

2016 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.

2016 Festival Features

- 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 - 530-632-5315

Tej Maan - 530.300.7800

P.O. Box 965

Yuba City, CA 95992

E-mail: siripritamyc@gmail.com

Website: www.punjabih heritage.org

www.facebook.com/PunjabiAmerican

22nd Annual Punjabi American Festival



2016 FESTIVAL SPONSORSHIP OPPORTUNITIES

May 29, 2016

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 among all residents of the Yuba-Sutter area and to pass our culture and heritage to our youth

For a booth contact Satnam Tatla

530.844.0247

Information / Booths / Participation / Sponsorship
www.punjabih heritage.org

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 during the festival a minimum of 10 times
- Main Stage introduction and opportunity to speak for 3 minutes during the program
- Sponsor provided banners displayed at each entrance to the fairgrounds
- 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 Sponsor tickets

Platinum - \$5,000

- Title recognition to festival venue - example: Your Company Food Court or Food Court sponsored by Your Company
- Advertisement in any festival publication
- Name announced on the festival's public address system during the festival a minimum of 5 times
- Main Stage introduction
- Sponsor provided banners displayed at each entrance to the fairgrounds
- 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
- 20 Sponsor tickets

Diamond - \$2,500

- Advertisement in any festival publication
- Name announced on the festival's public address system during the festival a minimum of 5 times
- Sponsor provided banners displayed at each entrance to the fairgrounds
- 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
- 15 Sponsor tickets

Gold - \$1,000

- Advertisement in any festival publication
- Name announced on the festival's public address system during the festival a minimum of 2 times
- One Sponsor provided banner displayed inside the festival
- 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
- 10 Sponsor tickets

Silver - \$500

- Advertisement in any festival publication
- Quarter page in the souvenir magazine, including a photo, and business advertisement
- Name announced on the festival's main stage public address system once during the program
- One sponsor provided banner displayed inside the festival
- 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 Sponsor tickets

Bronze - \$250

- 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
- Acknowledgement in any pre-festival advertisement
- Acknowledgement in any Thank You post-festival advertisement
- 2 Sponsor tickets

Friend - \$100

- 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!

Select Sponsorship Level

- 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 (\$250)**
 - Friends of the Festival (\$100)**

Comments or notes:

Contact Name _____

Business Name _____

Phone _____

Email _____

Address _____

Make Check Payable to:

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