THE INDO-AMERICAN ASSOCIATION OF DELAWARE

INDIAFEST 2016

SUNDAY AUGUST 28th

Bob Carpenter Center
631 S College Ave, Newark, DE 19716

FREE HEALTH SCREENING AVAILABLE ON SITE.

Shop for Jewelry Clothing arts and crafts.

STAY FOR THE AMAZING BHANGRA AND GARBA NIGHT

Indulge your palate with amazing Indian Cuisine.

Admission - $5
Free - Children 6 and Under

12pm - 10pm

Enjoy the rhythms and dances of the cultural show
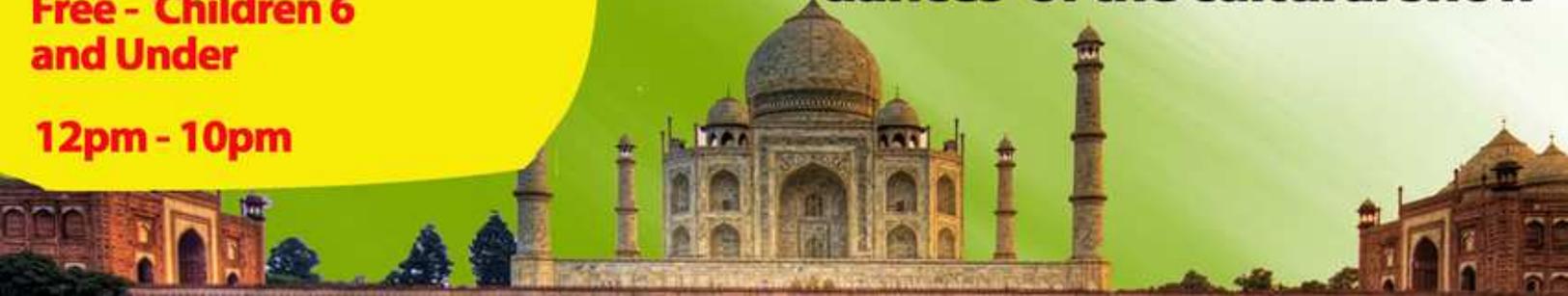
Sponsorship Request for IndiaFest 2016

IndiaFest is organized by the IndoAmerican Association of Delaware (IAAD). The event draws 3500+ visitors annually and is packaged as a wholesome family outing - including sumptuous Indian food, exquisite collection of jewelry and ethnic clothes, cultural pageants and foot stomping Bollywood dances and workouts.

Each year, IAAD contributes back to the community by donating part of the proceeds from IndiaFest to charitable organizations and relief efforts. Last year IAAD contributed its proceeds to Westside Family Health as well as Delaware Public Health Association.

Sponsoring with this event will create new relationships and partnerships with the South Asian community while providing you with an opportunity to showcase your business or service at an event that draws thousands of attendees each year.

For your convenience, I have compiled some important information, detailing the event and sponsorship opportunities with IndiaFest. Each package can be further customized based on your requirements

Please complete and return the sponsorship form to IAAD by July 31st, 2016. We thank you in advance for your help and support in preparation for this year's IndiaFest. Please reach out to me with any questions you may have.

Sincerely,

Michael Iqbal
IndiaFest Team
302-468-6505
michael@americansports.com

EVENT INFORMATION

- **Event Name:** IndiaFest 2016 (Presented by Indo American Association of Delaware)
- **Location:** Bob Carpenter Sports Center 631 S College Ave, Newark, DE 19716
- **Date/Time:** Saturday August 28th 2016   12:00 pm to 10:00 pm
- **Featuring:** Ethnic Food, Local and Regional Vendors, Music and performances from South Asia

ABOUT IAAD

The Indo-American Association of Delaware has the following objectives and goals:
- To promote general goodwill, friendship and unity among Indo-American community
- To promote Indian heritage for the benefit of younger community in the Indo-American community
- To organize specific social, education and cultural activities to achieve the above objectives, and to educate the general public concerning the same

INDIAFEST

IndiaFest has been supported by the City of Newark , City of Wilmington as well as New Castle County and other nearby counties in Delaware, Maryland and Pennsylvania. IndiaFest is a grand interactive multimedia festival showcasing Indian food and culture. This event has grown in scale and we are proud to have maintained an excellent record of satisfaction and safety. Many distinguished local companies and organizations have helped sponsor this event.

DEMOGRAPHICS AND STATISTICS OF THE SOUTH ASIAN COMMUNITY

- Total population of South Asians in the United States is over 3.5 million.
- South Asians include people from Nepal, Bangladesh, Sri Lanka, Pakistan and India
- Approximately 1/3 of the South Asian population reside in the New York, New Jersey, Connecticut and Tri-State area
- South Asians have the highest per capita income with a combined household income in excess of $88 billion – the highest per capita among ethnic groups
- Asian Indians have the highest annual median household income among all US ethnic groups. 1 out of every 10 South Asians is a millionaire

REASONS TO SPONSOR

- Business Promotion, Marketing and Awareness
- Display your business logos and brand names on IndiaFest website (iaadelaware.org), event banners, signs, program materials and more. Promote sales and offer products at this all day event. Market your business and services with the South Asian community. Sponsor with the event to promote your business or brand
- Network , Expand and enhance your business by partnering with leaders in the South Asian community
- Help a Cause; IAAD is proud to donate a portion of the proceeds from IndiaFest 2016. All donations to IAAD are TAX deductible: IAAD Tax ID: 51-0314472

SPONSORSHIP PACKAGES

Our sponsorship program is adaptable to meet the needs of your organization. We will customize a sponsorship package for you, based on your needs, to create a successful partnership. Please review the various options below. We look forward to your sponsorship.

Sponsor Level	Full Page Color Program Book.	Banner	Logo/Link on IndiaFest website	Company Banner on entryway kiosk	Company logo on All print Advt.	Company event on Stage for 3 minutes	IndiaFest admission tickets	Price
Gold	✔	✔	✔	✔	✔	✔	14	$5,000
Silver	✔	✔	✔	✔			10	$2,500
Bronze	✔	✔	✔				6	$1,000

A LA CARTE PRICES

Banner (Max 2 feet high x 8 feet wide)	$600
PROGRAM BOOK ADVERTISEMENT	
Back Cover (color)	$800
Center fold (color) 7.5" (W) X 10" (L)	$750
Inside Front Cover (color)	$650
Inside Back Cover (color)	$650
Full Page	$350
Half Page	$250

ADVERTISING AND DONATION DETAILS

- All photos must be 300+ dpi
- Compatible Programs:
  - ❖ Adobe Photoshop, Adobe Illustrator, InDesign and Quark Express
- Media for sending completed ad:
  - ❖ CD, DVD or high res .pdf file
- Email the ads to : Michael@americansports.com
- Or mailed to:
  - Michael Iqbal
  - 74 Albe Drive, Suite 1 , Newark, DE 19702
- Please be sure to include your contact information

IndiaFest 2016

Date / Time: Saturday August 28th 12:00 pm to 10:00 pm
Location: Bob Carpenter Sports Center 631 S College Ave, Newark, DE 19716

PLEASE SELECT THE APPROPRIATE SPONSORSHIP PACKAGE:

Gold ($5,000)	Silver (2,500)	Bronze ($1,000)

Contact Name _____

Company _____

Address _____

City_____

State _____

Zip _____

Phone_____   **Fax**_____

E-mail _____

Credit Card Info (circle): AMEX   MC   VISA   DISC

Amount to be Charged ($) _____   **Card #** _____ **Exp** _____

Card Holder's Name _____ **Billing Zip** _____

Please make checks payable to: IAAD

Mail checks to: IndoAmerican Association of Delaware 113 Jupiter Rd, Newark, DE 19711

IAAD Information: www.iaadelaware.org

Event Information: www.iaadelaware.org/events

Contact: **Contact:**
Paresh "Perry" Patel   **Michael Iqbal**
IndiaFest Team   **IndiaFest Team**
302-540-9105   **302-468-6505**
paresh.perry.patel@gmail.com   **michael@americansports.com**

For Internal Use Only: SC
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