

mie1.

100% profit-to-charity



2024 CUSTOM

ACTIVATIONS BUILDS



ABOUT US.

Our story (so far!)

In 2016, **Miei** was envisioned to act as a vehicle to **create positive change**. 100% of all net profit from your flowers, events, activations and gifts contributes to our charity partner, **The Smith Family**, and their work to empower disadvantaged Aussie kids.

With your help, **we believe we can break the cycle of poverty in our community.**

Let's do this!

Meet our Dream Team!

Lyly

"You rise by lifting others!"

Yu

"We make a living by what we get, but a life by what we give!"

Rohan

"When you have a dream, you've got to grab it and never let go."

Rob

"Live long and prosper!"

Jade

"Nothing is impossible; the word itself says I'm possible!"

Kara

"Live life with no regrets!"

Emily

"Shoot for the moon. If you miss, you'll land among the stars!"

Jane

"Acts of Gratitude, appreciation and Kindness!"

SOME OF OUR CLIENTS WHO SHARE OUR VISION!



LIGHTS, CAMERA... ACTIVATION!

CATCH THE HIGHLIGHTS OF SOME OF OUR
FAVOURITE PROJECTS!



2023
HIGHLIGHTS
(SO FAR!...)

NATIONAL
RECONCILIATION
WEEK 2023



MOTHER'S DAY 2023
PERSONALISATION
POP-UP!



SCAN TO PLAY
ON MOBILE!





OUR PAST PROJECTS.
miel.
100% made in Canada

WHY CHOOSE US!



WE CAN CONTRIBUTE A PORTION OF YOUR BUDGET TO THE SMITH FAMILY OR YOUR CHOSEN CHARITY/SOCIAL ENTERPRISE!



ALL ELEMENTS INCLUDING GRAPHIC DESIGN, PRINTING, COPYWRITING AND INSTALLATION ARE ALL HANDLED BY OUR IN-HOUSE CREATIVE TEAM



WE PROJECT MANAGE YOUR EVENT FROM CONCEPT TO BUMP OUT!



WE DON'T ENGAGE EXTERNAL PROMO STAFF- ALL APPLICABLE EVENTS HAS AT LEAST 1 MIEI TEAM MEMBER ON-SITE TO BE THE EYES, EARS AND VOICE OF YOUR BRAND!

**SUGGESTED
BUDGET:
from \$5K+GST
per activation**

JAN.

14th-28th Aus Open

21st-11th Midsumma Festival

25th Tu Be'Shevat (Jewish Holiday)

26th Australia Day

FEB.

10th Lunar New Year

13th Pancake Tuesday

14th Valentine's Day

16th-3rd Sydney Mardi Gras

MAR.

8th International Women's Day

11th Labour Day

17th St Patrick's Day

21st World Harmony Day

21-24th Grand Prix

23rd Earth Hour

29th Good Friday

APR.

29th-2nd Easter

2nd Autism Awareness Day

5th Walk to Work Day

7th World Health Day

10th (tbc) Eid al-Fitr (Muslim festival)

22nd Earth Day

23rd-30th Passover

25th ANZAC Day

28th Pay It Forward Day

MAY.

DVF Month

5th World Laughter Day

12th Mother's Day

17th IDAHOBIT

18th International Museum Day

25th Australia's Biggest

Morning Tea (Cancer Council)

26th National Sorry Day

27th Reconciliation Day

JUN.

Pride Month

5th World Environment Day

10th King's Birthday

12th Shavuot

12 - 18th Men's Health Week

17th (tbc) Eid al-Adha

JUL.

Plastic Free July
Dry July

4th-11th NAIDOC Week

7th World Chocolate Day

8th (tbc) Muharram/Islamic
New Year

21st World Ice Cream Day

AUG.

5th-11th Keep Australia Beautiful
Week

11th Red Nose Day

13th Tisha B'Av

30th Wear It Purple Day

31st Daffodil Day

SEP.

1st Father's Day

5th International Day of Charity

8th International Literacy Day

12th R U OK? Day

21st International Day of Peace

27th (tbc) AFL Grand Final

OCT.

Buy Nothing New Month

Polished Man Month

**Breast Cancer Awareness
Month**

1st International Coffee Day

4th World Smile Day

7th World Habitat Day

10th World Mental Health Day

11th-12th Yom Kippur

16th World Food Day

16th Ride 2 Work Day

31st Halloween

31st-2nd Day of the Dead /

Dia de los Muertos

NOV.

November

World Vegan Month

1st Diwali

5th Melbourne Cup

11th Remembrance Day

**11th-17th (tbc) National
Recycling Week**

13th World Kindness Day

19th International Men's Day

20th Universal Children's Day

25th White Ribbon Day /

International day for
elimination of violence
against women

DEC.

4th 16 days of activism against
gender-based violence

5th International Volunteer Day

10th Human Rights Day

25th Christmas Day

25th-2nd Hanukkah

31st New Years Eve

THANK
YOU!

YOUR
SUPPORT
MEANS
WE CAN
HELP
AUSSIE
KIDS
ENJOY A
BRIGHTER
FUTURE.

GET
IN
TOUCH.



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9am-5pm (Mon-Fri)



SIGN UP TO OUR
MAIL LIST FOR
MORE INSPIRATION
AND CASE
STUDIES!



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