

India Cultural Association

PO Box 91066, Portland, OR 97291-0066

Home page: www.icaportland.org

RE: 17th Annual **INDIA FESTIVAL** August 21st, 2011 at Pioneer Square, Portland, Oregon.

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 is on August 21st, 2011 and we expect this year to have record crowds. This is the only Festival in Portland that represents all our community members. All the regional organizations “come together” in assisting us for hosting this festival

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 21st 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.

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.

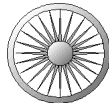
In short, we need your support and we would love to have you there. We offer opportunities for you to sell your wares and have fun being part of this growing, warm and welcoming community.

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, if you are renting a booth, no later than July 5th. General sponsorship and Chakra ads please email us and let us know your desired sponsorship level. For any questions, please don’t hesitate to call me at **(503) 645-7902 or email at jaisen.mody@gmail.com**

Thanks in advance.
Sincerely,

Jaisen Mody
President



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PLEASE RETURN POSTMARKED BY July 5th 2011. All Priority locations of booth, banner space etc. will be assigned by July 5th. No exceptions will be made.

INDIA FESTIVAL 2011 Sponsorship Levels and Entitlements

- **Contribution Level of above \$4999.00:** This Corporation/Business will be considered as *TITLE* sponsor of the event and will be entitled to the following:
 - Three Banners 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 Square, which will be visible to all the audience (banners has to be provided by the sponsor).
 - Sponsor is entitled to a free booth (worth \$600) at the Pioneer Square during India Festival. Booth includes a 10 x 10 canopy, some canopy on the side wall(s), L-shaped tables (2), and 2 chairs.
 - Corporate/Business Logo on the INDIA FESTIVAL flyer as major contributor. This is used to build excitement and awareness leading up to the India Festival. Flyer is posted at popular cultural sites, public places, businesses and other commercial establishments.
 - Sponsor is entitled to a ½ page advertisement in the brochure. Brochures are circulated at the India Festival.
- **Contribution Level of above \$2499.00:** This Corporation/Business will be considered as co-sponsor and will be entitled the following:
 - One banner will be displayed with the sponsor's logo at Pioneer Square (banner has to be provided by the sponsor).
 - Sponsor is entitled to a free booth (worth \$600) at the Pioneer Square during India Festival. Booth includes a 10 x 10 canopy, some canopy on the side wall(s), L-shaped tables (2), and 2 chairs.
 - Corporate/Business Logo on the INDIA FESTIVAL flyer. This is used to build excitement and awareness leading up to the India Festival. Flyer is posted at popular cultural sites, public places, businesses and other commercial establishments.
 - Sponsor is entitled to half page advertisement inside our event brochure –Chakra. The brochure will be circulated free to all at the square.
- **Contribution Level of above \$999.00:**
 - Sponsor is entitled to a free booth (worth \$600) at the Pioneer Square during India Festival. Booth includes a 10 x 10 canopy, some canopy on the side wall(s), L-shaped tables (2), and 2 chairs.
 - Corporate/Business Logo on the INDIA FESTIVAL flyer. This is used to build excitement and awareness leading up to the India Festival. Flyer is posted at popular cultural sites, public places, businesses and other commercial establishments.
- **Contribution Level of \$600.00**
 - Sponsor is entitled to a booth at the Pioneer Square during India Festival. Booth includes a 10 x 10 canopy, some canopy on the side wall(s), L-shaped tables (2), and 2 chairs.
- **Contribution Levels of \$550.00 - \$100.00: CHAKRA AD**
 - \$550.00 – Sponsor is entitled to a 1 last full-page advertisement.
 - \$350.00 – Sponsor is entitled to a 1 full-page advertisement.
 - \$299.00 – Sponsor is entitled to a ½ last page advertisement.
 - \$200.00 – Sponsor is entitled to a ½ page advertisement.
 - \$150.00 – Sponsor is entitled to a business card advertisement.
 - \$100.00 – Sponsor is entitled to a “Bubble Greeting” advertisement.

Please note that advertisements will be carried in the flyer or brochure, on a first-come first-served basis. The brochures are circulated at the India Festival.

**GENERAL SPONSORSHIP , BOOTH RENTAL AGREEMENT FOR INDIA
FESTIVAL 2011 (Non food and Drink Sales)**

*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 2011 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) _____

E-Mail: _____

Booth details, what will the booth be used for on 8/21/11 _____

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.

**GENERAL SPONSORSHIP , BOOTH RENTAL AGREEMENT FOR INDIA
FESTIVAL 2011 (Food and Non Alcoholic Drink Sales)**

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. Restaurant owner's price for a 30x10 feet booth for 2011 is \$2,400/booth. Booths are allocated on a first come basis and a full deposit is required to reserve ahead of time.
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
6. Booth owners will obtain permit from Multnomah County for food sales

Please print your name clearly: _____

Your Organization/Business Name: _____

Contact Phone Number(s) _____

E-Mail: _____

Booth details, what type of food will be sold on : 8/21/11 _____

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.