



Asian Indians of Hampton Roads (AIHR)



DEAR SUPPORTER,

Asian Indians of Hampton Roads (AIHR) is planning to host INDIA FEST on November 11, 2017 at Virginia Beach Convention Center, Virginia Beach, Virginia.

The event is attended by 8000+ 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 2017 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, COX, The Virginian Pilot 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 2017. 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,

HIMANGSHU DEY
PRESIDENT - AIHR
EMAIL - hdey@hotmail.com

Himangshu Dey
Dr. Ramesh

AIHR President
Chairman - India Fest

Email - hdey@hotmail.com
Email - ramesh_vani@hotmail.com

Website: www.aihr.org

Email: aihr.va@gmail.com

Phone - 757-609-0016





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 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. 11th 2017.



INDIA FEST 2017 – 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-Air Promotion	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 Virginia Beach Schools for educational scholarships of \$5000.

NETCON CONTACT: 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	\$250	3 feet wide x 5 feet high
Program Flyer	Full Page	\$400	(8”H x5”W)
Program Flyer	Half Page	\$300	(4”H x 5”W)
Program Flyer	Quarter Page	\$200	(2”H x 5 “W)
Food Flyer	Full Page	\$400	(8”H x5”W)
Food Flyer	Half Page	\$300	(4”H x 5”W)
Food Flyer	Quarter Page	\$200	(2”H x 5 “W)
AIHR Flyer	Full Page	\$500	(8”H x5”W)
AIHR Flyer	Half Page	\$300	(4”H x 5”W)
AIHR Flyer	Quarter Page	\$250	(2”H x 5“W)
Ticket Books	Front Page	\$500	(3”H x 6”W)
Ticket Books	Front Inside	\$350	(3”H x 6”W)
Ticket Books	Back Inside	\$200	(3”H x 6”W)
Ticket Books	Back Outside	\$400	(3”H x 6”W)
NETCON Flyer	Full Page Color	\$400	(8”H x5”W)
NETCON Flyer	Half Page Color	\$300	(4”H x 5”W)
NETCON Flyer	Quarter Page Color	\$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	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
Rashmi Verma	Exhibits	757-239-2060	rashmi2060@gmail.com

Deadline to send the information is Tuesday, October 31st, 2017

Checks are payable to **AIHR**.

Mail your check to:

508 Windward Drive, Chesapeake, VA 23320

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

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



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
Citizens First	Veterans Affairs
India Heritage Foundation	Academic Scholarships
Older Care Center, "Jeevan Sandhya"	Urban League
DISASTER RELIEF INITIATIVES	
Japan Tsunami Relief	Haiti- Disaster Relief
Oklahoma Disaster	HUDHUD (India) Cyclone
Nepal Earthquake	American Red Cross
	Help Nepal Network
EVENT HOSTING & PARTICIPATIONS	
India Fest	Asian Fest
International Children's Fest	Feeding the Homeless
Community Lunch	International Seminars

Himangshu Dey	President	Email - hdey@hotmail.com
Ankur Khullar	Vice President	Email - ankukhullar314@yahoo.com
Mohit Gour	Treasurer	Email - mohitgour@cox.net
Ramesh Chandra	Secretary	Email - rchandra04@gmail.com

AIHR MISSIONS & OBJECTIVES

Charity & Community efforts	<ol style="list-style-type: none"> 1. Donate funds to local, domestic and international charities, trusts and foundations 2. Support the penurious of the community. 3. Support and work with community organizations like Union Mission, homeless shelters, Food Bank etc. 4. Donate funds to support the Veterans of United States 5. Raise funds for charities through events & programs.
Disaster Relief	<ol style="list-style-type: none"> 1. Support domestic and international disasters through financial and non-financial aid. 2. Host fund raising events to support disasters.
Educational	<ol style="list-style-type: none"> 1. Promote the importance of Education in local schools. 2. Seek and recognize talents from the local community. 3. Host Math, English and Science competitions for school kids. 4. Participate and promote Children's events and festivals. 5. Award scholarships for academically excellent students.
Cultural	<ol style="list-style-type: none"> 1. Promote the cultural heritage of India in mainstream America. 2. Represent India in various cultural events and programs. 3. Host cultural events to show cast the cultural heritage of India.
Health	<ol style="list-style-type: none"> 1. Educate community about the importance of healthy living 2. Promote Yoga and benefits of yoga in local community 3. Organize health related seminars and workshops 4. Organize Blood Donation camps in association with Red Cross 5. Organize Health fair and camps to create health awareness
Community Support	<ol style="list-style-type: none"> 1. Support local community activities in Hampton Roads. 2. Activities include cultural, charities, fund raising and festivities. 3. Support local organizations and trusts. 4. Promote networking platform for local businesses and sponsors.
Indian Heritage	<ol style="list-style-type: none"> 1. Act as a liaison and facilitate the involvement of people of Asian Indian origin in the mainstream of American social fabric. 2. Disseminate information about India in local schools and colleges. 3. Jointly host events with other organizations to promote culture and heritage of India.
Events Hosting	<ol style="list-style-type: none"> 1. Host signature event like India Fest to raise funds for charities, disaster support and operational expenses. 2. Provide platforms to the local business community for networking through events. 3. Raise funds through hosting cultural and non-cultural events.
Social and Political	<ol style="list-style-type: none"> 1. Disseminate information on economic, social & political issues