

## ABOUT KAOC

Kerala Association of Colorado (KAOC) is a cultural organization run by the community. It was founded to showcase the vibrant culture of Kerala known as God's own country, a state on the south-west coast of India. In the course of its 4 decades of existence, the KAOC has efficiently organized events and facilitated social gatherings that have received rousing accolades and succeeded in developing and maintaining an appreciation for the language, culture, cuisine, performing arts and music of Kerala. Over the years the organization has transformed from being a cultural platform for the heritage of Kerala alone to one that promotes the diverse Indian culture by rounding up local talent from around Colorado.

KAOC is a registered non-profit 501(c)(4) organization certified under federal regulations as tax exempt (Fed ID 84-1530554). The primary purpose of a cultural organization like KAOC is to provide a forum for its members to preserve the cultural wealth of their heritage. The annual Indian Dance Festival and holiday celebration events for Onam and Christmas are some of the main events hosted by KAOC. The cultural awareness generated by KAOC is crucial in today's global scenario where the recognition of diverse cultures coupled with appreciation and respect for the same is essential to develop sustainable communities.

## SPONSORSHIP OPTIONS

Title Sponsor	\$5,000.00
Platinum Sponsor	\$1,500.00
Gold Sponsor	\$1,000.00
Silver Sponsor	\$750.00

## ADVERTISEMENT OPTIONS

Event ticket backside Ad.	\$400.00
Booth at the event	\$300.00

### Welcome booklet

Back cover Ad.	\$500.00
Inside cover Ad.	\$350.00
Full page Ad.	\$250.00
Half page Ad.	\$150.00

**P:** 510-984-8615

**E:** [info@colorkerala.org](mailto:info@colorkerala.org)

**A:** President

Kerala Association of Colorado  
PO Box 3411,  
Parker, CO 80134

[www.colorkerala.org](http://www.colorkerala.org)



## KERALA ASSOCIATION OF COLORADO

PROUDLY PRESENTS



# ॐ

## ॐ

Reflection of Indian Culture

20TH INDIAN  
DANCE FESTIVAL

## ABOUT INDIAN DANCE FESTIVAL (IDF)

The IDF is a premier cultural event that provides a platform for the talented dancers in Colorado to showcase their talents. Kerala Association of Colorado has been organizing this festival for the past 19 years. Open to all residents of Colorado, this annual event features performances par excellence by professional and amateur artists of Colorado. It brings to stage the vibrancies and the diversity of dance forms from India.

The festival is a cultural treat which is looked forward to every year with great enthusiasm, equally by the participants and the guests. IDF has grown to one of the biggest gatherings of the Indian Community in Colorado and going by the past years' experience we expect to see about 100 participants and close to 1000 guests.

On this 20th year of IDF, KAOA is planning for yet another fabulous celebration of dance. "SANSKRITI"- A reflection of Indian Culture through our own traditional dance forms.

## INDIAN DANCES

Diversities are visible in all spheres of Indian life. These diversities have made the Indian culture a unique one. Like all other aspects of life, the dance forms of India are also varied and different.

Dances are a form of coherent expression of human feelings. The Indian dances are broadly divided into Classical dances and folk dances. The Classical dances are usually spiritual in content and are equally diverse in nature. Folk dances usually have the celebratory mood. Each dance form can be traced to different parts of the country representing culture and ethos of a particular group of people.

India has thousands of year old tradition of fine arts and classical and folk music and dances. The most popular classical dance styles of India are Bharatnatyam, Kathak, Kathakali, Kuchipudi, Manipuri, Mohiniattam and Odissi.

## MARKETING OPPORTUNITIES

Consistently over the years, Indian Dance Festival(IDF) has hosted 250+ dance performers with 1000+ family audiences. This provides a great platform for you to re-connect with your existing customers as well as prospective customers.

## SPONSORSHIP BENEFITS

### All sponsorship levels receive

- Slide show during the event
- Endorsement of Company Facebook Page to all the members for a period of one year.
- Rolling advertisement on the KAOA website for one year.
- Facebook post for Sponsors for one year

### Silver Sponsor

- Banner at the event
- Website Front Page Banner (250px X 150px )
- Full Page advertisement in Welcome Booklet
- slide show during the event

### Gold Sponsor

- Silver Sponsor benefits+
- Booth at the event.
- 25 Event Tickets

### Platinum Sponsor

- Gold Sponsor benefits+
- +10 Event Tickets
- Video Advertisement during the program

### Title Sponsor

- Platinum sponsor benefits+
- Title
- Logo in Event Poster
- +15 Event Tickets