Dear Sir/Madam

The Palm Beach India Association, a Non-Profit Organization, will host its ninth annual IndiaFest. This event will be held on Saturday Feb 18th, 2012 at the Meyer Amphitheater in downtown West Palm Beach.

Purpose

The reason we are organizing this event is 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. In addition, this year we are bringing in international performers to entertain at this event.

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 five distinct sponsorship tiers that include 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.

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 2012

IndiaFest 2012

February 18, 2012

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: _____**Diamond**
_____**Platinum**
_____**Gold**
_____ **Silver**
_____ **Bronze**

Amount $_____

IndiaFEST * P.O. Box 31225 * Palm Beach Gardens, FL 33420
www.sfindiafest.com

IndiaFEST Ninth Annual Cultural Program
Event Location: Meyer Amphitheater, Downtown West Palm Beach
February 18, 2012 11:00 a.m. – 9:00 p.m.

Sponsorship levels

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

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	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Sponsorship Amount	**$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	Display Table at Sponsor's booth	none	none
Audio commercials of maximum 1-minute during day-time between performances (provided by sponsor)	4	3	2	1	0
# of pages for ad in event program booklet (10,000 circulations)	1	1	1	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
Postioning of logo on IndiaFest website homepage with link to sponsor's site	Flashing Link	Flashing Link	Regular Link	Regular Link	Regular Link
Logo placed in IndiaFest section of Palm Beach India Association direct mailers	Large	Large	Medium	Small	None
Logo on all promotional materials	Large	Large	Medium	Small	None
Spot for banner display	Prime Spot	Near Stage	Near Stage	Near Stage	Near Stage
Recognition as Sponsor between performances	Yes	Yes	Yes	Yes	Yes
Sponsor appreciation plaque presented by chief guest speaker	Yes	Yes	No	No	No
Complimentary event parking and meal voucher	Yes	Yes	Yes	Yes	Yes

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