

## 2010 Festival Sponsorship

The Punjabi American Festival is the first and most successful festival in the United States showcasing Punjabi American culture. Started in 1993, the Festival is held in Yuba City, California which is the largest Punjabi American region in the country.

The Punjabi American Festival brings in internationally known entertainers, educational movies, crafts, booths and local entertainment in an effort to preserve the rich history and traditions of the Punjabi community. Many Indian restaurants tempt the palate with an aromatic flavor that permeates over the Festival grounds for an estimated 10,000 attendees.

Please consider one of these cost-effective sponsorship packages that will provide your business the opportunity to enhance your community image, market your goods and services, build lasting customer relationships, and help bring the experience of the Punjabi American Festival to over 10,000 appreciative consumers. Sponsors receive exposure across print, online, broadcast, and on-site marketing executions.

The Punjabi American Festival is produced by the Punjabi American Heritage Society, a non-profit 501(c) 3. The purpose of this organization is to bring awareness among local American people, including the American born Punjabis, about the Punjabi culture.

### This year's festival features:

- Mr. & Miss Punjabi Talent Contest
- Internationally acclaimed artists: Sarbjit Cheema, Nachhatar Gill, Sudesh Kumari, Surjit Bhullar, & Rupinder Handa
- Over 50 vendor booths, including arts/crafts, henna, traditional clothes & jewelry.
- Top U.S. & Canadian Bhangra/Gidha teams, Documentaries, Ethnic dances, comedy skits/ plays.



### Punjabi American Heritage Society

Attn.: Siri Pritam Khalsa

P.O. Box 965

Yuba City, CA 95992

Phone: 530-632-5315

E-mail: [siripritamyc@gmail.com](mailto:siripritamyc@gmail.com)

Website: [www.punjabih heritage.org](http://www.punjabih heritage.org)

16th Annual

## Punjabi American Festival Sponsorship

May 30, 2010 \* Yuba-Sutter Fairgrounds



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

- Promote understanding and friendship amongst all residents of the Yuba-Sutter area
- Pass our culture and heritage to our youth



**Select Sponsorship Level**

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

- Title recognition to festival (naming rights) --- example: Your Company - Punjabi American
- Festival or Punjabi American Festival sponsored by Your Company
- Advertisement in any festival publication.
- Main stage exposure/recognition - prominent 3' x 10' banner
- Name announced on the festival's public address system throughout the festival a minimum of 10 times
- Main Stage introduction and opportunity to speak for 3 minutes during the program, if so desired.
- Prominent sponsor board recognition at all festival entrances
- Sponsor provided banners displayed at each entrance to the fairgrounds (please provide)
- 10 x 10 commercial booth providing prime display space
- Name and logo listed on the festival website with a link to your website
- Sponsorship announced in festival email and press release(s)
- Logo placement in any Appeal Democrat pre-festival advertisements
- Recognition and logo placement in an Appeal Democrat Thank You post-festival advertisement
- Friends of the festival sponsor plaque
- Invitation to festival "Kick-off" dinner
- 25 Admission Tickets
- 22 VIP Main Stage area seating

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

- Title recognition to festival venue --- example: Your Company Food Court or Food Court sponsored by Your Company
- Advertisement in any festival publication.
- Main stage exposure/recognition- sponsor board recognition
- Name announced on the festival's public address system throughout the festival a minimum of 5 times
- Main Stage introduction
- Prominent sponsor board recognition at all festival entrances
- Sponsor provided banners displayed at each entrance to the fairgrounds (please provide)
- 10 x 10 commercial booth providing prime display space
- Name and logo listed on the festival website with a link to your website
- Sponsorship announced in festival email and mentioned in press release(s)
- Logo placement in any Appeal Democrat pre-festival advertisements
- Recognition and logo placement in an Appeal Democrat Thank You post-festival advertisement
- Friends of the festival sponsor plaque
- Invitation to festival "Kick-off" dinner
- 15 Admission Tickets
- 15 VIP Main Stage area seating

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

- Advertisement in any festival publication.
- Main stage - sponsor board recognition
- Name announced on the festival's public address system throughout the festival a minimum of 5 times
- Sponsor provided banners displayed at each entrance to the fairgrounds (please provide)
- 10 x 10 commercial booth providing prime display space
- Name and logo listed on the festival website with a link to your website
- Sponsorship announced in festival email and mentioned in press releases
- Logo placement in an Appeal Democrat pre-festival advertisement
- Recognition and logo placement in an Appeal Democrat Thank You post-festival advertisement
- Friends of the festival sponsor plaque
- Invitation to festival "Kick-off" dinner
- 10 Admission Tickets
- 10 VIP Main Stage area seating

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

- Advertisement in any festival publication.
- Name announced on the festival's public address system throughout the festival a minimum of 2 times
- One Sponsor provided banner displayed inside the festival (please provide)
- Name and logo listed on the festival website with a link to your website
- Sponsorship mentioned in festival email and press releases
- Logo placement in an Appeal Democrat pre-festival advertisement
- Recognition and logo placement in an Appeal Democrat Thank You post-festival advertisement
- Friends of the festival sponsor plaque
- Invitation to festival "Kick-off" dinner
- 8 Admission Tickets
- 8 VIP Main Stage area seating

**Silver Sponsor.....\$500**

- Advertisement in any festival publication.
- Name announced on the festival's main stage public address system once during the program
- Secondary sponsor board recognition at all festival entrances
- 1 sponsor provided banner displayed inside the festival (please provide)
- Name and logo listed on the festival website with a link to your website
- Sponsorship mentioned in festival email and press releases
- Logo placement in an Appeal Democrat pre-festival advertisement
- Recognition and logo placement in an Appeal Democrat Thank You post-festival advertisement
- Friends of the festival sponsor certificate
- Invitation to festival "Kick-off" dinner
- 5 Admission Tickets
- 2 VIP Main Stage area seating

**Bronze Sponsor.....\$300**

- Acknowledgement in any festival publication.
- Name announced on the festival's main stage public address system once during the program
- Name and logo listed on the festival website with a link to your website
- Sponsorship mentioned in festival email
- Acknowledgement in an Appeal Democrat pre-festival advertisement
- Acknowledgement in an Appeal Democrat Thank You post-festival advertisement
- Friends of the festival sponsor certificate
- Invitation to festival "Kick-off" dinner
- 3 Admission Tickets

**Friends of the festival.....\$100**

**Punjabi American Heritage Society is a non-profit 501 (c)3 organization. Your donation/sponsorship is tax-deductible.**

**Thank you for supporting the Punjabi American Festival!**

Yes, I would like to help sponsor the Punjabi American Festival. My sponsorship level is marked below:

- Grand Sponsor (\$10,000)
- Platinum Sponsor (\$5,000)
- Diamond Sponsor (\$2,500)
- Gold Sponsor (\$1,000)
- Silver Sponsor (\$500)
- Bronze Sponsor (\$300)
- Friends of the Festival (\$100)

Comments or Notes:

Contact Name
Business Name
Address
Phone
Email

Make Check Payable to:  
**Punjabi American Heritage Society**

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