

**Support
ARTS,
CULTURE,
DIVERSITY**

India Fest 2012

YOUR GATEWAY TO INDIA

Saturday-Sunday, March 24-25, 2012

J.S. Dorton Arena, State Fairgrounds, Raleigh, North Carolina

The **Nuv Yug Cultural Organization** invites you to join the **City of Raleigh Arts Commission** as a supporter of **India Fest - Your Gateway to India**.

India Fest: Your Gateway to India is the largest and the most successfully organized event of the Triangle that promotes awareness of Indian cultural arts. It draws a large turnout from both Indian and non-Indian communities.

The India Fest 2011 drew an attendance of 9,000+. Successful marketing and advertising efforts have helped attract a diverse audience consisting of approximately 70% of people of Indian background and 30% of people with a variety of ethnic backgrounds. Additional marketing efforts are likely to bring an even larger attendance to India Fest this year.

As a corporate sponsor of India Fest: Your Gateway to India, you have an opportunity to reach out to this demographically targeted audience. Your sponsorship also helps in community development by promoting cultural diversity, arts and education.

The main cultural program is held during Saturday, March 24th and Sunday, March 25th at the J.S. Dorton Arena, State Fairgrounds in Raleigh. Dorton Arena is centrally located and easily accessible for all Raleigh residences and surrounding areas.

The India Fest program includes a non-stop dazzling array of dance and music. And, delicious assortment of cultural cuisine will provide a taste of India to visitors.

The cultural show is the main attraction of India Fest and is the vehicle through which we endeavor to share Indian cultural arts with people of all ages and backgrounds. With approximately 1,000 participants and another 80 volunteers, we put forth 18-hours of stage program that brings together both local and budding artists along with renowned international performers.

The Saturday and Sunday programs will include a lively classical, folk and modern dance segment.

• **The largest Indian cultural event of Raleigh**

• **Expected attendance 10,000+**

• **Targeted audience**

• **Supported by City of Raleigh Arts Commission**

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India Fest 2012

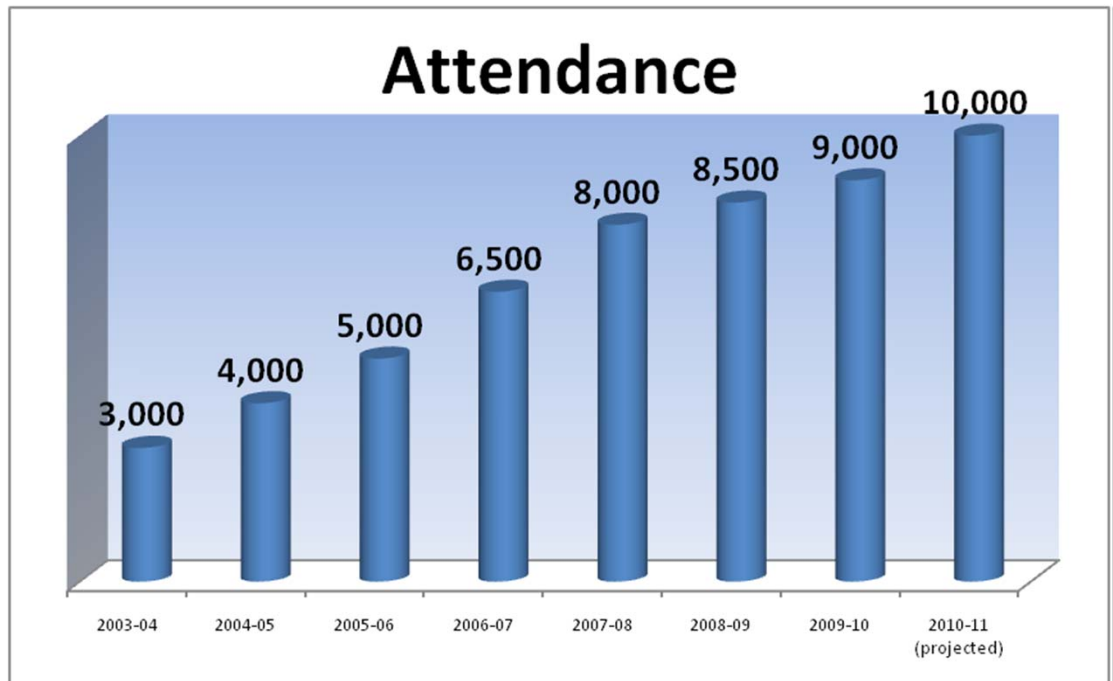
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J.S. Dorton Arena, State Fairgrounds, Raleigh, North Carolina

About India-Fest

- The largest and the most successfully-organized event of the Triangle
- Promotes awareness of Indian cultural arts
- Mega star performance on Friday followed by two days filled with activities for all age groups
- Diverse audience consisting people of Indian and a variety of other ethnic backgrounds
- Supported by City of Raleigh Arts Commission, NC Arts Council and United Arts Council



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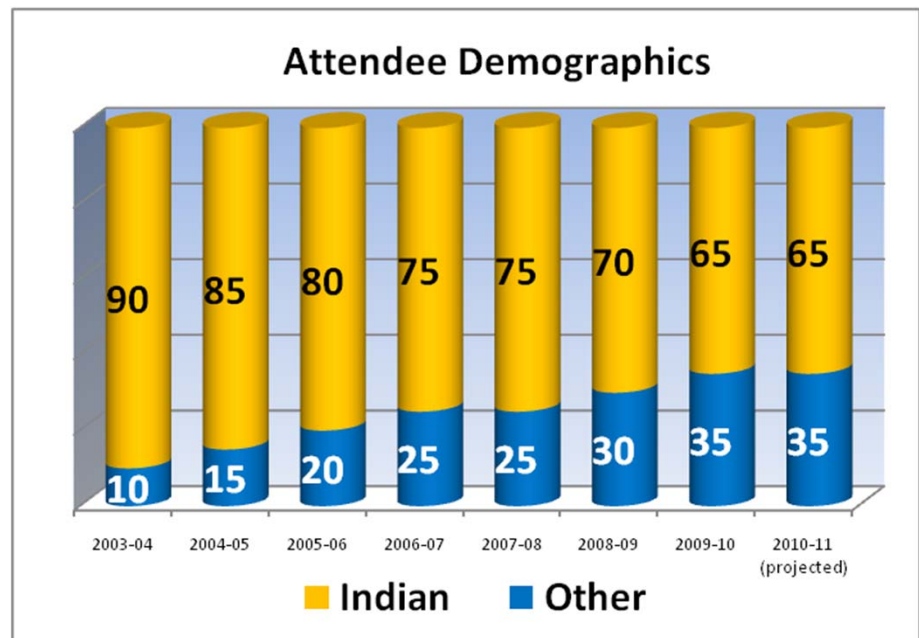
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J.S. Dorton Arena, State Fairgrounds, Raleigh, North Carolina

Corporate Sponsorship benefits

- Reach targeted audience of 10,000+
- Exposure to rapidly growing South Asian Market
- Customized options to advertise your business
- 2000+ copies of program books distributed
- Reach out to consumers of all ages
- Promote cultural diversity
- Support arts and education



Sponsorship Packages

Contact:

(919) 228-9867

Team Members

- Harshad Kolte
- Payal Malkani
- Dhwanit Shah
- Ujjwal Srivastava
- Shweta Surana
- Darshana Zaveri
- Nikhil Deshpande

Website

www.IndiaFestNC.org

Information

contact@nuvyug.net



Diamond Sponsor - \$5,000
<ul style="list-style-type: none"> • Fully-customized options • Exclusive banner at the event set-up • An information distribution station • Your Logo on the promotional posters/flyers • Your Logo in the Sponsors' list • Your logo on selected print ads • One page program book ad • Your logo on our website • 8 front row seats to the Concert • 30 passes to Saturday or Sunday events
Platinum Sponsor - \$2,500
<ul style="list-style-type: none"> • Limited-customized options • An information distribution booth • Your Logo on the promotional posters/flyers • Your Logo in the Sponsors' list • Your logo on selected print ads • One page program book ad • Your logo on our website • 4 front row seats to the Concert • 15 passes to Saturday or Sunday events
Gold Sponsor - \$1,000
<ul style="list-style-type: none"> • One page program book ad • Your Logo in the Sponsors' list • Your logo on our website • 2 front row seats to the Concert • 8 passes to Saturday or Sunday events
Silver Sponsor (Small Business ONLY) - \$500
<ul style="list-style-type: none"> • One page program book ad • Your Logo in the Sponsors' list • 4 passes to Saturday or Sunday events

India Fest is funded in part by the City of Raleigh based on recommendations of the Raleigh Arts Commission.

'Nuv Yug' means 'New Era'

- *Nuv Yug is a non-profit, tax-exempt 501-(c)(3) group*
- *Promoting Indian cultural arts in the Triangle area*
- *Extensive experience in organizing highly successful cultural events*

Website

www.IndiaFestNC.org

Information

contact@nuvyug.net



Our Mission

Preserve and promote Indian cultural arts by producing programs of high artistic merit that entertain and educate.

Reach out to people from diverse ethnic background to increase awareness of Indian cultural arts and build strong community ties.

About Nuv Yug Cultural Organization

The Hindi phrase "Nuv Yug" means "new era" or "new generation". Nuv Yug, a non-profit tax-exempt group, was founded by community members who have worked with great dedication to promote Indian cultural arts in the Triangle area.

The NuvYug Cultural Organization has a well established history of organizing highly successful cultural events in this area. Over 85,000 people have attended events organized by our team members in the past 10 years. Thus, our team brings excellent qualifications and a wealth of experience to the planning and the implementation of India Fest 2012.

India Fest 2012

YOUR GATEWAY TO INDIA

Sponsorship Form

Saturday-Sunday, March 24-25, 2012
J.S. Dorton Arena, State Fairgrounds
Raleigh, North Carolina

Contact Name: _____

Email Address: _____

Phone: _____

Business Name: _____

Address: _____

Please select one Sponsor Level:

- | | |
|-----------------------------------|---------------------------------------|
| <input type="checkbox"/> Diamond | \$5,000 |
| <input type="checkbox"/> Platinum | \$2,500 |
| <input type="checkbox"/> Gold | \$1,000 |
| <input type="checkbox"/> Silver | \$500(Small Business ONLY – No Booth) |

Please mail a check in the appropriate amount payable to "Nuv Yug" to the following address.

Nuv Yug Cultural Organization
PO Box 37820
Raleigh, NC 27627