

India Fest



IndiaFest 2010

Hosted by: Palm Beach India Association

February 27, 2010



Dear Sir/Madam

The Palm Beach India Association, a Non-Profit Organization, will host its Seventh annual IndiaFest. This event will be held on Saturday, Feb 27th, 2010 at the Meyer Amphitheater in downtown West Palm Beach.

Purpose

We are organizing this event to create awareness of India and Indian people to the South Florida community. IndiaFEST aims to educate the community on the beautiful nuances that make up Indian culture: the colorful clothing, the flavorful food and the rhythmic beats.

Events

Over the course of the day there will be dances that represent the various regions of India and classical music performance to bring home the traditions of this ancient culture.

Demographics

IndiaFEST attracts all ages and walk-in traffic due to its prime locale in the heart of downtown West Palm Beach. Over the years we have amassed a one-day population of 15,000 and we are looking forward to entertaining over 18,000 this year. Although named IndiaFest, our audience consists of all ethnicities and backgrounds.

Sponsorship Levels

In order to make this event an even bigger success we are approaching the community for its support. IndiaFEST committee is pleased to offer six distinct sponsorship tiers that include Ruby, Diamond, Platinum, Gold, Silver and Bronze. The attached form outlines sponsorship opportunities. With various sponsorship options available, sponsors can choose the level that best fit their budget. Also, we have added a new option for your business to place a \$1,000 ad in the Program Book should you decide not to sponsor the event.

If you have any further questions, please feel free to contact me at sponsorsfif@gmail.com or at (561) 309-3786. More information can be found on our website at www.sfindiafest.com.

Thanking You
Khushboo Barot,
Chair, IndiaFest 2010



IndiaFest - February 27, 2010

Sponsorship Commitment Form

Please print your name/company name, as you would like it to appear on listings.

Name: _____

Company Name: _____

Title/Position: _____

Address: _____

City/Sate/Zip: _____

Phone: _____ Fax: _____

E-Mail _____

Sponsorship Level: ___ Ruby
 ___ Diamond
 ___ Platinum
 ___ Gold
 ___ Silver
 ___ Bronze
 ___ Ad in Program Book

Amount \$ _____

IndiaFest Seventh Annual Cultural Program

Event Location: Meyer Amphitheater, Downtown West Palm Beach

February 27, 2010, 11:00 a.m. – 9:00 p.m.

Sponsorship levels

Ruby Event Sponsor \$20,000 or more

- 10 by 10 foot sponsor's tent
- Five *audio* commercials of maximum 1-minute during day-time between performances
- One page ad in event program booklet (10,000 circulations)
- Sponsorship recognition in all IndiaFest promotional materials (i.e. brochures, flyers, press releases and other media spots)
- Prime positioning of logo on IndiaFest website homepage with flashing link to sponsor's site Logo placed in IndiaFest section of Palm Beach India Association direct mailers
- Prominent location and larger logo/font size on all promotional materials
- Prime spot for banner (8X4) display near stage
- Recognition as Ruby Sponsor between performances
- Sponsor appreciation plaque presented by chief guest speaker
- Two complimentary event parking and lunch voucher

Diamond Event Sponsor \$10,000 or more

- 10 by 10 foot sponsor's tent
- Four *audio* commercials of maximum 1-minute during day-time between performances
- One page ad in event program booklet (10,000 circulations)
- Sponsorship recognition in all IndiaFest promotional materials (i.e. brochures, flyers, press releases and other media spots)
- Prime positioning of logo on IndiaFest website homepage with flashing link to sponsor's site Logo placed in IndiaFest section of Palm Beach India Association direct mailers
- Prominent location and larger logo/font size on all promotional materials
- Prime spot for banner (8X4) display near stage
- Recognition as Diamond Sponsor between performances
- Sponsor appreciation plaque presented by chief guest speaker
- Two complimentary event parking and lunch voucher

Platinum Event Sponsor \$8,000

- 10 by 10 foot sponsor's tent
- Three *audio* commercials of maximum 1-minute during day-time between performances
- One page ad in event program booklet (10,000 circulations)
- Sponsorship recognition in all IndiaFest promotional materials (i.e. brochures, flyers, press releases and other media spots)
- Prime positioning of logo on IndiaFest website homepage with flashing link to sponsor's site Logo placed in IndiaFest section of Palm Beach India Association direct mailers
- Prime spot for banner (8X4) display near stage
- Recognition as Platinum Sponsor between performances
- Sponsor appreciation plaque presented by chief guest speaker
- Two complimentary event parking and lunch voucher

Gold Event Sponsor
\$5,000

- Display table at sponsor's booth
- Two *audio* commercial of maximum 1-minute during day-time between performances
- Half-Page page ad in event program booklet (10,000 circulations)
- Sponsorship recognition in all IndiaFest promotional materials (i.e. brochures, flyers, press releases and other media spots)
- Logo on IndiaFest website with link to sponsor's site
- Banner (6X3 or smaller) display near stage
- Two complimentary event parking and lunch voucher

Silver Event Sponsor
\$3,000

- Half-page ad in event program booklet (10,000 circulations)
- One *audio* commercial of maximum 1-minute during day-time between performances
- Sponsorship recognition in IndiaFest promotional materials
- Logo on IndiaFest website with link to sponsor's site
- On-site banner (6X3 or smaller) display
- One complimentary event parking and lunch voucher

Bronze Event Sponsor
\$2,000

- Half-page ad in event program booklet (10,000 circulations)
- Logo on IndiaFest website with link to sponsor's site
- Logo on event banner (6X3 or smaller).
- One complimentary event parking and lunch voucher

IndiaFest 2010

Sponsorship Overview

	Ruby	Diamond	PLATINUM	GOLD	SILVER	BRONZE
Sponsorship Amount	\$20,000	\$10,000	\$8,000	\$5,000	\$3,000	\$2,000
Promotional Space	10 by 10 foot Sponsor's tent	10 by 10 foot Sponsor's tent	10 by 10 foot Sponsor's tent	Display Table at Sponsor's booth	none	none
<i>Audio</i> commercials of maximum 1-minute during day-time between performances (provided by sponsor)	5	4	3	2	1	0
# of pages for ad in event program booklet (10,000 circulations)	1	1	1	1/2	1/2	1/2
Sponsorship recognition in all IndiaFest promotional materials (i.e brochures, flyers, press releases and other media spots)	Yes	Yes	Yes	Yes	Yes	Yes
Positioning of logo on IndiaFest website homepage with link to sponsor's site	Flashing Link	Flashing Link	Flashing Link	Regular Link	Regular Link	Regular Link
Logo placed in IndiaFest section of Palm Beach India Association direct mailers	Large	Large	Large	Medium	Small	None
Logo on all promotional materials	Large	Large	Large	Medium	Small	None
Spot for banner display	Prime Spot	Prime Spot	Near Stage	Near Stage	Near Stage	Near Stage
Recognition as Sponsor between performances	Yes	Yes	Yes	Yes	Yes	Yes
Sponsor appreciation plaque presented by chief guest speaker	Yes	Yes	Yes	No	No	No
Complimentary event parking and meal voucher	Yes	Yes	Yes	Yes	Yes	Yes

St. Mary's and Palm Beach Gardens MC partner at 6th Annual India Fest



2/28/2009

West Palm Beach, Florida (February 28, 2009) – Employees from St. Mary's Medical Center and Palm Beach Gardens Medical Center partnered for the 6th annual India Fest 2009 event, hosted by the Palm Beach India Association.

A tent was shared and placed right next to the stage at the Meyer Ampitheater, providing Cholesterol and Stroke screenings. The team consisted of Rick Esplen and Kyra Cardoza from the Lab, providing the Cholesterol screenings and Corinne Romano and Melissa Welch from nursing, providing Stroke screenings, Barbara Maguire, and Dr. Anuba Jairam.

The event had an amazing turnout with people of all ages, backgrounds, and ethnicities. Music, dance, fashion shows, clothing, and food booths were there to welcome and educate the local community.

The Palm Beach Post



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IndiaFest set for Saturday in West Palm Beach

By [JENNIFER SORENTTRUE](#)

Palm Beach Post Staff Writer

Thursday, February 26, 2009

WEST PALM BEACH — India is coming to downtown on Saturday.

More than 15,000 people are expected to flock to the Meyer Amphitheater on Flagler Drive for IndiaFest, a day to celebrate everything Indian.



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The festival will feature performances by classical Indian musicians, regional folk dances, various regional foods, traditional costumes and arts and crafts.

The event, in its sixth year, has become an annual highlight for many Indian-Americans from across South Florida. Some travel from as far as Miami-Dade County to attend. It is free and runs from 11 a.m. to 9 p.m.

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