

India Cultural Association

PO Box 91066, Portland, OR 97291-0066

www.icaportland.org

RE: 21st Annual **INDIA FESTIVAL** on August 14th, 2016 at Pioneer Courthouse Square

Dear Manager:

India Cultural Association, (ICA) is a non-profit organization based in Portland, Oregon, helping to promote and preserve the Indian culture, heritage, language, while creating cultural awareness. ICA was established in 1980 and is the only organization in the area that represents the entire Indian community.

Every year ICA hosts a large festival showcasing diversity and culture of Incredible India. Regional Arts & Culture Council (RACC) of Portland recognizes the festival as a community event and partially sponsors it through their grant every year.

India Festival is a FREE outdoor festival held at the Pioneer Courthouse Square. The local community gets a glimpse of India's art, culture, history and people through live music, dance, food, clothes and entertainment throughout the day. India is very diverse yet united, ancient yet modern and very majestic.

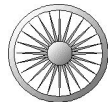
This year India Festival is scheduled to be held on Sunday, August 14th, 2016. The estimated cost to host and organize the festival is \$29,000. **In order to help ICA make India Festival possible, we need your support.** With more than 50,000 people visiting the Pioneer Courthouse Square each day, and four transit lines surrounding the park, it is the single most visited site in Portland. Sponsorship to our event will help your organization gain excellent public exposure while promoting the message that yours is a diverse work place and an organization that actively supports local communities.

Please review the attached document describing Booth Rentals. We greatly appreciate your support. Once you have made a decision, please fill out the BOOTH RENTAL AGREEMENT FORM for INDIA FESTIVAL 2016 and mail it with your check to **PO Box 91066, Portland, OR 97291-0066** no later than July 1st, 2016.

If you have any questions, please don't hesitate to e-mail me at jaisen.mody@gmail.com or call me at **(503) 645-7902**.

Thanks in advance.
Sincerely,

Jaisen Mody
ICA President



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PLEASE RETURN POSTMARKED BY July 1st 2016. Locations of booth and banner space will be assigned by July 7th. No exceptions will be made.

BOOTH RENTALS

India Festival Depends on Booth rentals to pay for the renting of Pioneer square.

Booths are rented on a “First come Basis” with full rental cost deposited.

INDIA FESTIVAL 2016 Booth details–

1. One Full Booth (10ft x 10ft) for India Festival 2016 at a cost of \$600
2. One Half Booth (10ft x 5ft) for India Festival 2016 at a cost of \$400 (Note that the frontal is 10ft)
3. One Half Booth (5ft x 10ft) for India Festival 2016 at a cost of \$300 (Note that the frontal is 5ft)
4. Booths facing the Square require the purchase of a half page ad in the Chakra Magazine
5. Restaurant owners please contact Jaisen Mody at 503-645-7902 for pricing details.

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If you have any questions, please don't hesitate to e-mail me at jaisen.mody@gmail.com or call me at **(503) 645-7902**.

India Cultural Association (ICA) will make every effort to hold this festival on the published date. Weather related issues may cause the festival to be postponed or canceled.

BOOTH RENTAL AGREEMENT FOR INDIA FESTIVAL 2016

*Please make the check payable to **India Cultural Association** and mail it to:*

**India Cultural Association
PO Box 91066, Portland, OR 97291-0066**

I, _____ would like to rent (please check the correct line below)

1. ____ One Full Booth (10ft x 10ft) for India Festival 2016 at a cost of \$600
2. ____ One Half Booth (5ft x 10ft) for India Festival 2016 at a cost of \$300 (Limited Availability)
3. ____ One Half Booth (10ft x 5ft) for India Festival 2016 at a cost of \$400 (Limited Availability)

I am enclosing a check for \$_____ /-.

Booth locations are allocated based on the order of payment received for the rental. Full deposit required at the time of reservation.

The following rules apply only to booth renters who will not be selling any food or drinks. Restaurant owners, please call 503.645.7902 for pricing and details.

- 1.** I will comply with all the rules of Pioneer Courthouse Square and ICA.
- 2.** I will be provided with electrical power as requested but under the guidelines of Pioneer Square.
3. I will contact a designated ICA board member in order to hand over the booth after cleaning it.
4. I will vacate the booth and leave the Pioneer Courthouse Square no later than 8:30pm.
5. I will be provided with canopy, 2 tables and 2 chairs

Name (PRINT): _____

Organization/Business name (PRINT): _____

Contact Phone Number(s): _____

E-mail (PRINT) _____

What items will be sold/displayed in the booth on 8/14/2016? (List all items below)

Signature _____

Date: _____

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