

## 2012 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:

- Internationally acclaimed artists: Jazzy B & Sherry Mann
- Over 50 vendor booths, including food, arts/crafts, henna, traditional clothes & jewelry.
- Top U.S. & Canadian Bhangra/Gidha teams, Documentaries, Ethnic dances, comedy skits/plays.
- Local Bhangra/Gidha dances and performances



### Punjabi American Heritage Society

Attn.: Siri Pritam Khalsa

P.O. Box 965

Yuba City, CA 95992

Phone: 530-632-5315

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

## 2012 FESTIVAL SPONSORSHIP



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.
- Full main page in festival souvenir magazine, including a photo, business advertisement, business logo, and message.
- 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.
- 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
- Logo placement in any pre-festival advertisements
- Recognition and logo placement in any Thank You post-festival advertisement
- Friends of the festival sponsor plaque
- 25 Backstage tickets

**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.
- Back page in festival souvenir magazine, including a photo, business advertisement, business logo, and message.
- Name announced on the festival's public address system throughout the festival a minimum of 5 times
- Main Stage introduction
- 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
- Logo placement in any pre-festival advertisements
- Recognition and logo placement in any Thank You post-festival advertisement
- Friends of the festival sponsor plaque
- 15 Backstage tickets

**Diamond Sponsor.....\$2,000**

- Advertisement in any festival publication.
- Full page in festival souvenir magazine, including a photo, business advertisement, and message.
- 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
- Logo placement in any pre-festival advertisement
- Recognition and logo placement in any Thank You post-festival advertisement
- Friends of the festival sponsor plaque
- 10 Backstage tickets

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

- Advertisement in any festival publication.
- Half page in festival souvenir magazine, including a photo, business advertisement, and message.
- 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
- Logo placement in any pre-festival advertisement
- Recognition and logo placement in any Thank You post-festival advertisement
- 8 Backstage tickets

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

- Advertisement in any festival publication.
- Quarter page in festival souvenir magazine, including a photo, and business advertisement.
- Name announced on the festival's main stage public address system once during the program
- 1 sponsor provided banner displayed inside the festival (please provide)
- Name and logo listed on the festival website with a link to your website
- Logo placement in any pre-festival advertisement
- Recognition and logo placement in any Thank You post-festival advertisement
- 5 Backstage tickets

**Bronze Sponsor.....\$250**

- Acknowledgement in any festival publication.
- Business Card size advertisement in festival souvenir magazine.
- 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
- Acknowledgement in any pre-festival advertisement
- Acknowledgement in any Thank You post-festival advertisement
- 3 Backstage tickets

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

- Name listed in festival souvenir magazine
- 2 Admission tickets

**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 (\$2,000)
- Gold Sponsor (\$1,000)
- Silver Sponsor (\$500)
- Bronze Sponsor (\$250)
- 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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