



India Association of Greater Tulsa
PO Box - 54682
Tulsa, OK 74115 USA
Phone: 918-212-6090

2012

Date: January 26, 2012

To,

Dear Sir/ Madam,

SUB.: Sponsorship Request / IAGT events

It gives me immense pleasure to inform you that, the India Association of Greater Tulsa will mark its 8th year celebrating “**UTSAV – INDIA FEST**” on **September 8, 2012** at the Expo Center, Tulsa. This is an event where we showcase the culture, food, art, dance and music of India. The India Fest will have cultural programs, variety of booths representing different states of India, food, kid’s activity area, henna, workshops and Indian goods for sale, and many vendor booths.

Each year this festival attracts more participants and visitors from the community than the year before. This year we are expecting around 3000 attendees. This event was a big success last year and with your help, we are hoping for an even better one this year.

As you probably know the India Association of Greater Tulsa has done much in the way of building relationships with the community at large, the city government, and local businesses. We want to continue this tradition of building bridges.

Your support in sponsoring this event is critical for its success and will be much appreciated. If you have helped us last year, THANK YOU! Please consider being a sponsor this year!

The levels of sponsorship are included with this letter. We can also customize a sponsorship package based on your individual budget.

With your help, we can position ourselves as a strong and healthy organization that cares about the issues we consider important to Tulsa and surrounding communities in general and to the Indian community in particular.

Thank you for your support.

Sincerely,

Santanu Das
President,
Executive Committee 2012
India Association of Greater Tulsa
918-361-7472 (Cell)



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SPONSORSHIP LEVELS

India Fest 2012 Sponsorship: Deadline: Jul-31-2012⁴

BENEFITS	SPONSORSHIP LEVEL/ COST				
	Corporate \$1,000 - above	Platinum \$500 - \$999	Gold \$300 - \$499	Silver \$200 - \$299	Bronze \$100 - \$199
Banner display in all the major IAGT events ¹	√	√	√		
Recognition in OK Desi - Qtrly Newsletter	√	√			
Recognition in UTSAV posters, fliers, program guide	√				
Fliers	√	√	√	√	
Entrance tickets ²	20	10	6	4	2
Table during the major IAGT events ³	√				
Recognition in Poster	√				
Acknowledgement on handout or program sheet					√

¹ Banner display at Republic Day, India Fest and Diwali, ² Tickets for India Fest, ³ Tables will be available upon request to share or display information

⁴ Sponsorships received after the deadline may not be printed on the India Fest posters etc.

Advertise in Inaugural Journal : Deadline: March-31-2012⁵

Type of Ad	Cost
Outside cover back / color (8.5" x 11")	\$350
Inside cover Front or Back / color (8.5" x 11")	\$300
Color full page (8.5" x 11")	\$225
Color half page (5.5" x 8.5")	\$150
B/W full page (5.5" x 8.5")	\$135
B/W half page (5.5" x 8.5")	\$75

⁵ Press ready electronic artwork must be provided by the advertisers. We will not be able to publish the ad, if that does not meet the press printing standard. Acceptable format, PDF, JPG, EPS, a minimum 300dpi resolution is required. The advertiser must submit all the artworks, in the required format, prior to the deadline, to guarantee the printing in the current publication. Art works received after the deadline will be published in the next release of the annual publication.

We are also looking the sponsors for the following on a regular basis.

- The Annual Journal printing
- Food Sponsor for Republic Day Events

Flier insert/ distribution in the OK-DESI: Deadline: Before each distribution⁶

Type of Flier	Cost
Both side (8.5"x11")	\$250
One side (8.5"x11")	\$150

⁶ Printed fliers must be provided by the by the advertisers prior to the deadline

For more information please contact:

Name	Phone	Email
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