



PALM BEACH INDIA ASSOCIATION



Dear Sir/Madam

Palm Beach India Association, a 501 (c) Non-Profit Organization, will be celebrating its 14th annual IndiaFest. This event will be held on Saturday, February 18th, 2017 at the Meyer Amphitheater in downtown West Palm Beach.

Purpose

The reason we organize this event is to create awareness of India and Indian culture to the South Florida community. IndiaFest aims to educate the community on the rich culture and traditions that define India including the ethnic attire, delicious cuisine and the rhythmic beats. IndiaFest also creates an opportunity for the Indian diaspora to enjoy their culture with people of Non-Indian origin hence enhancing global unity.

Event

Daytime performances will include musical and dance performances and yoga sessions performed by local community members. Our evening events include several primetime performances. The flagship event would be a musical performance by a popular Bollywood playback singer that would last for at least 2 hours. We are also going to have a DJ spin some of the popular Bollywood and Indian Pop tracks that would get the entire crowd energized. In addition, a top chef from India will perform cooking shows throughout the day and offer sampling opportunities. The event will start at 10:00 AM and end around 11:00 PM. The event is free to attend and will be open to the public.

Demographics

In the past we have had about 20,000-25,000 people attend the event throughout the day. Last year we had upward of 25,000 people attend the event. For this year, we are anticipating a larger attendance of Indians and non-Indians from all over the state of Florida because of the wide variety of primetime performances.

To make this event an even bigger success we are approaching the entire community for offering their support. IndiaFest will be partnering with multiple charitable organizations (local and international) to promote them and their cause to a wide audience. These charities have yet to be determined.

We firmly believe that by supporting IndiaFest, it would mutually benefit your organization. It would give you a wide platform to expose your brand and message to a large audience comprising of Indians and non-Indians that reside within South Florida.

If you have any further questions, please email us at sponsors@sfindiafest.org

Thanking You

Jayraj Patel
PBIA President 2016-2017

www.sfindiafest.org



PALM BEACH INDIA ASSOCIATION



presents:

IndiaFest 2017

Saturday February 18th, 2017

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/State/Zip: _____

Phone: _____ Fax: _____

E-Mail _____

Sponsorship Level:

Platinum

Gold

Silver

Bronze



PALM BEACH INDIA ASSOCIATION



Sponsorship level

Platinum Event Sponsor
\$20,000 or more

- Naming rights ("Company" proudly presents)
- Free Table/booth in prime location to present your company information.
- Full page advertisement in program book on back cover (10,000 circulation).
- Sponsorship recognition in all IndiaFest promotional materials (i.e. Flyers, press releases and other media spot such as radio and magazines).
- Prime positioning of logo/ad with a link of company's website on www.gopbia.org and www.sfindiafest.org.
- Logo placed in IndiaFest section of Palm Beach India Association direct mailers or email.
- Banners in the stage area in prime location.
- Recognition between performances.
- 5-minute talk time by Sponsor prior to the main Bollywood Performance in the evening.
- Additional conciliation will be negotiated upon request.

Gold Event Sponsor
\$10,000 or more

- Free booth.
- Full-page advertisement in program book (10,000 circulation).
- Sponsorship recognition in all IndiaFest promotional materials (i.e. brochures, flyers, press releases and other media spots).
- Prime positioning of logo and hyperlink on <http://www.sfindiafest.org>.
- Logo placed in IndiaFest section of Palm Beach India Association direct mailers.
- Banners in the stage area.
- Recognition between performances.
- Additional conciliations will be negotiated upon request.

Silver Event Sponsor
\$7,000

- Half-page advertisement in program book (10,000 circulation).
- Sponsorship recognition in all IndiaFest promotional materials (i.e. brochures, flyers, press releases and other media spots).
- Logo and hyperlink on <http://www.sfindiafest.org>.
- Banners in the event site.

Bronze Event Sponsor
\$2,000