



**Dear Sponsor,**

**Asian Indians of Hampton Roads (AIHR) is planning to host the 27<sup>th</sup> annual INDIA FEST on October 5, 2024, 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 2024 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**

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Chair, IF Sponsorship  
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Co-Chair, IF Sponsorship  
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# 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>, 2024!

**Bhranti Patel**  
Chairperson, INDIA FEST 2024



## INDIA FEST 2024 – SPONSORSHIP OPTIONS

Sponsorship Features	PRESENTING Sponsor	GRAND Sponsor	DIAMOND Sponsor \$10,000	PLATINIUM 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			
On-Air Promotion	X	X	X			
On-Stage Recognition	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
Souvenir	Full Page Color Ad	\$1,500	(11"HH x8.5"W)
	Half Paage Color Ad	\$1,000	(5.5"HH x4.2"W)
Ticket Books			
	Front Inside	\$750	(3"HH x 6"W)
	Bacck Inside	\$750	(3"HH x 6"W)
	Backk Outside	\$1000	(3"HH x 6"W)

## INDIA FEST TALENT COMPETITION SPONSORSSHIP

LEVEL	COST	EXPOSURE
Enabler	\$1000	<ul style="list-style-type: none"><li>- Banner slot at the competition venue</li><li>- Announcement during the competition</li><li>- Announcement during aaward ceremony (during INDIA FEEST)</li></ul>

For more information on INDIA FEST Advertisements and Talent Competition Spponsorships, 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 Leeigh	
Virginia Beach Police Foundation		Food Bank of Southeastern Virginia	
Disabled American Veterans		CHKD	
AAPI HR		Operation Smile	
Susan Komen Breast Cancer Foundation		Norfolk Sister Cities Association	
Virginia Beach Fire Department		Veterans Affairs	
India Heritage Foundation		COVID PPE Donation at Sentara	
Connect with a Wish		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	

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Dharti Patel	Secretary	757-478-8333	secretary@aihr.org