



**Dear Sponsor,**

Asian Indians of Hampton Roads (AIHR) is planning to host the **26<sup>th</sup> annual INDIA FEST on September 9, 2023**, at Virginia Beach Convention Center, Virginia Beach, VA. AIHR is a 501(c)(3) non-profit organization totally staffed by resolute volunteers, and your contributions are tax deductible.

INDIA FEST would not be a success without the generous support of corporate sponsors and donors. We deeply appreciate your support and assistance to make INDIA FEST a signature event in Southeastern Virginia. We sincerely hope that we can build on our association and that you will join us in our endeavor to be a supportive force for our community. Since its inception, INDIA FEST attendance has grown annually attracting over ten thousand guests

Over the last 26 years, INDIA FEST has been sponsored by TowneBank, ODU, Southern Bank, Sentara, Charles Schwab, Checkered Flag Automotive, Sun Trust, Local Entrepreneurs, Doctors, Engineers, Hoteliers, Insurers, etc. As a valuable sponsor or advertiser, your organization will not only support local community partner but also gain terrific exposure via several means.

With the financial support of our sponsors and cashflows generated from INDIA FEST events, AIHR has supported many needs and causes. A listing of our charity endeavors is enclosed herewith for your information. INDIA FEST is the primary breadwinner for AIHR.

The success of the INDIA FEST 2023 totally depends on contributions from esteemed organizations such as yours. This sponsorship package includes all necessary details and our sponsorship committee is just a call away to provide any support as needed. We count on your support and hope you choose the best sponsorship option possible. Thanking you in advance.

**Sincerely,  
INDIA FEST Sponsorship Committee**

Bhavin Patel  
Chair, IF Sponsorship  
757-842-2593

Dr. Papaiah Murthy  
Co-Chair, IF Sponsorship  
757-749-0625

Ashish Patel  
Member  
804-605-5477

Radhakrishna Renukunta  
Member  
757-589-4769

Mohit Gour  
Member  
757-343-3258

Dr. Anil Nair  
Member  
757-553-0300

Purnima Patel  
Member  
757-647-0440

Ram Gowda  
Member  
757-348-7867

Mariyam Ali  
Member  
757-652-2362



## INDIA FEST AT A GLANCE

INDIA FEST is presented by the Asian Indians of Hampton Roads (AIHR) as a showcase of India and its diverse culture. The popularity of INDIA FEST has risen over the past two decades, with increasing attendance and ever growing list of sponsors, donors, and volunteers. AIHR started hosting INDIA FEST at Old Dominion University's Webb Center and subsequently at Norfolk's Scope. For the past five years, Virginia Beach's Convention Center has been the venue for INDIA FEST!

INDIA FEST encourages our children! Children participate in essay, art, Lego, chess competitions, singing and instruments competitions, public speaking competition and are a focal feature in the fun-filled musical dance festivities! We thank the Hampton Roads community and local entrepreneurs for their enthusiastic support for the children's events! Do consider sponsoring and participating in children's education initiatives!

INDIA FEST begins with a children's Harmony Parade, followed by classical Indian music and dance. From there, we have non-stop entertainment for eight hours - Bollywood dances, fashion show, fusion dances, and the perennial favorite inter-collegiate Bhangra dance competition! We also support local talent equally and have a local folk-dance competition. Colorful costumes are a visual treat, and the incredible music will enthrall you!

Improve your flexibility and range of motion at the yoga demonstration! Health booths offer unique opportunities to improve your yoga game! Make sure you stop by the henna booth! The photography booth offers adult and children's costumes to capture a memory to last a lifetime!

Vendors from afar bring exotic Indian art, crafts, silk and cotton clothing for casual or festive dressing! Yes, AIHR made sure there will be the bling! Costume gold and fashion jewelry add glitter for every party!

Getting hungry? INDIA FEST is your savory destination! Samosas and curries for every palate! Come taste the incredible variety of food offered from all of your favorite Indian restaurants!

Let's get down to business! INDIA FEST is also your favored business destination! Exclusive networking space allocated for our trade community, called NETCON! Mingle with executives from the banking, corporate, health, restaurant, travel, and more industries! Don't miss getting in, reserve your booths now!

Income generated from INDIA FEST is used for various charitable events, humanitarian crises and major disasters. With the generous help from donors, vendors and sponsors, AIHR is able to continue its humanitarian efforts. Additionally, AIHR sponsors fundraisers for the victims of natural disasters occurring both on the Indian subcontinent and in the United States of America. AIHR was very supportive of the Nepal earthquake victims, sending them clothing and funds in their time of need.

INDIA FEST is an opportunity to make lasting friendships, build business relationships, and enhance inter-cultural connections. AIHR appreciates our community and looks forward to the generous support from our sponsors and donors to another successful INDIA FEST on September 9<sup>th</sup>, 2023!

**Bhranti Patel**

Chairperson, INDIA FEST 2023



## INDIA FEST 2023 – SPONSORSHIP OPTIONS

Sponsorship Features	PRESENTING Sponsor \$25,000	GRAND Sponsor \$15,000	DIAMOND Sponsor \$10,000	PLATINUM Sponsor \$6,000	GOLD Sponsor \$4,000	SILVER Sponsor \$2,500
Logo on Souvenir Cover	X					
Exclusive spots on Main Stage	X					
Exclusive spot on NETCON Stage	X					
Premium Ad Space	X	X	X			
Exhibit Space	X	X	X	X		
On-Air Promotion	X	X	X	X		
On-Stage Recognition	X	X	X	X		
Vertical Retractable Banner	X	X	X	X	X	
Logo on AIHR's website	X	X	X	X	X	
Logo on Digital Media	X	X	X	X	X	X
Full Page Color Ad (Event Souvenir)	X	X	X	X	X	X
NETCON Lounge Access Passes	25	15	10	6	4	3

For more info on INDIA FEST Sponsorship, please visit <http://www.aihr.org/sponsorship>



## INDIA FEST ADVERTISEMENT RATES

PLACEMENT	SPECIFICATIONS	COST	DIMENSION
<b>Souvenir</b>	Full Page Color Ad	\$1,500	(11"H x 8.5"W)
	Half Page Color Ad	\$1,000	(5.5"H x 4.2"W)
<b>Ticket Books</b>	Front Page	\$750	(3"H x 6"W)
	Front Inside	\$750	(3"H x 6"W)
	Back Inside	\$500	(3"H x 6"W)
	Back Outside	\$750	(3"H x 6"W)

## INDIA FEST TALENT COMPETITION SPONSORSHIP

LEVEL	COST	EXPOSURE
<b>Enabler</b>	\$750	<ul style="list-style-type: none"><li>- Banner slot at the competition venue</li><li>- Announcement during the competition</li><li>- Announcement during award ceremony (during INDIA FEST)</li></ul>

For more information on INDIA FEST Advertisements and Talent Competition Sponsorships, please visit <http://www.aihr.org/sponsorship>



## ABOUT AIHR

Since AIHR's inception in late 1970s', the organization has been serving the Hampton Roads Community as a regional platform for cultural, social, and political exchange by providing exposure to various facets of Indian sub-continent and highlighting the relationship between the world's two largest democratic nations, America and India. AIHR provides a bipartisan support to the elected officials of federal, state, and local governments as well as candidates running for those offices.

AIHR is a 501(c)(3) non-profit organization, and all contributions are tax deductible. AIHR operates with a pay forward policy. We proactively seek new ways to extend our support for the Hampton Roads community. Charitable work is a yearlong activity- helping with food drives, arranging blood donation, providing food for homeless, helping Red Cross raise funds- all of these are some of AIHR's overall activities. Since inception, AIHR actively sponsored various organizations, supported communities/disaster in need. The following list names a few:

CHARITY AND COMMUNITY SUPPORT	INITIATIVES
American Red Cross	COVID Appreciation lunch Sentara Leigh
Virginia Beach Police Foundation	Food Bank of Southeastern Virginia
Disabled American Veterans	CHKD
AAPI HR	Virginia Nurses Association
Susan Komen Breast Cancer Foundation	Norfolk Sister Cities Association
Virginia Beach Fire Department	Veterans Affairs
India Heritage Foundation	COVID PPE Donation at Sentara
Virginia Pharmacists Association	Tidewater African Cultural Alliance
DISASTER RELIEF INITIATIVES	
CROP Foundation	Oxygen Cylinder Donation In India
Hurricane Harvey Relief Support	VA Shooting Victim Relief Support
Japan Tsunami Relief	Haiti- Disaster Relief
Oklahoma Disaster	Hudhud (India) Cyclone
Turkey Earthquake Relief	
EVENT HOSTING & PARTICIPATIONS	
India Fest	Juneteenth Celebration
Holi- Festival of colors	Feeding the Homeless
Community Lunch at Gurudwara	Virginia Asian Advisory Board Health camp
Global Gala at Tallwood High School	World Culture Festival

Bhranti Patel	President	757-842-2595	president@aihr.org
Karamjit Rajpal	Vice President	757-285-5553	vicepresident@aihr.org
Umang Aggarwal	Treasurer	757-513-9644	treasurer@aihr.org
Dharti Patel	Secretary	757-478-8333	secretary@aihr.org