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PUNJABI MELA

SPONSOR PACKET

UNITED PUNJABI

SUPPORT THE COMMUNITY

Punjabi Mela (festival) sponsorship committee invites you to become a partner in celebrating the annual festival at the Bull Run Park in Centreville, VA. Vaisakhi is an annual festival (Mela) celebrated throughout India for hundreds of years highlighting cultural and historic events. The spirit of the festival has transcended beyond the Indian community to DC Metro residents at large. The festival attracts participants across a wide spectrum of audience members comprised of people aged 5 to 80, men, women, and children; singles, couples, and families. The MELA (festival) is an outdoor event showcasing celebrity entertainment, food, merchandise, activities, and numerous community organizations. This year's celebration will consist of many exciting events culminating with regional performances by visiting artists from various States, India, and other countries. Each year the MELA celebration is an amazing experience for the attendees as well as for those who assist in making it happen.



MEDIA OUTREACH

We have launched our marketing campaign starting with social media presence. Our advertising plans include banners, posters, community billboards/calendars, e-mail blasts, distributions of flyers and partnering with local media (TV and radio stations) & community conscious organizations, such as yours.

PROMOTE YOUR BUSINESS

The festival celebration provides an opportunity for you to reinforce your brand in the growing South Asian community. Your participation builds brand awareness; your engagement builds civic allegiance to your business; and your support proves that your business cares about its community. Become a sponsor today to enjoy the benefits of our fully integrated sponsorship packages. Receive guaranteed visibility in print advertising as well as a presence at the Festival site. Mela Sponsorships are priced to encourage participation by businesses of all sizes. United Punjabi look forward to working with you as a sponsor of the Punjabi Mela Celebration. We look forward to answering any of the questions you may have regarding potential sponsorship opportunities.

Thank you,

United Punjabi

703-403-9169

info@unitedpunjabi.com

Attendance Demographics:

- Estimated Attendance 7,000 people
- Target Audience: Local Indian/South Asian Community
- Gender: 41% Female, 69% Male
- Marital Status: 65.2% Married, 34.8% Single/Other
- Income Group: The Mean Indian American household income is about \$115,000 per year
- Family: 92% of Indian American families are two-parent households
- Purchasing Power: 82% of Indian Americans own their own home, 45% own 2 or more cars
- Education: 78% of Indian immigrants have a bachelor's degree or higher
- Profession: 87% of Indian Americans are employed in professional positions
- Multilingual: More than 92% of Indian Americans speak an additional language other than English
- Business in DC Metro: Indian Americans own/manage significant businesses in DC Metro



EVENT SPONSOR \$20,000

Event Sponsor receives:

- Sponsor recognition at MELA Festival (Main Stage)
- Event sponsor recognition added to Punjabi MELA logo for the duration of the agreement.
- Logo placement on MELA ad campaigns, posters/ banners, e-mail blasts, MELA web site.
- Listing as Event Sponsor in press releases and logo placement on sponsor banner placed at entrance to the MELA site.
- LED Wall ad display every 15 minute.
- Priority placement of a maximum of 10 company banners inside the Festival venue.
- Hourly acknowledgement of your sponsorship by main stage hosts.
- Advertisement placement on unitedpunjabi.com, and Newspaper ads.
- Bi-weekly e-mail blasts and Facebook posts.

GRAND SPONSOR \$10,000

Grand Sponsor Receives:

- Logo placement on applicable ad campaigns, posters/banners, e-mail blasts, unitedpunjabi.com web site.
- Listing as Grand Sponsor in press releases and logo placement on sponsor banner placed at entrance to the MELA site.
- Priority placement of a maximum of 5 company banners inside the Festival venue
- Hourly acknowledgement of your sponsorship by main stage hosts
- Advertisement placement on monthly email newsletter. Three weekly tweets and five weekly Facebook posts.

ELITE SPONSOR \$5,000

Elite Sponsor Receives:

- Logo placement on applicable ad campaigns, posters/banners, e-mail blasts, MELA web site.
- Listing as Elite Sponsor in press releases and logo placement on sponsor banner placed at entrance to the MELA site.
- Priority placement of a maximum of 3 company banners inside the Festival venue
- Hourly acknowledgement of your sponsorship by main stage hosts
- Advertisement placement on monthly email newsletter. Three weekly tweets and five weekly Facebook posts.

Alternate Sponsorship Opportunities

In addition, we would like to provide you the option to donate any services, products, or financial contributions towards the operation United Punjabi & Vaisakhi Mela

Booth	10X10 Tent setup with 2 tables and 2 chairs	\$1000.00
Booth	10X20 Tents setup with 4 tables and 4 chairs	\$1500.00
Banner display	Display banner 8X4 at the designated area	\$1000.00

Sponsorship of any or all technical aspects of the Vaisakhi Mela

Package entails:

- Sponsorship of any fees related to either: lighting or all or an aspects of the events multimedia systems

Sponsorship of any or all printed promotional materials

Package entails:

- Sponsorship of any fees related to creation and printing of either: event teasers, flyers and programs

Sponsorship of Official compilation album in compact disc format

Package entails:

- Sponsorship of any fees for the creation and replication of the official album
- Name and logo will appear on the casing of the compact disc

Sponsorship of Vaisakhi Mela Official video

Package entails:

- Sponsorship of any fees related to the filming of the event and replication of the official video
- Name and logo will appear on the casing of the video

*** We kindly request that all program ads must come in resolutions of at least 300 dpi.*

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**** Please make all checks payable to United Punjabi****