



# PALM BEACH INDIA ASSOCIATION



Dear Sir/Madam

Palm Beach India Association, a 501 3(c) Non-Profit Organization, will be celebrating its 15th annual Indiafest. This event will be held on Saturday February 17<sup>th</sup>, 2018 at the Meyer Amphitheater in downtown West Palm Beach.

## Purpose

The reason we organize 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. Indiafest also creates an opportunity to get people of Indian origin to enjoy Indian culture with people of Non-Indian origin hence enhancing global unity.

## Event

Daytime performances will include musical and dance performances and yoga teachings performed by local community members. For the headliner, which is in the evening, we usually bring a well-known Bollywood artist to perform. The identity is left a surprise for the audience till the day of the event. This is a free event 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 and this year we are anticipating even more possibly due to the lineup we are bringing for the evening performances. This event attracts both Indians and non-Indians. This year we should have an even stronger Indian audience from across the state due to the lineup we are putting together for the evening performances. India fest and its team's markets and advertises the event very aggressively including press release, posters, flyers, emails, advertise in various publications and newspaper. The team also invites various news channels and radio station for live coverage on the day of the event.

Below are some details of the marketing effort in the past years:

### ***In House Marketing and Advertisements and Publications***

- 1: India Fest magazine - 10,000 Prints
- 2: Flyers and Posters - 10,000 prints distributed to various Indian Establishments in South Florida
- 3: Email and Social Media Facebook- over 50K trending
- 4: PBIA Email campaigns - Over 5000K Views

### ***Partner Websites and Publications***

- 1: Desh Videsh - Print –South Florida Premier Indian Publication Over 75,000 Readers
- 2: Desh Videsh.Com - Internet - Over 100,000 unique Views per month
- 3: Palm Beach Post – Palm Beach Local Newspaper - Print & Internet - Over 500,000 Readers and Views
- 4: New Times Broward – Broward County Events Publication Print and Internet -  
Print - 285K readers  
Internet - 2.3 Million Unique Views per month



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To make this event an even bigger success we are approaching the community for its support. This year we will donate a portion of our proceeds to two children's charities, a local and another international charity. These charities have not yet been determined. We believe that supporting us would also benefit your company with positive exposure and help you gain a stronghold in the Indian communities residing in South Florida.

If you have any further questions, please email us at [sponsors@sfindiafest.org](mailto:sponsors@sfindiafest.org)

Thanking You

**Ragu Reddy**  
**PBIA President 2017-2019**



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presents:

## IndiaFest 2018

Saturday February 17<sup>th</sup>, 2018

### 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



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## 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 and link of company website on <http://www.gopbia.org> and <http://www.sfindiafest.org>
- Logo placed in India Fest 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 Performances 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 India Fest 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

- 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>.