

India Cultural Association

PO Box 91066, Portland, OR 97291-0066

www.icaportland.org

RE: 21st Annual **INDIA FESTIVAL** on August 16th, 2015 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.

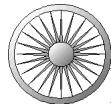
This year India Festival is scheduled to be held on Sunday, August 16th, 2015. The estimated cost to host and organize the festival is \$27,000. **In order to help ICA make India Festival possible, we need your support.** With more than 27,000 people visiting the Pioneer Courthouse Square each day, and 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 sponsorship levels and their benefits. We greatly appreciate your support at any level. Once you have made a decision, please fill out the **GENERAL SPONSORSHIP AGREEMENT FORM** for INDIA FESTIVAL 2015 and mail it with your check to **PO Box 91066, Portland, OR 97291-0066** no later than July 1st, 2015.

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 2015. Locations of booth and banner space will be assigned by July 7th. No exceptions will be made.

INDIA FESTIVAL 2015 Sponsorship Levels –

- **PLATINUM SPONSOR - \$7000**

Platinum level benefits:

- Three banners (provided by sponsor) will be displayed at prime visible locations (one on stage and two on either side of the stage) at the Pioneer Courthouse Square.
- Free booth (worth \$600) at the Festival. Booth includes a 10 x 10 canopy, two L-shaped tables, and chairs.
- Sponsor's logo (provided by sponsor) will be printed on flyers* with recognition as Platinum Sponsor.
- Half page advertisement in CHAKRA magazine circulated at the Square during India Festival.
- Announcement during prime time show recognizing Platinum Sponsor.
- Sponsor information added to ICA Portland Webpage

- **GOLD SPONSOR - \$5000**

Gold level benefits:

- One banner (provided by sponsor) will be displayed at the Pioneer Courthouse Square.
- Free booth (worth \$600) at the Festival. Booth includes a 10 x 10 canopy, two L-shaped tables and chairs.
- Sponsor's logo (provided by sponsor) will be printed on flyers * with recognition as Gold Sponsor.
- Quarter page advertisement in CHAKRA magazine circulated at the Square during India Festival.
- Announcement during prime time show recognizing Gold Sponsor.
- Sponsor information added to ICA Portland Webpage

- **SILVER SPONSOR - \$2000**

Silver level benefits:

- One banner (provided by sponsor) will be displayed at the Pioneer Courthouse Square.
- Free booth (worth \$600) at the Festival. Booth includes a 10 x 10 canopy, two L-shaped tables and chairs.
- Sponsor's logo (provided by sponsor) will be printed on flyers*.

- **BRONZE SPONSOR - \$1000**

Bronze level benefits:

- One banner (provided by sponsor) will be displayed at the Pioneer Courthouse Square.
- Sponsor's logo (provided by sponsor) printed on flyers *.
- Sponsor's logo will be published in CHAKRA magazine circulated at the Square during the festival.
- Sponsor information added to ICA Portland Webpage

- **PATRON SPONSOR - \$500:**

Benefits:

- One banner (provided by sponsor) will be displayed at the Pioneer Courthouse Square.

*Flyers are used to promote the Festival and are posted at popular cultural sites, public places, businesses and other commercial establishments.

GENERAL SPONSORSHIP AGREEMENT FORM for INDIA FESTIVAL 2015

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

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

_____ (name of company) would like to sponsor the local
Indian community's India Festival event with a contribution of \$ _____/- .

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

The following rules apply to Title Sponsors, Co-Sponsors & Sponsors only:

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 9:30pm.

Name (PRINT): _____

Organization/Business name (PRINT): _____

Contact Phone Number(s): _____

E-mail: _____

What items will be sold/displayed in the booth on 8/16/2015 _____

Signature _____

Date: _____

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 2015

*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 2015 at a cost of \$600
2. ____ One Half Booth (10ft x 5ft) for India Festival 2015 at a cost of \$300 (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. PLEASE NOTE: Businesses/Persons renting Full or Half Booth adjacent to the stage must buy a full page ad in the CHAKRA magazine – pricing on the next page.

The following rules apply only to booth renters who will not be selling any food or drinks. Restaurants 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 9:30pm.

Name (PRINT): _____

Organization/Business name (PRINT): _____

Contact Phone Number(s): _____

E-mail (PRINT) _____

What items will be sold/displayed in the booth on 8/16/2015? (List all items below)

Signature _____

Date: _____

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.

India Festival 2015 CHAKRA Advertisement Details

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

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CHAKRA magazine is published by ICA every year and is distributed free to the attendees of the India Festival at the Pioneer Square. It includes India Festival program, articles submitted by the Indian Community in Portland and business advertisements.

Advertising plays an important role in the success of any business. Chakra provides the businesses an efficient and direct way of marketing to new customers and bringing back old customers if coupons or discounts are advertised.

Not everybody is in the privileged position to have access to newspapers and modern technology such as the internet; we, however, reach your client through this magazine which they keep for future reference.

The rates for published for 2015:

(Full deposit is required in advance at the time of reservation)

\$550.00 – 1 Full-page ad on the back of the magazine

\$350.00 – 1 Full-page ad

\$275.00 – 1 Half-page ad on the back of the magazine

\$175.00 – 1 Half-page ad

\$150.00 – 1 Business card size ad

\$100.00 – 1 “Bubble Greeting” size ad

Please note that the location of the advertisements within the magazine is determined based on the order of payment received.