



DEAR SUPPORTER,

Asian Indians of Hampton Roads (AIHR) is planning to host INDIA FEST on November 10, 2018 at Virginia Beach Convention Center, Virginia Beach, Virginia.

The event is attended by numerous attendees including local entrepreneurs, doctors, engineers, hoteliers etc. As a valuable sponsor or advertiser of the program, your organization will get great media exposure throughout the event. With the help of our sponsors, AIHR was able to help Oklahoma & Nepal Disaster, Veterans War Affairs, Disabled American Veterans (DAV) of Hampton Roads, CHKD, Operation Smile, and American Breast Cancer Society in the past. A listing of Charity endeavors is attached with this request letter. The success of India Fest 2018 depends on contributions from esteemed organizations such as yours.

The event has been sponsored by TowneBank, ODU, Southern Bank, Sentara, Charles Schwab, Checkered Flag Automotive, Sun Trust etc. in the past. INDIA FEST and associated charities would not have been a success without the generous support of corporate sponsors. We deeply appreciate your support and help raise funds for charities and make this a signature event in the South Eastern Virginia. We sincerely hope that this association will be maintained & that you will support us in our endeavors.

The detailed documents and sponsorship forms are enclosed with this letter. I hope that you will choose the best option for your sponsorship to support India Fest 2018. Lastly, India Fest is the signature event of AIHR through which AIHR raises funds for Charity and Disaster Relief. We will be glad to answer any questions you may have about the event.

Sincerely,

RAMESH CHANDRA
President - AIHR

DR. RAMESH
Chairman – India Fest



INDIA FEST AT A GLANCE

Mission and vision of AIHR for presenting a showcase of various facets of India's diverse culture

In the past two decades, AIHR with the help of donor and sponsors have come a long way in providing a fun-filled galore of shows for an ever increasing number of people visiting the festival. Years back, AIHR realized that the ODU Web Center fell short of the space; Norfolk Scope arena was also seemed limited. So for the past two years, the fest is held in the Virginia Beach Convention center.

Support of the local entrepreneurs and the enthusiasm of the community has helped us expand our educational event. School going children of all ages are encouraged to participate in talent shows and a wide variety of competitions- such as Lego, Chess, essay and art competitions. Science fair showcases projects made by the students.

The starting event will be the Children's *Harmony* Parade. There is continuous cultural program including Bollywood shows, fusion dances, classical music and classical dances, fashion show, rhythms of India and much more. Inter-collegiate Bhangra competition enthrall the visitors with their colorful costumes. Photography booth, Henna booth attract children and adults for costume photography. Last year, for the first time, we had a separate arena for Business networking NETCON. This year also, there will be exclusive space for Netcon- affording people from corporations, banks, restaurants, health professional, political dignitaries and sponsors to mingle in festive and relaxed environment. Many businesses also have their booths.

Yoga demonstration on the stage offers a unique opportunity to the visitors to see how yoga practitioners improve their range of mobility and flexibility. Health booths welcome visitors with their questions. Indian cuisine of large regional variety satisfies even the most finicky eaters. Visitors flock to the free food sampling booth. Venders booths will bring a large variety of artistic designs and crafts, silk and cotton outfits- from casual to fancy to festive occasions. Fashion jewelry further adds to the glitter.

The income generated by the festival is used for various charitable events, humanitarian crises and major disasters. With the generous help from the donors, vendors and the sponsors, India Fest is able to continue with its humanitarian efforts. Fundraisers are arranged for the victims of natural disasters occurring both in Indian subcontinent, but also disasters in this country. Fund raiser for the Nepalese earthquake victims was well attended. Charitable work is a yearlong activity- helping with the food drive, arranging blood donation, providing food for homeless, helping Red Cross raise funds- all of these are part of AIHR's overall goal. AIHR through these festivals offer opportunities for inter-cultural connectivity, making lasting friendships and building business relations. We look forward to generosity of the sponsors and businesses for another successful event on Nov. 10th 2018.

Ramesh Chandra
Dr. Ramesh

President, AIHR
Chairman, India Fest

Email - rchandra04@gmail.com
Email - ramesh_vani@hotmail.com



Asian Indians of Hampton Roads (AIHR)



INDIA FEST 2018 – SPONSORSHIP OPTIONS

Sponsorship Features	PRESENTING Sponsor \$10,000	GRAND Sponsor \$5,000	PLATINUM Sponsor \$2,500	GOLD Sponsor \$1,500	SILVER Sponsor \$1,000
Logo on Souvenir Cover	X				
Exclusive spots on stage and Networking Lounge	X				
Premium Ad Space	X	X			
Exhibit Space (10x10)	X	X	X		
On-Stage Recognition	X	X	X		
Logo on Website	X	X	X	X	
Logo on Digital Media	X	X	X	X	X
Full Page Color Ad	X	X	X	X	X
Vertical Retractable Banner	X	X	X	X	X

For More info on India Fest Sponsorship, please visit <http://aihr.org/Sponsorship/>

NETCON SPONSORSHIP OPTIONS

Sponsorship Features	PRESENTING Sponsor \$3,000	KEYNOTE SPEAKER Sponsor \$2,000	FOOD Sponsor \$1,000	FACILITY Sponsor \$500
Exclusive 3 min time slot on NETCON main stage	X			
Exhibit Space (10x10) at India Fest	X			
Premium Ad space on souvenir	X	X		
Exhibit space at NETCON Lobby	X	X	X	
Logo on AIHR Website	X	X	X	
Full Page Color Ad on Souvenir	X	X	X	X
Vertical Retractable Banner	X	X	X	X
Lounge Access Passes	5	4	3	2

Individual NETCON Lounge Access Pass is available for sale for \$30. All proceeds from individual ticket sales will be donated to ForKids



NEERAJ CELL-732-500-5743 EMAIL-
NKAGEE78@GMAIL.COM

For More info on India Fest NETCON Lounge, please visit <http://aihr.org/Netcon/>



INDIA FEST ADVERTISEMENT RATES

PLACEMENT	SPECIFICATIONS	COST	DIMENSION
Souvenir	Full Page Color Ad	\$500	(11”H x8.5”W)
Souvenir	Half Page Color Ad	\$300	(5.5”H x4.2”W)
On site at VBCC	Retractable Banner	\$300	3 feet wide x 5 feet high
Event Flyer	Full Page	\$400	(8”H x5”W)
Event Flyer	Half Page	\$300	(4”H x 5”W)
Event Flyer	Quarter Page	\$200	(2”H x 5 “W)
Ticket Booklet	Front Page	\$500	(3”H x 6”W)
Ticket Booklet	Front Inside	\$400	(3”H x 6”W)
Ticket Booklet	Back Inside	\$400	(3”H x 6”W)
Ticket Booklet	Back Outside	\$400	(3”H x 6”W)
NETCON Flyer	Full Page	\$400	(8”H x5”W)
NETCON Flyer	Half Page	\$300	(4”H x 5”W)
NETCON Flyer	Quarter Page	\$200	(2”H x 5 “W)

**For More info on India Fest Advertisements, please visit
<http://aihr.org/Sponsorship/>**



BUSINESS EXHIBIT RATES

Booth Types	Rates	Descriptions
Regular Standard	\$400	Booth with Two tables size 10x10 ft.
Regular Double	\$550	Booth with Three tables size 20x10 ft.
Regular Extended	\$650	Booth with Four tables size 30x10 ft.
Premium	\$900	Booth near stage with higher visibility 20x10 ft.
Premier	\$1300	Booth near entrance with higher visibility 30x20 ft.
Special Booth 10x10	\$500	Booth near food stalls
Special Booth 20x10	\$600	Booth near food stalls
Special Booth 30x10	\$700	Booth near food stalls
High Visibility I	\$600	Booth near entrance, size 19x10 Ft
High Visibility II	\$750	Booth near entrance, size 23x10 Ft
High Visibility III	\$800	Booth near entrance, size 38x10 Ft
Lobby Booths	\$400	Booth in Lobby 10x10

Information regarding registration process, payments, exhibit setup, VBCC rules and regulations are available on our website www.aihr.org under the Exhibit Section.

For more information on participating at India Fest, please contact:

Dr. Murthy, MD Sponsorship	757-749-0625	vijayam98@yahoo.com
Dey Sponsorship & Exhibits	757-816-2140	hdey@hotmail.com
Dr. Ramesh Sponsorship & Exhibits	757-816-7176	ramesh_vani@hotmail.com

Deadline to send payment is Friday, October 26th, 2018

Checks are payable to **AIHR**.

Mail your check to:

1508 Filly Court, Virginia Beach, VA 23453

Please email your camera ready ad to: hdey@hotmail.com

Note: You can also pay on our website through secured PAYPAL transaction.



Asian Indians of Hampton Roads (AIHR)



A BRIEF INTRODUCTION TO 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. A mission and objective statement is also enclosed in this document.

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. Since inception, AIHR actively sponsored various organizations, supported communities/disaster in need. The following list names a few:

CHARITY AND COMMUNITY SUPPORT INITIATIVES	
Operations Smile	American Breast Cancer Foundation
Disabled American Veterans	CHKD
Norfolk Food Bank	American Red cross
Union Mission	Norfolk Sister Cities
ForKids	Veterans Affairs
India Heritage Foundation	Academic Scholarships
Older Care Center	Urban League
DISASTER RELIEF INITIATIVES	
Japan Tsunami Relief	Haiti- Disaster Relief
Oklahoma Disaster	HUDHUD (India) Cyclone
Nepal Earthquake	American Red Cross
Puerto Rico Disaster	Florida Disaster
EVENT HOSTING & PARTICIPATIONS	
India Fest	Asian Fest
International Children's Fest	Feeding the Homeless
Community Lunches	International Seminars

This document is subject to change. This is version v2 of the document.

Please download the latest version from AIHR's website <http://aihr.org/Content/docs/SponsorshipPackage.pdf>.

Please call AIHR at 757-609-0016 or Email: aihr.va@gmail.com before making a final determination of participating at India Fest.

Disclaimer : AIHR reserves the right to change or cancel India Fest or any programs, event, contest, exhibit, registration.