

SPONSORSHIP OPPORTUNITIES



THE FESTIVAL OF COLORS

Sat. April 7th, 11a.m. - 4 p.m.

Central Park - Naperville Downtown

104 E Benton Ave. - Naperville, IL 60540

SIMPLY VEDIC

About The Festival of Colors



The Festival of Colors is an annual festival in Naperville Community on Naperville River walk. The event began in 2009 with 12 vendors and a live music stage, and each year The Festival of Colors has grown in size and popularity. Last year there were over 20 vendors, a live music stages, and over 2,000 people attended!

The Festival of colors announces the passing of winter and arrival of spring. It welcomes the spring and celebrates the new energy of the season, festival that breathes joyful atmosphere of social merriment. People bury their hatchets with a warm embrace and throw their worries to the wind. Festival promotes friendship while offering an occasion to forgive and forget.

With throwing handfuls of brightly colored powder at friends and foes, festival invites all members of the public, from people with understanding of festival to ne'er-do-wells who simply get a kick out of chucking dyed flour at strangers to celebrate the festival of color.

Over 3,000 people are expected to attend the event in 2012.

What makes West Fest so unique?

The 2011 *The Festival of Colors* music stage will feature cutting edge live music. Featured headliners in the past have included rock band *Timing is everything*. The Traditional folk music with beats of Dhol and Bhagra is a unique feature for the festival



Target Audience

Last year, the Festival of Colors was a resounding success and got glowing tributes from the audience. As a part of our registration, we collected data about our audience. Around 50% of the audiences were Caucasians and 50% were Asians. Predominant among the Asians were Asian Indians as the Festival of Colors celebrates an Indian festival. The festival with its customary throwing of colors captured the imagination of the Caucasians and based on last year's reviews, a significant turnout of Caucasians is expected this year.



Around 55% of the audience was less than 35 year old. Out of this 55%, a significant 35% was made up of young couples in the age group of 25 to 35 years who were accompanied by children. The rest of the audience comprised of 25% in the age group of 35 to 55 years and the remaining were seniors over 55 years.



More than 65% of the audiences were home-owners and 45% had family income between \$75,000 to \$100,000. 30% of the audience had family income between \$100,000 and \$150,000. This data is corroborated by Naperville's demographic statistics of high family income and median home prices.



Anticipated Advertising

- Several advertisements with sponsor names will appear in the magazine to promote the event. *Simply Vedic* also blasts their email list of over 5,000 people with information on the event and lists the event on their website with a link to **www. Simplyvedic.org**
- **TV ASIA** is the exclusive TV sponsor of *The Festival of Colors* and the event will receive an exclusive coverage in community roundup program.
- Naperville Community Television also features information and promotes the event
- Arrangements can be made for Presenting and Stage Sponsors to be mentioned in the promotions.
- **Additional Marketing:** Press releases are sent to over 100 local and national press contacts. **500 Yard Signs and 2,500 Flyers are produced with sponsor logos and listings** which are distributed locally.
- The event is promoted on the several local event listing sites, and on the event's exclusive website **www.thefestivalofcolors.org**
- **Additional Advertisements** will be placed in local newspapers and magazines pending sponsorship deals and final budgets.

Why Sponsor?

Because you want your brand associate with this awesome event! Plus



Sponsorship can connect your business with a wide range of consumers through sampling/sales, lead generation, displays, retail bounce-back programs, on-site signage, media logo inclusion, web links and more.

Sponsorship of *The Festival of Colors* offers your business direct, live exposure to large crowds in a relaxed, friendly and non-threatening environment.

Image as a company promoting cultural diversity through community involvement

Community engagement & fostering cultural diversity

Sample Sponsorship Package

These are samples. Custom Sponsorship packages area available and encouraged!

Presenting Sponsorship

- Name in title: "Presented by Your Company"
- Category exclusivity.
- Special PR release announcing sponsorship.
- First tier logo placement in all event related printed materials and logo and link on event website.
- A special e-blast advertising the event includes a message from your company.
- Name in title, logo, link and message from your company's CEO on event website.
- Selling, sampling, display and promotional rights from 10'X10' fully booth.
- Dominant banner placement, (thirty), on-site, including back drop banner on one live music stage and at entrance gates.

Gold Sponsorship

- Logo placement in all print advertising and internet.
- Logo and link on event website.
- Four 3' x 5' banners placed throughout event site PLUS
- One 4' x 9' highly visible left or right sound wing banner on the main live music stage.
- Logo placement on event welcome banners.

Silver Sponsorship

- Category exclusivity.
- Name/Logo in all print advertising and internet.
- Logo and link on event website.
- Selling, sampling, display and promotional rights from 10'X10' booth.
- One 3' x 5' banners placed throughout event site including one on the front lip of one music stage.

Community Sponsorship

- Logo and link on event website.
- Complimentary 10'X10' booth space with two tables, four chairs
- One 3' x 5' banners placed throughout event site

Booth Sponsorships (sales, sampling, display)

- Primary booth placement onsite near stage with other sponsors
- 10'X10' tented booth furnished with two tables, four chairs

*Sponsor provides 3' x 5' logo banners. Banners to be oriented on the horizontal and have grommets on four corners.

OUR SUPPORTERS & PROGRAM SPONSORS

1. City of Naperville
2. Chicago Tribune Foundation
3. Naperville Cultural Center
4. Coalition of Asian Americans
5. ConAgra Foods
6. Naperville Children's Clinic
7. Michael's Fresh foods
8. City Bank
9. TV Asia
10. American Physical Therapy

Our Board of Directors

Sarita Sharma – Serves our board as Full time Secretary and Executive Vice President; Sarita has Master in Sociology with specialization in community development and adult literacy. She is engaged in development of our senior programs

Archana Sharma- Serves our Board as full time Executive Vice President; Archana has Masters Degree in Business Management with specialization in Human Resource Management

Vidya Mohandas- Serves our Board as Executive Vice president; Vidya has MS in Dental surgery

Prajakti Joshi Shrestha – Serves our board as full time Executive Vice President; Prajakti has Master of Science with specialization in project management.

ABOUT US & CONTACT INFORMATION:

Simply Vedic is a nonprofit organization dedicated to improving the quality of life of the youth, elderly, and disabled of Naperville and adjoining communities.

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