

IndiaFest 2019

Sponsorship Information 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 the 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 community organizations. We welcome many of the local businesses that have generously contributed to the event previously or would like the opportunity to do so this year. Local businesses and organizations are vital to our community. They have always supported the Indian community to grow and prosper. The success of IndiaFest in past years stems from valuable assistance. We look forward to partnering with you this year.

Attached you will find information on how to do just that. For corporations, we have several levels of sponsorship as follows:

1. The Presenting Partner Sponsor - \$25,000.00
2. Premier Level Sponsor - \$10,000.00
3. Diamond Level Sponsor - \$5,000.00
4. Platinum Level Sponsor - \$1,500.00
5. Friends of Indiafest - \$250+

The benefits associated with each level of sponsorship are summarized on the following page. We believe this partnership could be a mutual benefit and welcomes the opportunity to work together.

Thank you in advance for helping host another wonderful event. It is partnerships like these that make East Tennessee such a great place to live, work and do business. We appreciate your generosity and look forward to seeing you on September 21, 2019.

For questions regarding Community Organization Sponsors please contact Mital Patel at 865-288-0304 or mdpatelesq@gmail.com and regarding Corporate Sponsors please contact Heetesh Patel at 615-403-6716 or heeteshpatel@gmail.com

IndiaFest 2019
Corporate Sponsorship Details

	Presenting Partner Sponsor	Premier Sponsor	Diamond Sponsor	Platinum Sponsor
Sponsorship Amount	\$25,000.00	\$10,000.00	\$5,000.00	\$1,500.00
Max Number of Sponsors	1	5	10	20
Exclusive Festival Naming Rights (e.g. IndiaFest 2019 hosted by sponsor name; Sponsor name presents Indiafest2019)	√			
Banner size (banner to be provided by sponsor)	Unlimited	Up to 12x4	Up to 10x3	Up to 6x3
Exhibition Booth with Premier/Central Tent and Location (tents/space to be provided by IndiaFest)	√ Max Allotted Space for any Sponsor + Premier location	√ Premier Location	√	
Exhibition Booth (Tents/Tables to be provided and set up by sponsor)	√ (in addition to above and optional)			√
Recognized in Press Release	√	√	√	√
Logo on Website (with link)	√	√	√	√
Logo on Facebook page	√	√	√	√
Logos on Flyers, volunteer/IndiaFest personnel T-Shirts	√	√		
3 Minute Speaker Spotlight to showcase your business/ organization before Cultural Show	√			
60 Second Speaker Spotlight to showcase your business/organization during Cultural Show	√	√		
Recognition at the opening ceremony	√	√	√	
Recognition in the HCC Monthly News Letter	√	√	√	√
Number of Reserved Seats During Cultural Show	25	10	5	
Food Tickets	\$125.00	\$75.00	\$50.00	\$15.00

*Friends of IndiaFest sponsors will have their names listed on the IndiaFest website and HCC Monthly Newsletter

APPLICATION INDIAFEST 2019 SPONSORSHIP

- _____ The Presenting Partner Sponsor - \$25,000.00
- _____ Premier Level Sponsor - \$10,000.00
- _____ Diamond Level Sponsor - \$5,000.00
- _____ Platinum Level Sponsor - \$1,500.00
- _____ Friends of IndiaFest - \$250+

Name of Company or Organization: _____

Contact Person Name: _____ **Title:** _____

Phone Number: _____ **Email:** _____

Address: _____

Website: _____

Have you been a sponsor of IndiaFest before: YES | NO

If so what years: _____

If your sponsorship includes a Speaker Spotlight please list the name of the speaker and contact information: _____

Authorized Signature

Date

***Please email your logo (max size 200 pixels x 200 pixels) to kscarbr3@vols.utk.edu**

****Please make checks payable to HCC**