



Indian Association of South Santa Clara County

DIWALI EXPRESS 2023

(Sunday, November 19th)

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

Diwali is a Hindu festival that celebrates the victory of good over evil. It is celebrated with much fervor and enthusiasm in India as well as by the Indian diaspora all over the world. Some customary rituals are performed by families. New clothes are worn, the home is cleaned, the kitchen goes into hyper mode in preparation of traditional snacks and sweets and homes are lit up in festive lights. At its heart though, Diwali brings together families and friends as they spend a joyous time with one another.

- IASC's Annual Diwali celebration has been taking place for the past 29 years (albeit the 2 year break during the pandemic when we held it live on Facebook)
- The event begins a social hour where our community enjoys reacquainting themselves with old friends and making new friends, taking fun pictures at our photo booth
- This is followed by a well choreographed and coordinated entertainment show
- Attendees enjoy a professionally catered food menu after the show
- Expected attendance this year is 550 + adults and kids
- Our e-newsletters reach to just over 500 members of our local community and to over 600 followers on Facebook. You can too!

IASC is a non-profit organization. We depend on our sponsors and community to lend us a monetary helping hand to host and support our Diwali Gala, and all of our smaller events and activities throughout the year such as Holi, India's Independence Day, our clubs (Music Club Dil Se, Book club, Kids reading Club, Golf outings) and Seniors gatherings.

Aside from supporting a beloved community event, a Diwali sponsorship is the perfect opportunity for local businesses to showcase their brand and gain visibility among a rapidly growing Indian community in South County.

Please join us in our mission to bring together South Santa Clara County's Indian community to celebrate our rich heritage of culture and serve our extended community.

Kindly check the following sponsorship options.

For further questions please contact:

Monica Iyer

President, Indian Association of South Santa Clara County

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

IASC is a 501(c)3 Tax Exempt Non Profit Corporation. Tax ID - 82-455765582



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SPONSORSHIP CATEGORIES AND BENEFITS SUMMARIZED

 Benefits	IASC Diwali Sponsorship Levels 2023				
	ELITE Sponsor \$2500	MEGA Sponsor \$1000	PREMIER Sponsor \$500	GEM Sponsor \$250	BENEVOLENT Donor
EXCLUSIVE SPONSOR	✓				
DAY OF DIWALI EVENT					
Standing Banner	✓				
Table Booth	✓	✓			
Coupon Distribution	✓	✓	✓	✓	
Acknowledgement During Show	✓ On Stage	✓	✓	✓	✓
Continuous Slide Show <small>level determines frequency</small>	✓ Full Page Ad	✓ Full page Ad	✓ ½ page Ad	✓ ¼ page Ad	✓ Benevolent Page
First group in Dinner Line	✓	✓	✓	✓	✓
IASC WEBSITE					
Main Landing Page <small>Sponsor Logo & link</small>	✓ Large logo	✓ Medium logo	✓ Smaller logo		
IASC Yellow Pages	✓	✓	✓	✓	✓ (by request)
MORE VISIBILITY/ COMMUNITY ENGAGEMENT OPPORTUNITIES					
E-Newsletter Advertisement <small>2x after Diwali</small>	✓				
Diwali Promotion Videos <small>2x before the event</small>	✓	✓			
IASC Facebook Page <small>Promotional Advertisement</small>	✓ (2x/month-Video/post)	✓ (1x/ month-Video/post)	✓ (1x/ month-Flyer format)		
Sponsor Announcement	✓	✓	✓	✓	
Monthly E-Newsletter <small>Logo, Email</small>	✓ 1st section	✓ 2nd section	✓ 3rd section	✓ 4th section	
INCLUDED # Tickets to the Diwali Event	6 Tickets	4 Tickets	3 Tickets	2 Tickets	≥ \$250: 2 tickets ≥ \$500: 3 tickets ≥ \$1000:4 tickets

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COMPLETE DETAILS OF THE SPONSORSHIP CATEGORIES

Sponsorship contract from Donation Date to July 31, 2024

(Receipts will be issued upon request)

ELITE SPONSOR - \$2500

Exclusive sponsorship within your business category (only available at this level).

Diwali Day of Event:

- Sponsor logo will appear in 2 Diwali Promotion videos prior to event
- Table at venue to meet with community & share items/game
- Presence on stage when acknowledging your IASC Sponsorship
- Display Standing banner at a prime location
- Full page Ad or Logo on Diwali SlideShow that will run continuously during the event as able (higher frequency)
- First group in Dinner Line
- IASC to distribute coupon to entire community

Website Promotion:

- Largest logo presence on main landing page of website along with contact information and direct link to your website until 31 July 2024
- Business listing on IASC Yellow Pages x 3 years

IASC's monthly e-newsletter:

- Advertisement block to be included in IASC E-Newsletter 2x after Diwali (sponsor provides advertisement to put in newsletter)
- Your business logo, weblink & email displayed in 1st grouping of sponsors until 31 July 2024

Facebook:

- Sponsor acknowledgement post with a link to your business site (s)
- Sponsor may share a promotional video/post on IASC's Facebook page twice a month until 31 July 2024 (Dates decided in advance)

Included tickets: 6 tickets to the Diwali gala. Reserved seating

MEGA SPONSOR - \$1000

Diwali Day of Event:

- Sponsor logo will appear in 2 Diwali Promotion videos prior to event
- Table at venue to meet with community & share items/game
- Announcement acknowledging your IASC sponsorship
- Full page Ad or Logo on Diwali SlideShow that will run continuously during the event as able
- First group in Dinner Line
- IASC to distribute coupon to entire community

Website Promotion:

- Medium logo size presence on main landing page of website along with direct link to your website until 31 July 2024
- Business listing on IASC Yellow Pages x 3 years

IASC's monthly e-newsletter:

- Your business logo, weblink & email displayed in 2nd grouping of sponsors until 31 July 2024

Facebook:

- Sponsor acknowledgement post with a link to your business site(s)
- Sponsor may share a promotional video/post on IASC's Facebook page once a month until 31 July 2024 (Dates decided in advance)

Included tickets: 4 tickets to the Diwali gala. Reserved seating

PREMIER SPONSOR- \$500

Diwali Day of Event:

- Announcement acknowledging your IASC sponsorship
- Half page Ad or Logo on Diwali SlideShow that will run continuously during the event as able
- First group in Dinner Line
- If you would like, IASC will distribute your discount coupon to the entire community

Website Promotion:

- Smaller logo size (for category) presence on main landing page of website along with direct link to your website until 31 July 2024
- Business listing on IASC Yellow Pages x 3 years

IASC's monthly e-newsletter:

- Your business logo, weblink & email displayed in 3rd grouping of sponsors until 31 July 2024

Facebook:

- Sponsor acknowledgement post with link to your business site (s)
- Sponsor may share a promotional flyer on IASC's Facebook page once a month until 31 July 2024 (Dates decided in advance)

Included tickets: 3 tickets to the Diwali gala

GEM SPONSOR- \$250

Diwali Day of Event:

- Announcement acknowledging your IASC sponsorship
- Quarter page Ad or Logo on Diwali SlideShow that will run continuously during the event as able
- First group in Dinner Line

Website Promotion:

- Business listing on IASC Yellow Pages x 3 years

IASC's monthly e-newsletter:

- Your business logo, weblink & email displayed in 4th grouping of sponsors until 31 July 2024

Facebook:

- Sponsor acknowledgement post with a link to your business site(s)

Included tickets: 2 tickets to the Diwali gala

BENEVOLENT SPONSOR

- This category is primarily for our IASC family members who want to support IASC out of the goodness of their heart
- There is no minimum amount for this category.
- Your kind donation will go primarily towards funding Diwali welcome snacks for all guests, also to trophies & décor at the venue
- All donors will be acknowledged on the Diwali Slide Show
- First group in Dinner Line
- New this year, we are including tickets by way of donation amount:

≥ \$250: includes 2 tickets

≥ \$500: includes 3 tickets

≥ \$1000: includes 4 tickets

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