



SPONSORSHIP PACKAGE

for the 37th Annual Festival of India



- ❖ **When:** Sunday August 15, 2010 from 11:30am until dusk
- ❖ **Where:** Stanley Park 2nd Beach, Downtown Vancouver
- ❖ **What:** Dynamic parade, three 50 feet chariots, South Asian instrumentals, dancers, cultural explosion of visuals, FREE full course South Asian vegetarian feast for 20,000 people, 20 large tents set up displaying art, science, literature, and fashion, 2 Stages of performing artists, highly acclaimed International Theatrical Troupes, top rated classical Bharatnatyam dancers, face painting, puppet shows, balloon artists, 30 feet high inflatable kid gym bouncer, henna hand tattoos, cooking demonstrations, bicycle valet, Indian Bazaar, AND MORE!!!

The 37th annual Festival of India is coming to downtown Vancouver on Sunday August 15th 2010. The event attracts a diverse group of 20,000 plus visitors: these include locals from every corner of the Greater Vancouver as well as tourists from abroad.

The Festival of India features a variety of promotional opportunities designed to showcase your company through an array of event-related activities including: stage banners, posters, corporate logos on the festival website, and full page advertisement in our annual souvenir book.

Headline Sponsor (one available): \$6,000

- **Headline sponsors name incorporated in the event title** as follows:
Chariot Festival of India
Sunday August 15 2010
Stanley Park at 2nd Beach
Presented by **(Sponsor Name with Logo)**
- **Name with logo recognition** on all posters, flyers, and promotional media.
- Your organization's name and comments regarding your active stance in our festival will be posted on our **festival website (<http://www.chariotfestivalofindia.com>)**.
- **Our master of ceremony will thank your organization** with his opening and closing remarks and a minimum of 5 times throughout the event.
- **Logo placement** on our e-invitations and mail-out invitations sent to over 2500 people worldwide.
- **Banner on our main center stage:** A banner will be hung below our main performing stage. The stage is a strategic object – everyone sitting in and around our main tent will see this banner during all performances throughout the day, noon – till dusk. (Banner is to be supplied by your organization).
- **A Full page advertisement in our annual souvenir book (2011 edition):** Our annual souvenir book is a prized possession among the community. Because of its full color glossy pictures, professional design and original articles, our souvenir book is a must have item. This annual publication which reaches over 4000 is distributed for free for the past 26 years. You will have a full page color advertisement
- **Vendor Booth rental which includes booth, tent, venue, table, electricity, cleanup and garbage removal** for you to market your product

Platinum Sponsor (five available): \$1,000

- **Public announcement regarding your coverage:** Our master of ceremony will mention your media organization twice. The MC will ensure the appreciative announcement will be made during peak audience attendance.
- **Corporate logo on the festival website:** Your media organization's logo and a comment regarding your active stance in our festival will be posted on our Festival of India website (<http://www.chariotfestivalofindia.com>).
- **Banner placement:** A banner will be placed on site recognizing your company. (Banner should be supplied by your organization)
- **Half page advertisement in our annual souvenir book (2011 edition):** Our annual souvenir book is a prized possession among the community. Because of its full color glossy pictures, professional design and original articles, our souvenir book is a must have item. This annual publication which reaches over 4000 is distributed for free for the past 25 years. You will have a half page color advertisement.
- **Vendor Booth rental which includes booth, tent, venue, table, electricity, cleanup and garbage removal** for you to market your product



The Festival of India is a non-profit organization. Our main goal for the festival is exposure to the public and broadening their knowledge of the South Asian culture. Our achievement is measured upon how many people come to our festivals. With that, we require the assistance of local businesses. Your support with the Festival of India is greatly appreciated.

Please feel free to contact me for more information.

Sincerely,

**Shalu Sharma
Media Coordinator/Vendor Manager**

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