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President: Siri Pritam Kaur Khalsa  
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### Friends of The Society

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## Eleventh Annual Punjabi American Festival

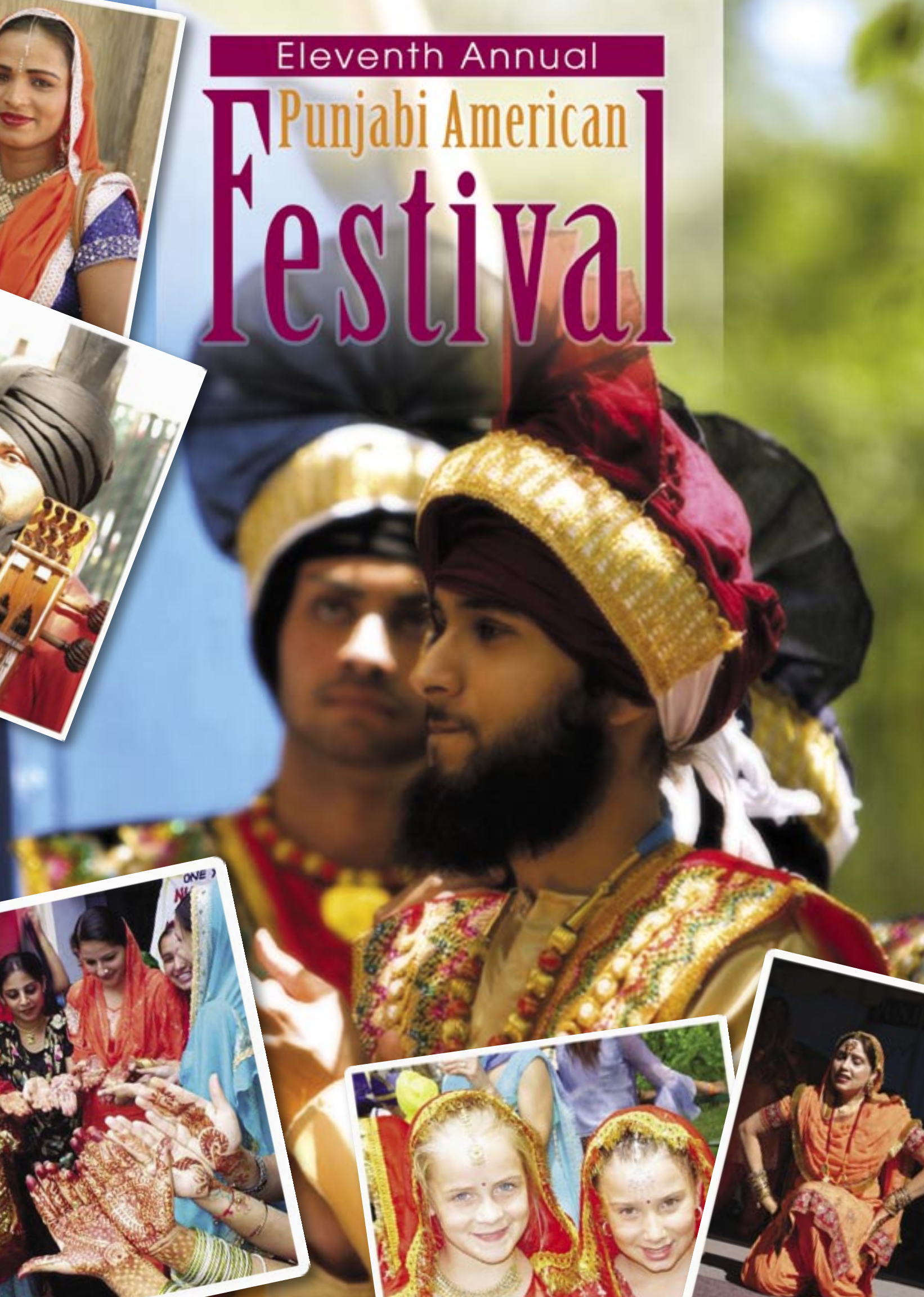
### Mission Statement:

Founded in March 1993, the Society is a non-profit, non-political, secular organization. The main objectives of the Society are:

- To promote understanding and friendship among all residents of the Yuba-Sutter area.
- To pass on our culture and heritage to our youth.



## Eleventh Annual Punjabi American Festival



# Sponsorship Levels & Benefits

Eleventh Annual  
**Punjabi American**  
**Festival**  
 Sponsor Opportunities

On Sunday, **May 30**, 2004, the 10th Annual **Punjabi-American Festival** is expected to draw well in excess of 15,000 people from the Yuba-Sutter region and from as far away as San Francisco, Stockton, Canada and England. In addition to an array of traditional Punjabi cuisine, you will find colorful demonstrations and informational exhibits, Punjabi dancers, singers and entertainers at the Yuba-Sutter Fairgrounds in Yuba City.

The Festival provides an opportunity for sponsors to not only assist in the development of an important local event with international significance, but to market themselves to a minority population with tremendous economic and cultural impact in Northern California.

We hope you will consider becoming a sponsor of the Punjabi-American Festival. Upon selection of the sponsorship opportunity of your choice shown on page 2 of this publication, complete and mail the attached form, or call, fax or email:

**Siri Pritam K. Khalsa**

674-5315 phone  
 674-4338 fax

**Bronze Sponsor ..... \$500**

- Listing as a sponsor is the Festival publication to be distributed through the Appeal-Democrat and at the Festival.
- Five (5) admission tickets to the Festival.
- Name on Sponsorship Board at the Festival.
- Verbal recognition of sponsorship on main stage

**Silver Sponsor ..... \$1,000**

- Listing as a sponsor is the Festival publication to be distributed through the Appeal-Democrat and at the Festival.
- Ten (10) admission tickets to the Festival.
- Space for 3 x 10 banner (sponsor provides banner).
- Acknowledgement on Apna Punjab Television program on Comcast Cable.
- Name on Sponsorship Board at the Festival.
- Verbal recognition of sponsorship on main stage
- Invitation to post-festival Appreciation Dinner (4 adults).

**Gold Sponsor ..... \$2,500**

- Listing as a sponsor is the Festival publication to be distributed through the Appeal-Democrat and at the Festival.
- Fifteen (15) admission tickets to the Festival.
- Space for 3 x 10 banner (sponsor provides banner).
- Acknowledgement on Apna Punjab Television program on Comcast Cable.
- Name on Sponsorship Board at the Festival.
- Verbal recognition of sponsorship on main stage
- Personal recognition of business representative on main stage.
- Invitation to post-festival Appreciation Dinner (6 adults).

**Platinum Sponsor ..... \$5,000**

- Listing as a sponsor is the Festival publication to be distributed through the Appeal-Democrat and at the Festival.
- Twenty-five (25) admission tickets to the Festival.
- Special article in Festival publications about your business or organization (300 words or less).
- Space for 3 x 10 banner (sponsor provides banner).
- Acknowledgement on Apna Punjab Television program on Comcast Cable.
- Name on Sponsorship Board at the Festival.
- Verbal recognition of sponsorship on main stage
- Personal recognition of business representative on main stage.
- Recolonization in post-event Thank You advertisement.
- Invitation to post-festival Appreciation Dinner (8 adults).

**Grand Sponsor ..... \$10,000**

- Your business name on the front of the Festival publication (i.e. - Your business presents... The Punjabi American Festival) to be distributed through the Appeal-Democrat and at the Festival as well as on the Festival program.
- Thirty (30) admission tickets to the festival.
- Feature article about your business or organization in the Festival publication.
- Center staged space for a 3 x 10 banner and one (1) additional banner (sponsor provides banner).
- Booth space (10 x 10) to display information about your business or organization.
- Acknowledgement on and an interview opportunity for your business representatives on Apna Punjab television program on Comcast Cable.

**Yes! I would like to sponsor the Punjabi-American Festival on Sunday May 29, 2005.**

Name: \_\_\_\_\_ Business Name: \_\_\_\_\_  
 Address: \_\_\_\_\_ Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_ Fax: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_

**Please indicate level of sponsorship:**

Grand Sponsor.....\$10,000       Platinum Sponsor.....\$5,000       Gold Sponsor .....\$2,500  
 Silver Sponsor .....\$1,000       Bronze Sponsor .....\$500

I need more information, please call me at the above phone number.

**Make checks payable to:**  
 Punjabi-American Heritage Society  
 P.O. Box 3335 • Yuba City, CA 95992