

India Cultural Association

PO Box 91066, Portland, OR 97291-0066

www.icaportland.org

RE: 21st Annual **INDIA FESTIVAL** on August 14th, 2016 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.

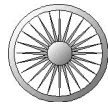
This year India Festival is scheduled to be held on Sunday, August 14th, 2016. The estimated cost to host and organize the festival is \$29,000. **In order to help ICA make India Festival possible, we need your support.** With more than 50,000 people visiting the Pioneer Courthouse Square each day, and 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 Advertising levels. We greatly appreciate your support at any level. Once you have made a decision, please fill out the CHAKRA MAGAZINE AGREEMENT FORM for INDIA FESTIVAL 2016 and mail it with your check to **PO Box 91066, Portland, OR 97291-0066** no later than July 1st, 2016.

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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India Festival 2016 CHAKRA Advertisement Details

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

India Cultural Association

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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 2016:

(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.

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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**.

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.

CHAKRA MAGAZINE AGREEMENT FOR INDIA FESTIVAL 2016

*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 place a (please check the correct line below)

1. ____ Full-page ad on the back of the magazine at a cost of \$600
2. ____ 1 Full-page ad at a cost of \$350
3. ____ 1 Half-page ad on the back of the magazine at a cost of \$275
4. ____ 1 Half-page ad at a cost of \$175
5. ____ 1 Business card size at a cost of \$150
6. ____ 1 "Bubble Greeting" size ad at a cost of \$100

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

PLEASE NOTE: Businesses/Persons renting Full or Half Booth facing the stage must buy a half page ad in the CHAKRA magazine – pricing on the next page.

Please send Ad in .jpg format to icaportlandoregon@gmail.com

Name (PRINT): _____

Organization/Business name (PRINT): _____

Contact Phone Number(s): _____

E-mail (PRINT) _____

Signature _____

Date: _____

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