

Marathi Katta Australia Pty. Ltd.  
Acting as Trustee for  
**Marathi Katta Australia**

ABN: 31 757 005 731



Sponsorship Policy  
SP V2.0





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## Sponsorship Policy

Reference number SP V2.0

Aim of the policy:

To help develop a collateral relationship with the potential sponsors of MKA who can trust Marathi Katta Australia (MKA) and maximise their business opportunities using the network and platform of MKA.

This aim will be achieved using the following means.

1. Listen to what potential sponsors have to say and include feasible suggestions to the policy.
2. Demonstrate MKAs networking capability and support sponsors for any research works.
3. Make good use of our established professionalism
4. Provide referrals and contact information of the sponsors when asked by customers.
5. Ensure that agreed benefits and values are provided to the sponsor
6. Establish as well as demonstrate reliability and sustainability of MKA as a networking channel for the entrepreneurs.

What sponsors can expect:

1. Opportunity to communicate / meet potential customers through events and contact database of MKA. Typically, a hall event aims at an audience number of 300 to 500.
2. Table space and facility to display banners during MKA functions. During hall events we will also try to display sponsor details through a projector, wherever possible.
3. Reasonable support in arranging the display / table during MKA events. Please note, no full-time human resources can be provided by MKA.
4. A consistent approach to all sponsors. MKA will not have any specific interest in influencing the sales of any sponsors.
5. Distribution of some marketing material as a part of MKA event information flyer. Please note that email communication will happen only through MKA mail ID and individual contacts (email IDs) will not be available to the sponsor through MKA.
6. Sponsorship will end at the end of the financial year, even though it starts in the middle of an FY. Extension is at discretion of MKA Executive Committee.
7. MKA will provide a reminder for renewal of sponsorship at the end of the financial year.



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Why MKA?

- An organisation established for more than 20 years and spreading.
- Huge mail database (more than 700 links in and around Sydney)
- DGR status, which allows you to claim your full sponsorship back in tax.
- You are supporting a charity organisation with noble goals and a mission for humanity.

Sponsorship proposal for one financial year:

1. Displaying one sponsor banner (size upto 3m x 1m) during MKA's 2 hall events (e.g., Dandiya & other)
2. To give sponsor a desk during above mentioned events so that they can distribute flyers or business cards.
3. Displaying sponsor short message, contact details & logo on MKA website as proud sponsor of MKA.

Value of the sponsorship: 1 & 2: \$150

Value of the sponsorship: 1, 2 & 3: \$250

MKA's future fundraising events in 2024-2025 (Excluding MKA Youths events):

MKA is planning 2 hall events in 2024-2025 so if an organisation becomes a sponsor, it will have the opportunity of showcasing its business in additional events for a small additional sponsorship charge.

Disclaimer: Marathi Katta does not take any responsibility of marketing success or number of audiences for any event. Also, MKA may accept sponsorship of two businesses that can be either conflicting or competing with each other.

