

# IndiaFest 2019

## Media Sponsorship Package and Application

IndiaFest 2019 will take place at World's Fair Park on Saturday, September 21, 2019, from 11:00am to 4:00pm. This annually held premier event is organized by the Indian community of East Tennessee to showcase Indian culture, traditions, arts and cuisine. This event has been a tremendous success, especially in terms of attendance, from the local Indian community as well as people from different ethnicities and backgrounds. This is our first year moving this event from the West Knoxville location to downtown area. We are hopeful that attendance this year will be in the upwards of 8,000 people.

It is our goal to partner with and seek sponsorships from various media outlets that have generously contributed to the event previously or would like the opportunity to do so this year. The success of IndiaFest in past years stems from valuable assistance. We look forward to partnering with you this year.

We are pleased to present the following Media Sponsorship Agreement between IndiaFest 2019 and \_\_\_\_\_.

IndiaFest 2019 will provide the following:

- Banner Displayed at the Event (banner to be provided by sponsor up to 10x6)
- Exhibition Booth in a premier location (Tents/Tables to be provided and set up by sponsor)
- Recognized in Press Release
- Logo on Website (with link),
- Logo on Facebook page
- Logos on Flyers, volunteer/IndiaFest personnel T-Shirts
- Recognition at the open ceremony
- Recognition in the HCC Monthly News Letter
- Reserved Seat During Cultural Show and preferred location for camera/media crew
- Interviews with IndiaFest Coordinators

\_\_\_\_\_ (TV/Radio Media Sponsor) agrees to provide the following:

- Media Sponsor will provide 3 daily promotional announcements by on-air talent during drive times (3 weeks prior to the event).
- Media Sponsor will Guarantee a minimum of one (1) LIVE interview with an IndiaFest coordinator.
- Will provide coverage of the event the day of.
- Promote event on social media accounts (i.e. Facebook, Twitter, Instagram) and share event link on your Facebook account
- Promote event on your official website

\_\_\_\_\_ (Print Media Sponsor) agrees to provide the following:

- Media Sponsor will provide promotional announcements in each publication during drive times (3 weeks prior to the event).
- Media Sponsor will print the flyer at least one-time during drive times (3 weeks prior to the event).
- Will provide coverage of the event the day of.
- Promote event on social media accounts (i.e. Facebook, Twitter, Instagram) and share event link on your Facebook account
- Promote event on your official website.

Media Sponsor Company Name (Please print or type): \_\_\_\_\_

Contact Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City State Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Media Sponsor Name as you wish it to appear on/in promotional materials:

\_\_\_\_\_

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

For questions or comments regarding Media coverage for the event and on air and print interviews please contact Hemal Tailor at [hemal.tailor71@gmail.com](mailto:hemal.tailor71@gmail.com) | 865-300-6908 or Dimpal Patel at [dimpal624@gmail.com](mailto:dimpal624@gmail.com) | 865-566-7070

Please forward this completed form to Mital D. Patel - [MDPatelEsq@gmail.com](mailto:MDPatelEsq@gmail.com)

Please email your logo (max size 200 pixels x 200 pixels) to Kalina Scarbrough at [kscarbr3@vols.utk.edu](mailto:kscarbr3@vols.utk.edu)