

Belfast Diwali 2026

Sponsorship Proposal

ONE LIGHT, MANY CULTURES

Celebrating Diversity &
Multicultural Belfast



COMMUNITY
Stronger Together



CULTURE
Many Traditions



MUSIC
One Celebration



FOOD
Shared Flavours



DIVERSITY
One Belfast



ImageNation NI

Support | Integrate | Innovate | Celebrate

The light is on.

Will your
brand be
part of
it?

500+

Attendees

10+

Nationalities

25K

Social Reach

About ImageNation NI



Founded by **Sanjay Ghosh** in **2008**, ImageNation NI is a voluntary organisation committed to supporting, integrating, innovating, and celebrating South Asian culture in Northern Ireland.

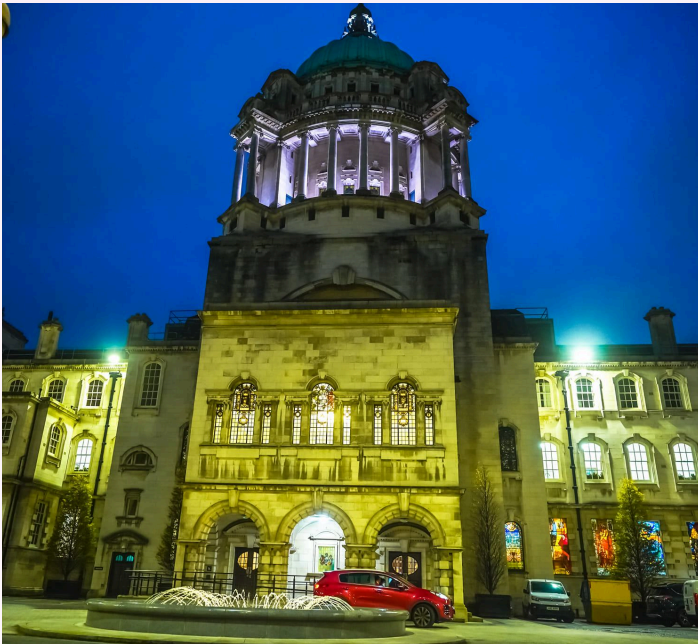
We have collaborated with esteemed bodies including PRONI, Ulster Museum, Belfast City Council, Property Insurance Centre, Northern Ireland Food To Go Association, Arts Council NI and Pizza Hut.



ImageNation NI works to connect communities through cultural engagement, creative expression, and inclusive celebrations.

About

Belfast Diwali



Belfast Diwali, first celebrated at **Belfast City Hall** in **2023**, is an annual multicultural festival organised by **ImageNation NI** to bring the vibrant spirit of Diwali – the Indian Festival of Lights – to the heart of Belfast.

Belfast Diwali 2026 is currently in the planning stage, and we are inviting valued partners to join us early in shaping what promises to be a larger, more inclusive, and impactful celebration.

2023

Inaugural

400+ Guests

10 Nationalities

2024

Expanding

PSNI + Civic

Leadership Engaged

2025

Sold Out

450+ Guests

10+ Nationalities

2026

Biggest Yet

500+ Target

10+ Nationalities

Every light has a
story.

Is your
brand at
the
centre?

Event

Highlights

Expected Attendance:

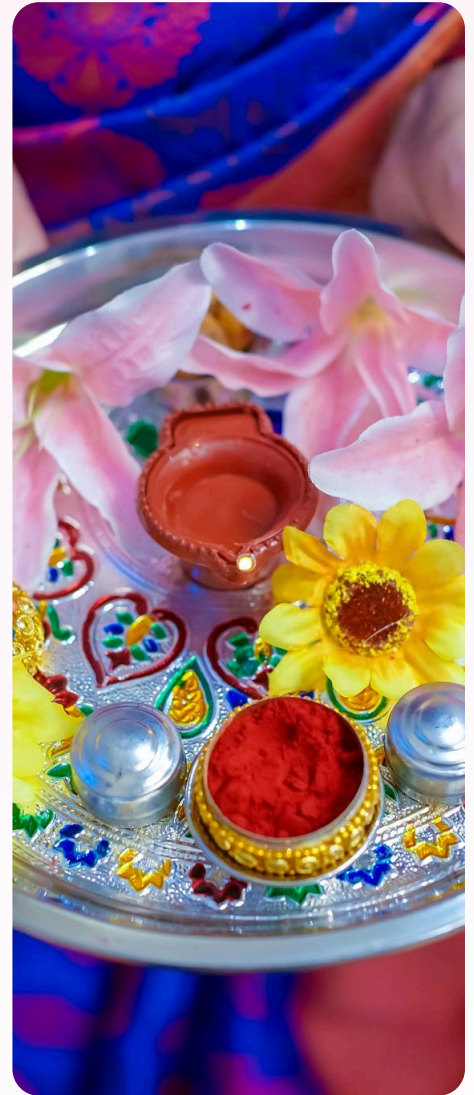
500+
Guests

10+
Cultural Backgrounds

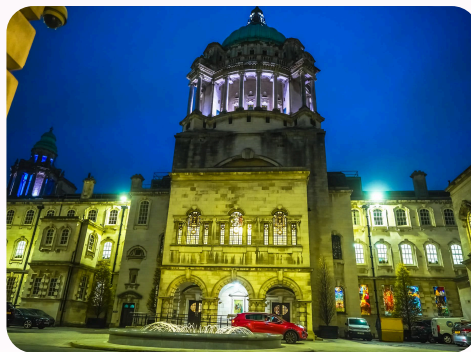
25K+
Social Reach: via
Facebook, Instagram
& Eventbrite

**Cultural
Performances**

**Indian
Chinese
African
Latin**



**Iconic Lighting of
Belfast City
Hall**



Shape the
spotlight.

Will your
brand be seen,
heard, and
remembered?

Promotion

Channels

1 Before the Event

- Press releases, posters, flyers and digital ads
- Community group promotions and email campaigns
- Featured spotlights on social media (Instagram, Facebook, X)

2 During the Event

- Stage shoutouts, logo placement and stall branding
- Premium visibility across printed schedules
- Photo backdrops

3 After the Event

- Post-event thank-you shoutouts
- Brand placement in event recap video and photo albums
- Highlight in our annual sponsor report

Bring communities
together.

Will your
brand lead the
moment that
connects
them all?

Partner

With Us Today

**“Let your brand be
the light that brings
communities together.”**

Be a driving force behind one of Belfast's most beloved multicultural celebrations. Let's work together to create magic, build community, and offer an unforgettable experience for all.

By partnering with us, your brand will gain exposure to a multicultural audience that includes:

The rapidly growing
ethnic minority
population in Northern
Ireland

**3.4% in 2021,
projected higher
in 2025**

Indian diaspora, with
over **10,000** members

Census 2021

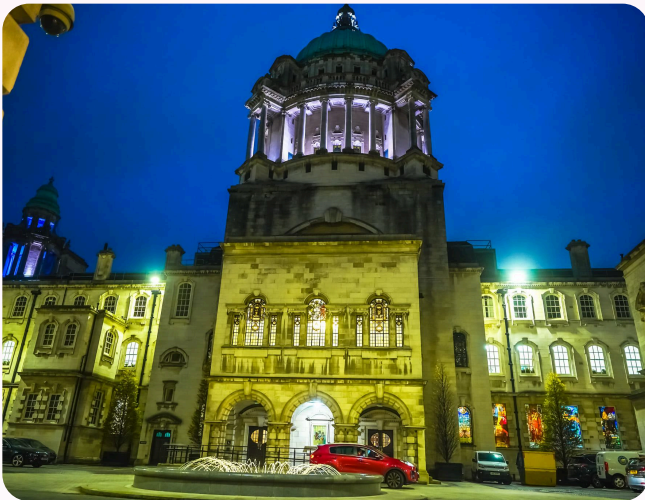
Local residents enthusiastic about global cultures

Moments

Captured

Witness the spirit of celebration, community, and cultural richness that lit up **Belfast City Hall during Diwali 2025.**

From mesmerising performances to cross-cultural connections, every moment was a testament to the power of unity and diversity. These memories are more than pictures — they reflect the impact your sponsorship can create.







Belfast Diwali 2026

Save
the
Date

28th November 2026



6:00PM - 11:00PM



Belfast City Hall

Why

Sponsor Belfast Diwali 2026?

As a sponsor of Belfast Diwali 2026, you're not just supporting an event – you're becoming a visible leader in cultural celebration, inclusion, and community empowerment.



Brand Exposure

Your brand will be front and centre in front of **500+ attendees**

A **broadier audience** through social media, radio, and print media promotions

Partner recognition across pre-event and post-event communications



CSR Alignment

Associate your brand with:

- Cultural celebration & harmony
- Community development
- Inclusive, family-friendly experiences



Market Reach

Tap into the fast-growing South Asian and multicultural communities in Belfast and Northern Ireland – an audience that values brands who support their identity and cultural moments.

They showed up in 2025
will your **brand** stand out in

2026?



Belfast
City Council



Ulster
University



Allstate®



Ulster Bank

NORTHERN IRELAND
**FOOD
TO GO**
ASSOCIATION

First confirmed,
first served.

Choose
your level
of light for
your **brand.**

Sponsorship

Opportunities

Experience Partner

Most Popular

£1500

- Premium brand visibility across all event touchpoints
- On-stage presence & recognition during key moments
- Exclusive brand interview (digital & social feature)
- 10 VIP passes for premium guest experience
- Priority logo placement on stage screens, banners & media

Community Partner

£1000

- High-impact brand visibility across event channels
- On-stage recognition to connect with the audience
- 5 VIP passes for valued guests
- Logo presence across event creatives & promotions

Support Partner

£500

- Brand visibility across selected platforms
- 2 VIP passes
- Recognition as a key contributor to the event's success

Tailored Brand Partnerships

Don't fit in. Stand apart.

👉 Connect with Sanjay to build your custom spotlight.

Spark something
big this Diwali.

Let's
connect.

500+

Attendees

10+

Nationalities

25K

Social Reach

Contact

Information

For any queries or information,
please feel free to reach:

Founder & CEO

Sanjay Ghosh
07887332403

Email:

info@imagenationni.co.uk

We look forward to the possibility of collaborating to make Belfast Diwali 2026 a memorable and impactful event for our community. We would also like to arrange a meeting to discuss the plan in detail.

Thank you for considering this sponsorship opportunity.



Yours Sincerely,
Sanjay Ghosh – Founder and CEO

ImageNation NI