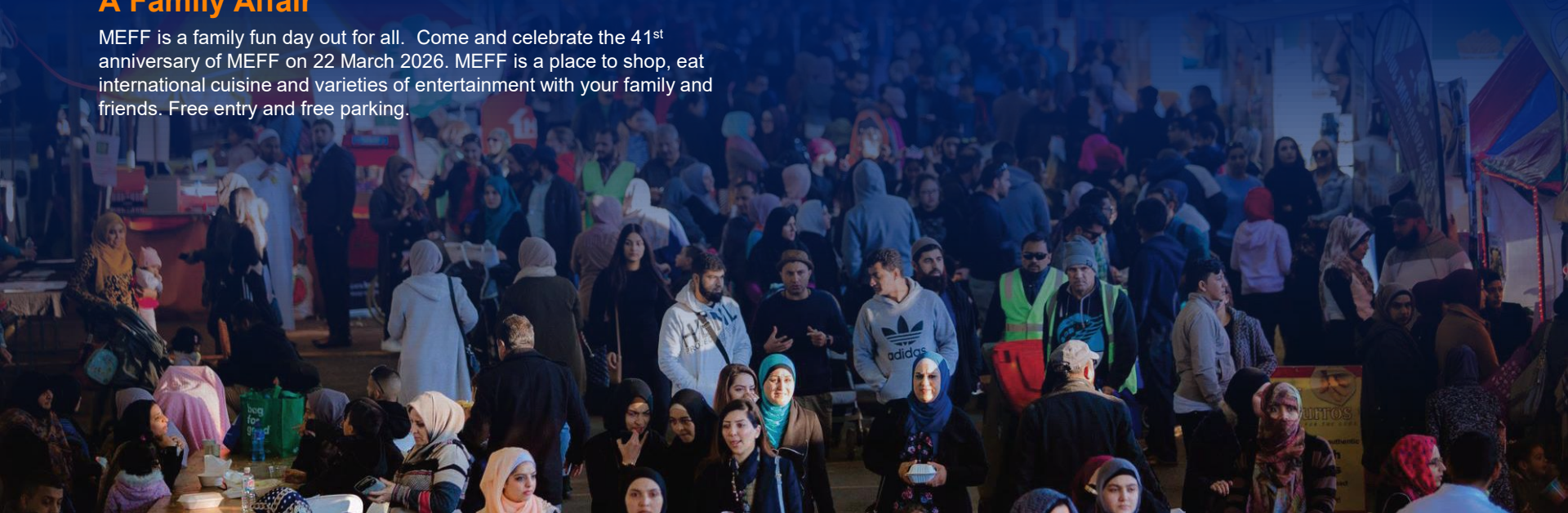
The Multicultural Eid Festival and Fair (MEFF) is an annual event celebrated on the Sunday following Eid-ul Fitr. MEFF 2026 will be celebrated on 22 March 2026 at Fairfield Showground.

## A Family Affair

MEFF is a family fun day out for all. Come and celebrate the 41<sup>st</sup> anniversary of MEFF on 22 March 2026. MEFF is a place to shop, eat international cuisine and varieties of entertainment with your family and friends. Free entry and free parking.

## History

MEFF is the first, largest and longest-running Multicultural Eid Festival in Australia, one of the most anticipated events on Sydney's Multicultural calendar since 1986. MEFF welcomes thousands of people from over 35 communities with over 100 stalls, amazing traditional cultural performances and entertainment and thrilling rides with the greatest attraction of them all – an Animatronic life-size Baby T-Rex Dinosaur.





# WHY MEFF?

## Over 30 Years

Started by Dr Qazi Ashfaq Ahmad OAM, a Muslim community leader in 1985 when he noticed that Eid was only celebrated in people's private homes. Back in his home country, Eid was celebrated in large gatherings and festivals, and he wanted to have the same feelings of celebration with his friends and families.

## Showcase

MEFF is a social event, a showcase of multicultural Australia, an icon of Muslim unity in diversity providing a platform for celebration, tolerance and peace on a grand scale. Muslims from all backgrounds, ethnic communities, mosques and societies gather at MEFF to display their colourful costumes, sumptuous food, songs, folk dances and other displays within the bounds of the Islamic way of life.

## Identity

How does a simple festival become a statement of identity? The method is through its nature, scale and visibility. MEFF is BIG: Think big and everyone wants to get in on the act. And active participation is what it's all about. MEFF is VISIBLE: MEFF invites all, Muslims and people of other faiths and cultures, to attend. It invites politicians and leaders from all walks of Australian society.



# The legacy of the largest Eid festival

## MEFF: A Unique and Innovative Concept

MEFF was a concept created by Late Dr. Qazi Ashfaq Ahmad OAM who had dedicated his whole life for the betterment of Australian Muslim and wider Australian community by pioneering integration and understanding into the Australian Multicultural society . Dr Ahmad developed the unique MEFF operating model which to date has been maintained towards a better bigger and bolder MEFF

[Read Article](#)





# MEFF 2026: Bigger and better than ever before



The Multicultural Eid Festival & Fair (MEFF) will be back in 2026 with a focus on bringing the community together again with fresh and innovative initiatives.

Festival goers will have **FREE ENTRY** to the festival to enjoy dazzling cultural stage performances, eat delicious food from all cultures, experience exhilarating rides & our free showground entertainment and so much more.



# SPONSORSHIPS

The 41<sup>st</sup> Multicultural Eid Festival & Fair is the place you need to promote your organisation or business. Through direct marketing, tens of thousands of people will be able to actively engage with your brand before, during and after the festival! As a sponsor of MEFF, you will have access and visibility from community members, politicians, celebrities, influential multicultural and multi-faith businesses and organisations.

MEFF sponsors are recognised as being great supporters of Australian diversity, peace and harmony. Our extensive advertising, marketing and commercial avenues can be the platform for your business or organisation. If you would like more information on the MEFF sponsorship package, feel free to consult our sponsorship and marketing manager to customise a sponsorship package to suit your business or organisation

**PLATINUM**

**\$7,500**

**GOLD**

**\$5,000**

**SILVER**

**\$2,500**

# Sponsorship Benefits and Packages

## Name and Logo Recognition in Festival Marketing

	Platinum	Gold	Silver
A3 Poster	Large Logo	Med Logo	Small Logo
A3 Ramadan	Large Logo	Med Logo	Small Logo
Eid Flyer	Large Logo	Med Logo	Small Logo
Mention in Radio Advertisement	30secs	X	X
Magnetic Calendar	Large Logo	Med Logo	Small Logo

## Online Promotion Web/Email

Sponsor Branding on the Website	Large Logo	Med Logo	Small Logo
E-Banners & Link to Sponsors on Website	Top Banner	Bottom Banner	X
Media Release Acknowledgement	1st Position	2nd Position	3rd Position
Logo on MEFF Facebook Cover Photo	Large Logo	Med Logo	Small Logo
Profiling in Marketing Emails	1st Position	2nd Position	3rd Position
Weekly Promotion on Social Media	3 Days/Week	2 Days/Week	1 Day/Week
Sponsors recognition on MEFF Promo Video	Large Logo	Med Logo	Small Logo
Digital Ramadan Calendar	Large Logo	Med Logo	X





## Promotion During Festival

	Platinum	Gold	Silver
Advertisement & Logo in AMUST Newspaper	A3 One Fourth Page	A3 Quarto Page	A3 Semi-Quarto Page
Logo on Showbags	Large Logo	Med Logo	Small Logo
Promotional Materials for showbags	3,000 Flyers	2,000 Flyers	1,000 Flyers
Stalls or Space reserved for sponsors in Prime Locations	4	2	1
Banners/Signs on Main Stage	2 Stage Top/ Front	X	X
Banners at Entry gates	1	X	X
Advertisement on Big Screen	4 Slides	2 Slides	1 Slide
Multiple References by MC on Stage throughout the Day	5x Statement	2x Statement	1x Statement
Stage Appearance to Promote Products	10 mins	5 mins	X
Tickets & Invitation for Reception Lunch with VIPs	6 Tickets	4 Tickets	2 Tickets
Photo Collage and MEFF news story in AMUST	Large	Medium	Small
Media Wall	Large Logo	Med Logo	Small Logo



# MEFF ENGAGES THE WHOLE COMMUNITY





# THANK YOU FOR YOUR TIME

The Australian MEFF Consortium is open to discuss the sponsorship in detail to further benefit both parties in the long-term.

Please contact Mr Najm Ahmad,  
Sponsorship In-charge on 0470 382 674.

[meff.com.au](http://meff.com.au) | [sponsor@meff.com.au](mailto:sponsor@meff.com.au)



*Photo: Ash Wheatley, MEFF 2018*