



明月照堪城

中秋

**CANBERRA MOON
FESTIVAL**

THE FEDERATION OF THE CHINESE ASSOCIATIONS OF THE
AUSTRALIAN CAPITAL TERRITORY (FCA-ACT) INCORPORATED

ABOUT US

- Association which unites ALL Chinese Communities in ACT Region
- Formed in 1999 and registered on 01 Nov 2002
- Have over 10 majority Chinese communities as it's association members and there are more going to join.
- Our aim is to unit Chinese communities in ACT to work towards to the same goal, which is: promote Chinese culture, make ACT a better place to live and to give people who have Chinese culture background have a sense of “belonging”.

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Main Events

- Chinese New Year Celebration Theatre Show
- Multicultural Festival
- Dragon Boat Reunion Activity Event
- Canberra Moon Festival™



About This Event

Moon festival is the second largest festival in China next to Chinese New Year. To celebrate Moon Festival and promote Chinese culture into Canberra multicultural society. FCA-ACT is going to host the Canberra Moon Festival (CMF) this year which also will be the first massive outdoor event held by Chinese communities in Canberra Region.

There are 6 Chinese communities are the organizers of this event.

Other Chinese communities will assist these 6 organizing groups to make this event to be successful and enjoyed by everyone in Canberra.

Canberra Moon Festival™ - CMF

DATE/ VENUE

- Event Date: 10 September, 2016 (Sat)
- Event Time: 14:00 - 20:00
- Event Type: Culture Festival
- Target Market: Every One (Family Friendly)
- Location: Lennox Garden/Old Bus Depot (Back Up Plan)



ESTIMATE TARGET

- Asian currently base in Canberra, Locals
- Total around 5000 individuals (Estimate around 800 families and 2000 individuals)



ACTIVITIES/ INVOLVEMENT

CARNIVAL AREA

Jumping Castle, Face Painting, over 20 carnival game stalls.

STALLS

Over 40 food and beverage stalls.
Over 20 merchandises and information stalls.

ACTIVITIES

Wishing will – put up your wishes and donate charity
Raffle tickets
Lantern riddle
Traditional Chinese costume
Lion Dance

STAGE

All day band and back ground music.
6:30-7:30 Formal stage performance show.

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Media Channels



Channel Explanation



To Summarize, we have 5 different categories of media channels

- Local Radio: Local resident
- Social Media: Younger market – continuous approach after each event
- Local Paper Media: Local families
- School & Government: Truism and students
- Chinese Media: For partner who wants to get exposure in Chinese market

CMF will maximize the exposure with most effective cost and continuous exposure services for our sponsors and business partners. We will work closely with you even after the event, please see attached Business Partner Proposal.

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Canberra Moon Festival

If you want to explore the Chinese market;
If you love to support the community;
If you enjoy to celebrate the culture festival;
If you would like to work with us....

Vendor Application Form:

<https://www.jotform.com/Canberramoonfestival/canberra-moon-festival-stall-applic>

For Sponsorship and Other Business Opportunities

Please Contact:

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