

India Association of Fort Myers, Inc.

P. O. Box 07183, Fort Myers, FL 33919
<http://www.iafortmyers.org>



December, 2016

India Fest 2017 – Advertisements of Goodwill in the India Fest Souvenir Booklet

Dear Community Members and Sponsors:

The Executive Committee of India Association of Fort Myers (IAFM) is pleased to announce **India Fest 2017**, which be held on Saturday, Lee County Parks and Recreation 9200 Corkscrew Rd in Estero FL. Each year, this celebration of Indian culture is attended by approximately 5,000 enthusiasts. It showcases highly-choreographed dances performed to Indian music, the latest in Indian fashion, intricate jewelry, handicrafts, and authentic cuisine.

The mission of **India Fest 2017** is to demonstrate cultural pride and to further cultural awareness to the broader community. It is heavily advertised via local newspapers, television and radio within the Southwest Florida region.

The Executive Committee of IAFM invites you to participate in this unique annual event. By becoming a sponsor of this event, you will have the opportunity to promote your business while supporting the South Asian community. All of our sponsors are provided space within the India Fest program souvenir booklet (viewed by approximately 5,000 individuals), the India Association annual membership directory (used regularly by 250 member families), or both. For your convenience, a list of the current sponsorship packages and submission forms are enclosed with this letter. We encourage you to choose one of these sponsorship options and to donate generously.

To become a sponsor, please complete the attached form along with either a copy of your advertisement. **Kindly submit your sponsorship notice at the latest by February 15th, 2017**. IAFM is a non- profit organization; your sponsorship is **100% tax deductible**.

Funds raised through India Fest support charities and future cultural events. The IAFM has donated nearly a quarter of a million dollars to local and international causes, supporting the victims of Typhoon Haiyan, victims of 9/11, the earthquake in Haiti, Hurricanes Charlie and Katrina, the 2001 earthquake in India, and many others. We have contributed to the Lee County Sheriff's Department "Do the Right Thing" program. Additionally, we have established endowment funds to benefit Florida Gulf Coast University students and needy children associated with the Brightest Horizons organization.

If you have questions, please contact me, Gopal Panday at 732-861-6250, or send an e-mail to gopal.panday@iafortmyers.org. Thank you in advance for your support of India Fest 2017. We look forward to working with you.

Sincerely,

Gopal Panday

President, India Association of Fort Myers, Inc.

Executive Committee

Gopal Panday, President	732-861-6250
Neena Kushner, Treasurer	239-560-9129
Vinu Augustine	239-229-1595
Denny Sharma	239-770-7427

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SUPPORTING SPONSORSHIP

	EVENT SPONSOR \$10,000	PLATINUM \$5,000	DIAMOND \$2,500	GOLD \$1,000	SILVER \$750	BRONZE \$500
India Fest Souvenir Booklet	Inside Front Cover in Color (8½ x 5½)	Outside back cover in color (8½ x 5½) or Center Page in color (8½ x 11)	Inside back cover (8½ x 5½)	Full Page B&W (8½ x 5½)	Full Page B&W (8½ x 5½)	Half Page B&W (5½ x 4¼)
Annual Member Directory	Full Page Color (8½ x 5½)	Full Page Color (8½ x 5½)	Full Page B&W (8½ x 5½)	Full Page B&W (8½ x 5½)	Half Page B&W (5½ x 4¼)	Half Page B&W (5½ x 4¼)
Free Admission Tickets to India Fest	100	50	30	15	10	6
Merchandise Table	2 (\$600 value)	1 (\$300 value)	-	-	-	-
Banners	Main Stage, Front Stage & Entrance	Front Stage & Entrance	Front Stage or Entrance	-	-	-
Publicity	Client presentation On-Stage Recognition Radio Local Newspaper India Fest Flyer IAFM Web	On-Stage Recognition Radio Local Newspaper India Fest Flyer IAFM Web	- - Radio Local Newspaper India Fest Flyer IAFM Web	- - - - India Fest Flyer IAFM Web	- - - - India Fest Flyer IAFM Web	- - - - - IAFM Web

CONTRIBUTING SPONSORSHIP ADVERTISEMENTS

	FULL PAGE B&W	HALF PAGE B&W
India Fest Souvenir Booklet	\$500	\$300
Annual Member Directory	\$300	\$200

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Name of Individual or Organization:	Contact Individual:
Address:	City/State/Zip:
Phone:	Alternate Phone:
Fax:	E-mail:

SUPPORTING SPONSORSHIP			CONTRIBUTING SPONSORSHIP		
<i>Please Check</i>			<i>Please Check</i>		
<input type="checkbox"/>	Event Sponsor	\$10,000	<input type="checkbox"/>	Full Page B&W India Fest Souvenir	\$500
<input type="checkbox"/>	Platinum	\$5,000	<input type="checkbox"/>	Half Page B&W India Fest Souvenir	\$300
<input type="checkbox"/>	Diamond	\$2,500	<input type="checkbox"/>	Full Page B&W Membership Directory	\$300
<input type="checkbox"/>	Gold	\$1,000	<input type="checkbox"/>	Half Page B&W Membership Directory	\$200
<input type="checkbox"/>	Silver	\$750			
<input type="checkbox"/>	Bronze	\$500			

PLEASE NOTE: All submissions offered for publication in the Souvenir Program are subject to acceptance by the INDIA ASSOCIATION OF FORT MYERS, INC. (IAFM). Questionable, misleading, controversial, or fraudulent announcements may be declined. The IAFM reserves the right, at its option, to revise, reject, or cancel any or all advertising which in its sole judgment may be deemed objectionable for any reasons, including in its subject matter, composition, or phraseology. Payment does not guarantee publication. The above named person(s) and/or company agree to hold IAFM harmless and indemnify IAFM against any and all liability, loss or expense arising from claims for violation of rights of privacy, infringement of copyrights and property rights, libel, unfair competition, unfair trade practices, infringement of trademarks, trade names or patents, and from any other claims resulting out of or caused by publication of material by IAFM. IAFM is not responsible for errors or omission in publishing.

As authorized person or representative submitting material for publication, I agree to the above terms and conditions.

Authorized signature: _____ Date: _____

Amount Enclosed: _____

Instructions

Check the box corresponding to the level of sponsorship you desire.

Make checks payable to "India Association of Fort Myers, Inc."

E-mail your camera-ready art for the Souvenir Program to gopal.panday@iafortmyers.org

NOTE: Electronic submissions are preferred in PDF format along with your check. A \$50 art fee must be added to your payment if submission is not camera-ready.

Sign sponsorship form and the art copy.

Contact Gopal Panday at 732-861-6250 or gopal.panday@iafortmyers.org with any questions.

Mail your packet including sponsorship form, check, copy of the camera ready ad (if applicable) and any other relevant materials by

February 15, 2017 to: India Association of Fort Myers, P.O. Box 07183 Fort Myers, FL 33919.

Executive Committee

Gopal Panday, President	732-861-6250
Neena Kushner, Treasurer	239-560-9129
Vinu Augustine	239-229-1595
Denny Sharma	239-770-7427