



## India Association of Fort Myers, Inc.

P.O. Box 07183, Fort Myers, FL 33919

<http://www.iafortmyers.org>

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*November 1, 2010*

### *India Fest 2011 – Advertisements of Goodwill in the India Fest Souvenir Booklet*

Dear Community Members and Sponsors:

The Executive Committee of India Association of Fort Myers (IAFM) is pleased to announce **India Fest 2011**, which will be held on Saturday, February 12 on the grounds of Hammond Stadium in Fort Myers.

Each year, this celebration of Indian culture is attended by approximately 4,000 enthusiasts. It showcases highly-choreographed dances performed to Indian music, the latest in Indian fashion, intricate jewelry, handicrafts, and authentic cuisine.

The mission of **India Fest 2011** is to demonstrate cultural pride and to further cultural awareness to the broader community. It is heavily advertised via local newspapers and radio within the Southwest Florida region.

The Executive Committee of IAFM invites you to participate in this unique annual event. By becoming a sponsor of this event, you will have the opportunity to promote your business while supporting the South Asian community. All of our sponsors are provided space within the India Fest program souvenir booklet (viewed by approximately 4,000 individuals), the India Association annual membership directory (used regularly by 200 member families), or both. For your convenience, a list of the current sponsorship packages and submission forms are enclosed with this letter. We encourage you to choose one of these sponsorship options and to donate generously.

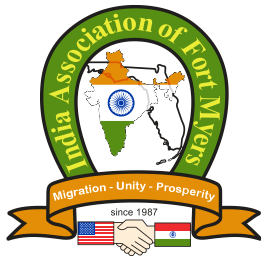
To become a sponsor, please complete the attached form along with either a copy of your advertisement or a business card. **Kindly submit your sponsorship notice at the latest by January 15th, 2011**. IAFM is a non-profit organization; your sponsorship is **100% tax deductible**.

Funds raised through India Fest support charities and future cultural events. The IAFM has donated nearly a quarter of a million dollars to local and international causes, supporting the victims of 9/11, the recent earthquake in Haiti, Hurricanes Charlie and Katrina, the 2001 earthquake in India, and many others. We have contributed to the Lee County Sheriff's Department "Do the Right Thing" program. Additionally, we have established endowment funds to benefit Florida Gulf Coast University students and needy children associated with the Brightest Horizons organization.

If you have questions, please contact me at 239-936-2554, or send an e-mail to [fortmyersia@gmail.com](mailto:fortmyersia@gmail.com). Thank you in advance for your support of India Fest 2011. We look forward to working with you.

Sincerely,  
Sunita Sharma,  
President, India Association of Fort Myers, Inc.

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## SUPPORTING SPONSORSHIP

	<b>PLATINUM \$5,000</b>	<b>DIAMOND \$2,500</b>	<b>GOLD \$1,000</b>	<b>SILVER \$750</b>	<b>BRONZE \$500</b>	<b>BRASS \$400</b>
<b>India Fest Souvenir Booklet</b>	Full Page Color	Full Page Color	Full Page B&W	Full Page B&W	Half Page B&W	One-Third Page B&W
<b>Annual Member Directory</b>	Full Page Color	Full Page B&W	Full Page B&W	Half Page B&W	Half Page B&W	Half Page B&W
<b>Free Admission Tickets to India Fest</b>	50	30	15	10	6	4
<b>Merchandise Table</b>	1 (\$300 value)	-	-	-	-	-
<b>Banners</b>	Front Stage & Food Stall	Front Stage or Food Stall	-	-	-	-
<b>Publicity</b>	On-Stage Recognition Radio Local Newspaper India Fest Flyer IAFM Web	- Radio Local Newspaper India Fest Flyer IAFM Web	- - - India Fest Flyer IAFM Web	- - - India Fest Flyer IAFM Web	- - - - IAFM Web	- - - - IAFM Web

## CONTRIBUTING SPONSORSHIP ADVERTISEMENTS

	<b>FULL PAGE B&amp;W</b>	<b>HALF PAGE B&amp;W</b>	<b>ONE-THIRD PAGE B&amp;W</b>
<b>India Fest Souvenir Booklet</b>	\$400	\$250	\$175
<b>Annual Member Directory</b>	\$300	\$200	\$150

## ADVERTISEMENT DIMENSIONS

Full Page - 4.75"x7.75" | Half Page - 4.75"x3.875" | One-Third Page - 4.75"x2.58"



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## SPONSORSHIP FORM

Name of Individual or Organization:	Contact Individual:
Address:	City/State/Zip:
Phone:	Alternate Phone:
Fax:	E-mail:

SUPPORTING SPONSORSHIP	CONTRIBUTING SPONSORSHIP
<i>Please Check</i>	<i>Please Check</i>
<input type="checkbox"/> Platinum \$5,000	<input type="checkbox"/> Full Page B&W India Fest Souvenir \$400
<input type="checkbox"/> Diamond \$2,500	<input type="checkbox"/> Half Page B&W India Fest Souvenir \$250
<input type="checkbox"/> Gold \$1,000	<input type="checkbox"/> One-Third Page B&W India Fest Souvenir \$175
<input type="checkbox"/> Silver \$750	<input type="checkbox"/> Full Page B&W Membership Directory \$300
<input type="checkbox"/> Bronze \$500	<input type="checkbox"/> Half Page B&W Membership Directory \$200
<input type="checkbox"/> Brass \$400	<input type="checkbox"/> One-Third Page B&W Member Directory \$150
Advertisement Dimensions: Full Page - 4.75"x7.75"   Half Page - 4.75"x3.875"   One-Third Page - 4.75"x2.58"	

**PLEASE NOTE:** All submissions offered for publication in the Souvenir Program are subject to acceptance by the INDIA ASSOCIATION OF FORT MYERS, INC. (IAFM). Questionable, misleading, controversial, or fraudulent announcements may be declined. The IAFM reserves the right, at its option, to revise, reject, or cancel any or all advertising which in its sole judgment may be deemed objectionable for any reasons, including in its subject matter, composition, or phraseology. Payment does not guarantee publication. The above named person(s) and/or company agree to hold IAFM harmless and indemnify IAFM against any and all liability, loss or expense arising from claims for violation of rights of privacy, infringement of copyrights and property rights, libel, unfair competition, unfair trade practices, infringement of trademarks, trade names or patents, and from any other claims resulting out of or caused by publication of material by IAFM. IAFM is not responsible for errors or omission in publishing.

As authorized person or representative submitting material for publication, I agree to the above terms and conditions.

**Authorized signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Amount Enclosed: \_\_\_\_\_

### Instructions

- Check the box corresponding to the level of sponsorship you desire.
- Make checks payable to "India Association of Fort Myers, Inc."
- E-mail your camera-ready art for the Souvenir Program to [fortmyersia@gmail.com](mailto:fortmyersia@gmail.com).
- **NOTE:** Electronic submissions are preferred, but you may submit printed copy or business card along with your check. A \$50 art fee must be added to your payment if submission is not camera-ready.
- Sign sponsorship form and the art copy.
- Contact Sunita Sharma at (239) 936-2554 or [fortmyersia@gmail.com](mailto:fortmyersia@gmail.com) with any questions.

Mail your packet including sponsorship form, check, copy of the camera ready ad (if applicable) and any other relevant materials by **January 15th, 2011** to: **India Association of Fort Myers, P.O. Box 07183 Fort Myers, FL 33919.**