



INDIA DAY

A Community Fair

www.IndiaDayPA.org

SPONSORSHIP & VENDOR OPPORTUNITIES



Saturday, August 8, 2015 • 10:30AM – 8:00PM

Harrisburg Area Community College (HACC) • 1 HACC Dr, Harrisburg, PA 17110

India Day – A Community Fair

August 8th, 2015

Scope

India Day is one of the most well attended events in the Harrisburg area where all communities come together to experience the rich Indian culture and heritage. Since 1996, Asian Indian Americans of Central PA (AIACPA) has been organizing this event at the Forum auditorium in Harrisburg attracting audience from all over Central Pennsylvania.

Last year, the India Day became “**India Day – A Community Fair**”. The event included Indian music, classical, folk and Bollywood dances, variety of ethnic food, apparels and jewelry from India, and many more attractions. It was held at HACC campus in Harrisburg and was attended by estimated 10,000+ people.

This year also, **India Day - A Community Fair** will be held at HACC, Harrisburg Campus on Saturday, August 8th, 2015. The HACC campus includes ample free parking, 400 seat auditorium for performances, lot of room for vendors, live cooking, dining and socializing area, easy access, open green space to stroll, a large tent for outdoor activities and mela (fair) atmosphere.

Why sponsor India Day Fair

For 2015, “**India Day – A Community Fair**” we expect to surpass 2014 estimated 10,000 visitors from all the local communities to enjoy, learn and appreciate rich cultural heritage of India. Becoming a sponsor/vendor for this event will ensure that your information reaches all these visitors/participants. Each of you will have the ability to directly communicate your message and increase brand recognition by supporting this event.

About AIACPA

Asian Indian Americans of Central Pennsylvania (AIACPA) is a non-profit organization that helps promote cultural richness and education commitment for Central Pennsylvania region. To enable the many events and the causes, AIACPA deeply depends on its partner sponsor's for their financial support. The organization has been very successful in meeting its objectives in the past 23 years and currently serving over 5,000 Asian Indian families, many organizations, and other families by organizing educational and medical seminars, cultural events, and formal networking events. To enable the many events and the causes, AIACPA, a non-profit organization consistently depends on its partner sponsor's for their financial support.

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SPONSORSHIP OPPORTUNITIES

A. Premium package **\$1000**

- Two tables (L Shaped) for vendor display of your company
- Sponsorship of one session of entertainment program
- Full page premium color advertisement in information brochure
- Display of your banner behind your booth

B. Entertainment Program sponsorship **\$500**

- Sponsorship of one session of entertainment program
- Display of the sponsor name throughout the session

C. Premium Color Advertisement in Information Brochure **\$500**

- Your full page color advertisement in the event brochure

D. Black & White Advertisement in Information Brochure **\$250**

- Your B&W full page advertisement in the event brochure

VENDORS OPPORTUNITIES

A. Standard Booth for Food Vendors **\$400**

- 15 x 10 feet space
- 2 tables (L Shaped) of 6' each for vendor/display
- Display of your banner behind your booth
- Opportunity to showcase your products and services
- Reach a diverse local community
- Brand awareness before and after the event
- Connect with prospective buyers

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B. Standard Booth for Service Vendors/non-food Vendors

\$250

- 10 x 10 feet space
- 2 tables (L Shaped) of 6' each for display
- Display of banner behind booth
- Opportunity to showcase your products and services
- Reach a diverse local community
- Brand awareness before and after the event
- Connect with prospective buyers

C. Standard Booth for Jewelry Vendors

\$500

- 15 x 10 feet space
- 3 tables (L Shaped) of 6' each for display
- Display of banner behind booth
- Opportunity to showcase your products and services
- Reach a diverse local community
- Brand awareness before and after the event
- Connect with prospective buyers

D. Discounted Rate for Multiple Booths

- For 2 booths of one type, discount of \$50 will be given on total cost
- For 3 booths of one type, discount of \$100 will be given on total cost

**If you are interested in being a sponsor/vendor, please complete the registration form below.
If you have questions, feel free to contact any of the members below:**

Mr. Deep Gupta (Chairman): (717) 903-0375

Mr. M.G. Patel: (717) 817-2984

Mr. Punit Lochan: (717) 315-9900

Ms Sue Mukherjee: (717) 329-2773

Mr. Virendra Trivedi (President): (717) 756-1034

Mr. Pankaj Agarwal: (717) 329-1468

Ms. Mridula Mishra: (717) 592-0803

Ms. Shabnam Sachdeva: (717) 343-9412

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REGISTRATION FORM

Name of Business: _____

Name of Contact Person: _____

Business Address: _____

Business Tel: _____ Cell Phone: _____ Email: _____

Number of Booths you need _____ Total Booth Amount _____

Harrisburg: Business License Fee (\$50)* _____ Health License Fee (\$15)** _____

Total Amount Enclosed _____

(Make checks payable to 'AIACPA' & mail to 5602 Pinehurst Way Mechanicsburg, PA 17050 with this completed registration form)

Please provide the following:

A. Each Item you plan to sell/display. For food items give price also.

B. No. of 110 Volt Electrical outlets needed: _____

C. Any other special request: _____

* All vendors selling either food or any goods (apparel, jewelry, etc.) or services will need a Harrisburg Business License. The Business license cost \$50/vendor and AIACPA can help process it with the City. Vendor will be responsible to provide requisite information to AIACPA in the timely manner for the same. Vendors operating in city of Harrisburg, may not need it. If a vendor already has this license, pls attach a copy with this filled form for AIACPA records.

** All vendors selling food will need a Harrisburg Health License. The Health license cost \$15/food vendor and AIACPA can help process it with the City. Vendor will be responsible to provide requisite information to AIACPA for the same in timely fashion. Vendors that operate in city of Harrisburg, may not need it. If a vendor already has this license, pls attach a copy with the filled form for AIACPA records.

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TERMS & CONDITIONS

1. Cancellation Policy: Cancellation must be communicated to AIACPA in writing prior to July 15, 2015. On cancellation, AIACPA will only refund booth charges and not any license fees paid.
2. All vendors must meet any applicable fire, safety, health and public safety codes/requirements as required by the HACC, and local, state, and federal governments.
3. It is the sole responsibility of the vendor to obtain all required Tax ID's and remit all necessary taxes to the authorities.
4. Vendor must obtain necessary permit and certificate to conduct the business in City of Harrisburg.
5. Vendor must provide copy of liability insurance to AIACPA by July 15th with AIACPA and HACC listed as an additional insurers.
6. **Vendor is NOT allowed:**
 - To use any kind of audio/public address system.
 - To display banners outside their booths.
 - To distribute any material from outside their booth.
 - To pursue any type of fund raising by any means.
7. **No vendor is permitted to sell water, soda or any alcoholic beverages.**
8. Decorations and cleanup of the booths is the responsibility of the vendor. All electrical appliances (if requested and permitted), plugs, extensions etc. must be properly secured and taped so that it is not a safety hazard to anyone. In case a vendor is not able to leave the booth as it was handed over to them, any cost to fix it will be responsibility of the vendor.
9. Food vendors must ensure to provide adequate napkins, plates, plastic ware, etc. to their clients.
10. Vendors are responsible to bring their own table covers & skirts.
11. Please remember "India Day – A Community Fair" is a community and family event. Vendors are expected to exhibit items which are generally accepted at family events.
12. AIACPA reserves the right to remove any unwanted material or deny a booth to a vendor for not meeting guidelines.

I hereby acknowledge and accept all the Terms & Conditions set by AIACPA.

Signature of Business Owner

Name: _____

Contact Phone: _____

Email: _____

AIACPA wishes to keep wholesome family fun