

NYIndiaFestival

September 20, 2014, 10:00 a.m. - 8:00 p.m.
Syracuse, NY



Namaste (Hello) !

Avantika Productions the producer of New York India Festival would like to invite you to participate in a unique opportunity to advertise your business during, before and after the New York India festival on September 20, 2014. Sponsoring the New York India Festival is the ultimate marketing opportunity for your organization. Positively demonstrate your commitment to the local community!

Sponsorship of the New York India Festival will not only elevate your company to your customers but allow you to expand your customer base. Think of the opportunity to have thousands of potential customers from major New York areas.

As a sponsor, you will receive excellent name recognition and logo positioning throughout the Festival's enhanced publicity campaign in print, on line and direct mail.

BENEFITS INCLUDE (but are not limited to):

- Premium Exhibit Space on the Festival floor
- Logo on promotional advertising
- Online advertising opportunities
- Networking Opportunities
- One full day of branding opportunities reaching a targeted demographics

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Sponsorship Opportunities

Expected Festival Attendance 4,000 – 5,000

New York India Festival has variety of sponsorship packages. We customize all of our sponsorship to best meet your company's marketing objectives and budget.

Range of Sponsorship Opportunities \$5,000 – \$500

Presenting Sponsor (1 Position)

Value \$5,000

1. Sponsor's banner displayed at the entrance of the festival and at two more approved locations throughout the venue.
2. Sponsor's name/logo on all New York India Festival, 2014 advertising material in the largest font and Name/logo on the website with the sponsor website link attached to it.
3. Sponsor will receive prime complimentary space (limited to 10'x20'), to set up a booth
4. Sponsor and company information announced during the opening ceremony / speech
5. Sponsor literature can be placed in approved locations throughout the venue.
6. Sponsor's choice to provide promotional items (bags, pens, small giveaways – no food or drink)
7. Sponsor's name will be mentioned at least once per hour over the PA system
8. Sponsor will receive 20 complimentary admission tickets to the event

Main Stage Sponsor (5 Positions)

Value \$2,500

1. Sponsor's banner displayed near the stage, location to be approved, depending upon stage design.
2. Name / logo on all advertising material and Name/logo on the website with the sponsor website link attached to it.
3. Sponsor will receive complimentary space (limited to 10'x10'), to set up a booth
4. Sponsor and company information announced during the opening ceremony/speech
5. Sponsor literature can be placed in one approved location within the facility
6. Sponsor's choice to provide promotional items (bags, pens, small giveaways – no food or drink)
7. Sponsors will receive 10 complimentary admission tickets to the event



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Family Zone Sponsor (3 Positions)

Value \$ 2,000

1. Sponsor's banner displayed in the Non Profit Zone, location to be approved
2. Name / logo on all advertising material and Name/logo on the website with the sponsor website link attached to it.
3. Sponsor will receive complimentary space (limited to 10'x10'), to set up a booth
4. Sponsor and company information announced during the opening ceremony
5. Sponsor literature can be placed in one approved location within the facility
6. Sponsor's choice to provide promotional items (bags, pens, small giveaways - no food or drink)
7. Sponsors will receive 5 complimentary admission tickets to the event

Food Court Sponsor (5 Positions)

Value \$1000

1. Sponsor's banner displayed in the Food Court area at the approved location.
2. Name / logo on all advertising material and Name/logo on the website with the sponsor website link attached to it.
3. Sponsor information announced during the opening ceremony
4. Sponsor literature can be placed in one approved location within the facility
5. Sponsor's choice to provide promotional items (bags, pens, small giveaways - no food or drink)
6. Booth space in the Food Court Area
7. Sponsor will receive 10 complimentary admission tickets to the event

India Art Zone Sponsor (3 Positions)

Value \$500

1. Sponsor's banner displayed in the Art Zone area at the approved location.
2. Name / logo on all advertising material and Name/logo on the website with the sponsor website link attached to it.
3. Sponsor information announced during the opening ceremony / speech
4. Sponsor literature can be placed in one approved location within the facility
5. Sponsor's choice to provide promotional items (bags, pens, small giveaways - no food or drink)
6. Sponsor will receive 5 complimentary admission tickets to the event



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Advertisers:

1. \$100 to display your banner at the festival. The banner will be displayed at the approved location. The banner should not be bigger than 3' x 6'.
2. \$75 to place your literature (visiting cards, brochures, flyer) at the approved location.
3. \$75 to advertise on our website. We will display your logo on our website and will provide link to your website.

Link to New York India Festival website is <http://nyindiafestival.wix.com/nyindiafestival>

Find us on Facebook

If you would like to discuss this opportunity, please contact Prabha Agrawal at 860-899-6344 or email at prabha_sp09@yahoo.com.

Thank you for your consideration.

Prabha Agrawal,

Executive Producer

New York India Festival

Produced by Avantika Productions

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