



DEAR SUPPORTER,

Asian Indians of Hampton Roads (AIHR) is planning to host INDIA FEST on November 23, 2019 at Virginia Beach Convention Center, Virginia Beach, Virginia.

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 South Eastern 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.

INDIA FEST has been previously 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 of INDIA FEST, your organization will get terrific media exposure throughout the event.

With sponsor support, and funded from prior INDIA FEST events, AIHR has aided Virginia Beach shooting victims, hurricane Harvey victims, Oklahoma tornado victims, Nepal earthquake victims, Veterans War Affairs, Disabled American Veterans (DAV) of Hampton Roads, CHKD, Operation Smile, and American Breast Cancer Society. A listing of our charity endeavors is attached with this letter. INDIA FEST is AIHRs signature event to raise funds for disaster relief and community support.

The success of India Fest 2019 depends on contributions from esteemed organizations such as yours. Sponsorship forms are enclosed. We hope that we can count on your support by choosing your best sponsorship option. Please contact me if you have any questions or concerns.

Sincerely,

DR. RAMESH

Chairman – India Fest Sponsors Committee
AIHR Board Member



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, growing sponsorship and donor support. AIHR started hosting INDIA FEST at Old Dominion University's Webb Center, subsequently relocating to Norfolk's Scope. For the past five years, Virginia Beach's Convention Center has been the venue for INDIA FEST!

INDIA FEST loves our children! Children participate in essay, art, Lego, chess competitions, science fair, and are a focal feature in the fun-filled musical dance festivities! We thank the 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 (8 hours) entertainment - Bollywood dances, fashion show, fusion dances, and the perennial favorite inter-collegiate Bhangra 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. 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.

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 November 23, 2019!



INDIA FEST 2019 – SPONSORSHIP OPTIONS

Sponsorship Features	PRESENTING Sponsor \$15,000	GRAND Sponsor \$10,000	PLATINUM Sponsor \$5,000	GOLD Sponsor \$2,500	SILVER Sponsor \$1,500
Logo on Souvenir Cover	X				
Exclusive spots on Main Stage	X				
Exclusive spot on NETCON Stage	X				
Premium Ad Space	X	X			
Exhibit Space (10x10)	X	X	X		
On-Air Promotion	X	X	X		
On-Stage Recognition	X	X	X		
Vertical Retractable Banner	X	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
NETCON Lounge Access Passes	15	10	6	4	2

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



Asian Indians of Hampton Roads (AIHR)



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
NETCON Lounge Access Passes	5	4	3	2

Limited Individual NETCON Lounge Access Passes are available for purchase at first come first serve basis for local entrepreneurs, business owners and community members. For more details please contact:

INDIA FEST NETCON CHAIRPERSON – MR. NEERAJ AGARWAL

©-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	\$1,200	(11”H x 8.5”W)
Souvenir	Half Page Color Ad	\$800	(5.5”H x 4.2”W)
On site at VBCC	Retractable Banner	\$300	3 feet wide x 5 feet high
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)

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



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	
Hurricane Harvey Relief Support	VA Shooting Victim Relief Support
Japan Tsunami Relief	Haiti- Disaster Relief
Oklahoma Disaster	HUDHUD (India) Cyclone
Nepal Earthquake	American Red Cross
Help Nepal Network	Food Bank
EVENT HOSTING & PARTICIPATIONS	
India Fest	Asian Fest
International Children’s Fest	Feeding the Homeless
Community Lunch	International Seminars