

FESTIVAL August 15th 2010 at Pioneer Square, Portland, Oregon.

RE: 16th Annual **INDIA Festival**

Dear Manager/Owner:

India Cultural Association, (ICA) is a non-profit organization based in Portland, Oregon, dedicated to cultural activities concerning India. Portland and neighboring suburbs currently boasts a thriving community of nearly 10,000 Indians, primarily in high-tech, engineering, medical, teaching, research and healthcare professions. ICA was established in 1980 and is the only organization in the area that represents all Indians. For the majority of Indians living in this area, ICA is the only link, connecting them back to their roots.

India Festival 2010 is on August 15th, India's Independence Day. We intend to not miss this opportunity and expect this year festivities to surpass previous years.

As a community citizen and a much appreciated supporter of ICA in the past years, I am certain you are aware of ICA's best and biggest event **India Festival**. India Festival is filled with tastes, sounds and sights of India. Live music, dance, food and entertainment throughout the day. Admission is FREE. This festival gives the local community a glimpse of India and its subcontinent's arts, culture, history and people. This year's India Festival will be held on August 16th at Pioneer Square, downtown Portland. Regional Arts & Culture Council (RACC) located in Portland has recognized India Festival as a community event by sponsoring in part through their grant. Portland General Electric has also supported this festival for the last ten years.

India Festival is estimated to cost ICA \$25,000. Being in business yourself, I am certain you are aware of the time, effort and dedication it takes **2 ICA FUNDING COMMITTEE** volunteers to raise that kind of money in 3-4 months.

Your sponsorship towards INDIA FESTIVAL is – "A BIG DEAL" for ICA and for the community. It sent a message that yours is a diverse work place and an organization that actively supports local communities. India Festival has an estimated attendance of 5,000 to 8,000 people.

In short, we need your support and we would love to have you there. We offer opportunities for you to sell your wares and have fun being part of this growing, warm and welcoming community.

To help ICA make India Festival possible, we need your help and support. You may get a booth at India Festival to gain excellent public exposure for your best products and service. Enclosed sponsorship levels agreement details additional ways in which you may support India Festival, your community and your business.

Please return the enclosed GENERAL SPONSORSHIP AGREEMENT FOR INDIA FESTIVAL 2010 no later than April 6th. For any questions, please don't hesitate to call me at **(503) 645-7902**

Thanks in advance.

Sincerely,

Jaisen Mody

President

About ICA

WHO WE ARE

- India Cultural Association (ICA) is a non-profit organization established in 1980.
- We are dedicated to providing the Indian community in Portland and Vancouver metropolitan area with cultural activities that reflect the great pool of local talent.
- Our membership comes from a thriving community of nearly 10,000 Indians, primarily in high-tech, engineering, medical, teaching, research and healthcare professions.

WHAT WE ARE DOING

- Our signature event is India Festival. This yearly event is filled with the tastes, sounds and sights of India. We will showcase live music, dance, food and entertainment throughout the day. Admission is FREE.
- This festival gives the local community a glimpse of India and its subcontinent's arts, culture, history and people.
- This year's India Festival will be held on August 15th at Pioneer Courthouse Square, Portland.
- Regional Arts & Culture Council (RACC) located in Portland has recognized India Festival as a community event by sponsoring in part in the recent years through their grant.

WHY WE NEED YOUR HELP

- India Festival is estimated to cost ICA \$25,000.
- We are an entirely volunteer run organization. Our volunteers spend months planning the entertainment, scheduling performances, selling booth space and preparing for the largest gathering of Indians in the Pacific Northwest.
- Your sponsorship towards INDIA FESTIVAL is "A BIG DEAL" for ICA and for the community.

WHAT WE CAN DO FOR YOU

- Support of India Festival sends a message to the community that you care about supporting this important and thriving culture.
- Your company logo and your support will be broadcast to approximately 5000 to 7000 people.
- If you choose, we can arrange to provide booth space to your business or organization.

HOW TO GET INVOLVED

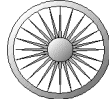
- The time is NOW!
- Our event is on August 15th, 2010. If you wish to take advantage of this opportunity you must contact us AS SOON AS POSSIBLE.
- Please read, fill out and return the enclosed GENERAL SPONSORSHIP AGREEMENT FOR INDIA FESTIVAL 2010 by email to jaisen.mody@gmail.com by April 15th. For any questions, please don't hesitate to call me at (503) 645-7902

Thanks in advance.

Sincerely,

Jaisen Mody

President
ICA Board 2010



India Cultural Association
PO Box 91066, Portland, OR 97291-0066
Visit us on the web at www.icaportland.org

India Festival 2010 Sponsorship Levels and Entitlements

Contribution Level of \$5000 and above

This Corporation/Business will be the TITLE sponsor of the event and will be entitled to the following:

- Three Banners provided by sponsor will be displayed with the sponsor's logo in prime locations (one on the stage and two on the side of the stage) at Pioneer Courthouse Square, which will be visible to all the audience. The banners have to be provided by the sponsor.
- Sponsor is entitled to a free booth (worth \$600) at the Pioneer Courthouse Square during the India Festival 2010. Booth includes a 10' x 10' canopy enclosed on two or three sides, two tables and two chairs.
- Sponsor is entitled to a full-page advertisement on the back cover of our event brochure – Chakra. The brochure will be circulated to thousands of people attending the event.
- Sponsor logo will be included in India Festival flyer

Contribution Level of \$2500 - \$4999

This Corporation/Business will be a Grand sponsor of the event and will be entitled to the following:

- One banner will be displayed with the sponsor's logo at Pioneer Courthouse Square. The banner has to be provided by the sponsor.
- Sponsor is entitled to a free booth (worth \$600) at the Pioneer Courthouse Square during the India Festival 2010. Booth includes a 10' x 10' canopy enclosed on two or three sides, two tables and two chairs.
- Sponsor is entitled to a half page advertisement inside our event brochure – Chakra. The brochure will be circulated to thousands of people attending the event.
- Sponsor logo will be included in India Festival flyers

Contribution Level of \$2000 - \$2499

This Corporation/Business will be a co-sponsor of the event and will be entitled to the following:

- Sponsor is entitled to a free booth (worth \$600) at the Pioneer Courthouse Square during the India Festival 2010. Booth includes a 10' x 10' canopy enclosed on two or three sides, two tables and two chairs.
- Sponsor is acknowledged as a co-sponsor in our event brochure – Chakra. The brochure will be circulated to thousands of people attending the event.
- Sponsor logo will appear in India Festival flyers

Contribution Level of \$1000-\$2000

This Corporation/Business will be a supporter of the event and will be entitled to the following:

- Supporter is entitled to a free booth (worth \$600) at the Pioneer Courthouse Square during the India Festival 2010. Booth includes a 10' x 10' canopy enclosed on two or three sides, two tables and two chairs.
- A quarter page ad in our Chakra magazine

Contribution Level of \$300 - \$499

This Corporation/Business will be a supporter of the event and will be entitled to the following:

- Supporter is entitled to a half booth (worth \$300) at the Pioneer Courthouse Square during the India Festival 2010. Booth includes a 10' x 10' canopy enclosed on two or three sides, two tables and two chairs. This space will be shared between two supporters paired up by the ICA.

GENERAL SPONSORHIP & BOOTH RENTAL AGREEMENT FOR INDIA FESTIVAL 2010

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

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

I, _____ am glad to sponsor the local Indian community's glorious & extravagant India Festival event with a contribution in the amount of \$ _____/- towards a _____ . I have enclosed a check in the amount of the same.

Both applicants: This applies only if you are taking a non restaurant booth that does not sell food or drinks:

Restaurant owners please call for additional details

1. I will vacate the pioneer square by 9.30 PM.
2. Non restaurant owner's price for a 10x10 feet booth for 2010 is \$600/booth. Booths are allocated on a first come basis and a full deposit is required to reserve ahead of time. Limited number of half booths are available for \$300.00
3. I will clean my booth(s) and get it certified by an ICA board member before I leave.
4. I understand that I will comply with all rules as stated by Pioneer Square and ICA
5. I will be provided with electrical power as requested but under the guidelines of Pioneer Square

Please print your name clearly: _____

Your Organization/Business Name: _____

Contact Phone Number(s): _____

Email: _____

Booth details (what will you are using the booth for on 8/15/2010):

Signature: _____

Date: _____

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