



INDIAN ASSOCIATION OF SOUTH SANTA CLARA COUNTY

PANCH TATTVA 2025

Sunday, November 16th, 2025

Sobrato High School Gym, 401 Burnett Way, Morgan Hill, 95037

Celebrate Diwali with IASC – A Festival of Lights and Community Connection

Diwali, the Festival of Lights, is one of the most cherished celebrations around the world. For over 30 years, the Indian Association of South County (IASC) has brought the spirit of Diwali to South Santa Clara County, welcoming over 550 community members annually.

Why Sponsor the Diwali Gala?

Sponsoring this event offers your business a unique opportunity to connect with a vibrant and growing community while supporting a beloved cultural tradition. It's a chance to showcase your brand, build relationships, and gain visibility among South County's rapidly expanding Indian population. Our e-newsletters reach over 500 local members, and our Facebook & Instagram pages engage more than 600 followers—giving sponsors valuable exposure.

Event Highlights:

- **Social Hour:** Guests reconnect with old friends, make new ones, and enjoy taking fun photos.
- **Entertainment:** A cultural show featuring music, dance, and performances.
- **Cuisine:** Freshly prepared Indian food served after the show by local caterers.

About IASC:

IASC aims to create meaningful opportunities for South Santa Clara County's Indian community to come together, celebrate our vibrant traditions, and engage with the wider community. We are a non-profit organization that relies on the generous support of sponsors and the community to host our Diwali Gala and other events throughout the year, including Holi, India's Independence Day, and various clubs and gatherings such as:

- **Dil Se Singing Group**
- **Adults and kids Book Clubs**
- **Golf tournament**
- **Senior Meetups**

Join Us:

Support a meaningful cause and connect with a dynamic community. Your sponsorship helps us continue our mission to celebrate and preserve the rich cultural heritage of South Santa Clara County's Indian community. We look forward to partnering with you!

Next Steps: Go to <https://www.iascinfo.com/sponsor>

1. Complete google form to sign up: <https://forms.gle/V8X94eUJLoTgTnaG6>
2. Arrange payment with IASC

IASC Executive Board

Yashmi Mistry

Vice-President, Indian Association of South Santa Clara County

Email: yashmiiasc@gmail.com, iascteam1@gmail.com Website : www.iascinfo.com



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Benefits

IASC Diwali Sponsorship Levels 2025

ELITE
Sponsor
\$1500

MEGA
Sponsor
\$1000

PREMIER
Sponsor
\$500

GEM
Sponsor
\$250

BENEVOLENT
Donor

DAY OF DIWALI EVENT

Standing Banner	✓				
Booth	✓ All events	✓ All events	✓ Holi & Aug 15 th	✓ Holi & Aug 15 th	
Program Visibility	✓ Ad/Coupon Premium spot	✓ Ad/Coupon	✓ Ad/Coupon	✓ Logo in Program	
Acknowledgement During Show	✓ On Stage	✓ On Stage	✓ On Stage	✓	✓
First group in Dinner Line	✓	✓	✓	✓	✓

IASC WEBSITE

Home Page – year round Sponsor Logo & link	✓ 1 st section	✓ 2 nd section	✓ 3 rd section		
Diwali Event Page	✓	✓	✓	✓	✓ (by request)

MORE VISIBILITY/ COMMUNITY ENGAGEMENT OPPORTUNITIES (Sponsor Provided)

E-Newsletter Advertisement 2x after Diwali	✓				
Diwali Promotion Videos 2x before the event	✓	✓			
IASC Facebook & Instagram Promotional Advertisement	✓ (24 x / year or twice month)	✓ (18x/ year or 3x every 2 month)	✓ (12x in year or monthly)	✓ (6x/year or every other month)	
Sponsor Announcement on Social Media	✓	✓	✓	✓	
Monthly E-Newsletter Logo	✓ 1st section	✓ 2nd section	✓ 3rd section	✓ 4th section	
VIP Tickets to the Diwali Event	6 Tickets Reserved Seating	4 Tickets Reserved Seating	2 Tickets Reserved Seating	1 Ticket	≥ \$250: 1 ticket ≥ \$500: 2 tickets ≥ \$1000: 4 tickets



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COMPLETE DETAILS OF THE SPONSORSHIP CATEGORIES

Sponsorship contract begins on receipt of Donation - Aug 31, 2026
(Tax Receipts will be issued upon request)

- Complete google form to secure your sponsorship:
<https://forms.gle/V8X94eUJLoTgTnaG6>
- Arrange payment with IASC (Zelle to iascteam1@gmail.com, Cheque to IASC)

ELITE SPONSOR	\$1500
• Diwali Day of Event: ○ Display Standing banner at a prime location ○ Premium booth placement in high traffic area ○ Premium spot for ad/ coupon on program to entire community ○ On stage sponsor acknowledgement during show ○ First group in Dinner Line • Social Media (Facebook, Instagram, Email): ○ Email: Logo presence in 2 Diwali Promotion videos prior to event ○ Social media spotlight upon donation receipt with link to your business site (s) ○ Option for additional bi-monthly (24 x/ year) social media spotlight until Aug 31, 2026 (Dates decided in advance, advertisement provided by sponsor) • Throughout the year: ○ Website promotion: In 1st section on home page and event page on IASC website along with contact information and direct link to your website until Aug 31, 2026 ○ IASC's monthly e-newsletter: Advertisement block to be included in IASC E-Newsletter 2x after Diwali – (advertisement provided by sponsor to put in newsletter); Your business logo, weblink & email displayed in 1st grouping of sponsors until Aug 31, 2026 ○ Optional tabling events: At Diwali, Holi, Golf Tournament & Independence Day • VIP Passes: 6 tickets to the Diwali gala. Reserved seating. First group in dinner line.	



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MEGA SPONSOR	\$1000
• Diwali Day of Event: ○ Booth placement in high traffic area ○ Ad/ coupon on program given to the entire community ○ On stage sponsor acknowledgement during show ○ First group in Dinner Line • Social Media (Facebook, Instagram, Email): ○ Email: Logo presence in 2 Diwali Promotion videos prior to event ○ Social media spotlight upon donation receipt with link to your business site (s) ○ Option for additional social media spotlight (2x every 3 months or 18 x/ year) until Aug 31, 2026 (Dates decided in advance, sponsor to provide) • Throughout the year: ○ Website promotion: In 2nd section on home page and event page on IASC website along with contact information and direct link to your website until Aug 31, 2026 ○ IASC's monthly e-newsletter: Your business logo, weblink & email displayed in 2nd grouping of sponsors until Aug 31, 2026 ○ Optional tabling events: At Diwali, Holi, Golf Tournament & Independence Day • VIP Passes: 4 tickets to the Diwali gala. Reserved seating. First group in dinner line.	

PREMIER SPONSOR	\$500
• Diwali Day of Event: ○ Ad/ coupon on program given to the entire community ○ On stage sponsor acknowledgement during show ○ First group in Dinner Line • Social Media (Facebook, Instagram, Email): ○ Social media spotlight upon donation receipt with link to your business site (s) ○ Option for additional social media spotlight (monthly or 12 x/ year) until Aug 31, 2026 (Dates decided in advance, sponsor to provide) • Throughout the year: ○ Website promotion: In 3rd section on home page and event page on IASC website along with contact information and direct link to your website until Aug 31, 2026 ○ IASC's monthly e-newsletter: Your business logo, weblink & email displayed in 3rd grouping of sponsors until Aug 31, 2026 ○ Optional tabling events: At Holi & Independence Day • VIP Passes: 2 tickets to the Diwali gala. Reserved seating. First group in dinner line.	



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GEM SPONSOR		\$250
• Diwali Day of Event: ○ Ad/ coupon on program given to the entire community ○ Sponsor acknowledgement during show ○ First group in Dinner Line • Social Media (Facebook, Instagram, Email): ○ Social media spotlight upon donation receipt with link to your business site (s) ○ Option for additional social media spotlight (every other month or 6x/ year) until Aug 31, 2026 (Dates decided in advance, sponsor to provide) • Throughout the year: ○ Website promotion: In 4th section on Diwali event page on IASC website along with contact information and direct link to your website until Aug 31, 2026 ○ IASC's monthly e-newsletter: Your business logo, weblink & email displayed in 4th grouping of sponsors until Aug 31, 2026 ○ Optional tabling events: At Holi & Independence Day • VIP Passes: 1 ticket to the Diwali gala. First group in dinner line.		
BENEVOLENT SPONSOR		
• Our Benevolent Sponsor level is designed for individuals and families who wish to contribute from the heart. Your generosity helps fund welcome snacks, trophies & festive décor for the community to enjoy • Acknowledgement during show & on Diwali event page (by request) • First group in Dinner Line • We are including tickets by way of donation amount: ≥ \$250: includes 1 ticket ≥ \$500: includes 2 tickets, reserved seating ≥ \$1000: includes 4 tickets, reserved seating		

For further questions please contact:

Yashmi Mistry

Vice-President, Indian Association of South Santa Clara County

Email : iascteam1@gmail.com **Website :** www.iascinfo.com