

39th annual

festival of india

july 16-17, 2011



sponsorship package

overview of the festival of india

Forty years ago, who would've ever thought that South Asian culture would sneak its way into North American pop culture? Girls of all ethnicities are sporting beautiful *henna* designs on their arms and hands, we can buy *kurthas* at any mall, music icons model bright *bindis*, and hip hop has begun to incorporate Bollywood beats and lyrics! India possesses an ancient heritage that boasts beautiful people, stories, and a rich cultural and spiritual foundation.

The 39th Annual Festival of India, a celebration of spiritual experiences of ancient South Asian culture, is coming to Toronto from July 16th-17th, 2011. Unique to this festival is the seamless integration of thousands of years of spiritual tradition with modern day lifestyles. Close to 40,000 people participate every year in this two-day festival which aims to both inform and entertain utilizing yoga, spirituality, music, dance and arts.

Known as the largest of its kind in North America, Toronto's Festival of India kicks off with a colourful parade down Yonge St with three 40-foot tall floats which are hand-pulled by thousands of participants amidst drumming, chanting and dancing. The main festival then takes place, for the remainder of the weekend, on beautiful Centre Island where attractions include:

- A Free Vegetarian Feast
- A Non-Stop Arts & Culture Showcase
- A One-Day Yoga Festival – “Yoga Meltdown”
- South Asian Bazaar (Marketplace)
- Spiritual Exhibits, Drama and much more!

history of organization

The annual Festival of India is organized by ISKCON Toronto (also known as the Hare Krishna Centre). For over 40 years, ISKCON Toronto has been the hub of a rich, vibrant and enthusiastic community. The organization has helped share the ancient teachings of ancient spiritual India and has been a resource for tens of thousands of people who have sought to learn more about self-realization, self-development, mantra meditation, yoga, karma, vegetarianism and more. Aside from the organization of the annual Festival of India, ISKCON Toronto also regularly conducts programs for youth empowerment, community care and a “Food for Life” program involving regular outreach to the underprivileged via the distribution of hot vegetarian meals. Internationally speaking, ISKCON is a worldwide confederation of more than 400 centres, including 60 farm communities, 50 schools and 90 restaurants.



Arts and exhibits greet the thousands of attendees at the Festival of India.



The Festival of India annually draws over 40,000 people over two days.



ISKCON is comprised of more than 400 centres, 60 rural communities, 50 schools and 90 restaurants worldwide.

political guests

The Festival of India has welcomed many highly regarded political VIPs to speak at the festival and present community awards:

- **The Honourable Jason Kenney** - Secretary of State (Multiculturalism and Canadian Identity)
- **Dr. Ruby Dhalla** - MPP - Springdale, Brampton
- **The Honourable Michael Chan** - Ontario Minister of Citizenship and Immigration and MPP for Markham - Unionville
- **Mr. Tirath Singh** - Consul from Consulate General of India



The Honourable Jason Kenney, during a recent Festival of India.

arts & culture showcase

The 2010 Arts & Culture Showcase, sponsored by EYE WEEKLY, featured an entertainment line-up including:

- **Menaka Thakkar Dance Company** – The first South Asian arts organization to be recognized by the Canada Council for the Arts.
- **Mrudanga** – Traditional Odissi and Sambalpuri Folk Dance by Enaskhi Das Sinha.
- **Channdam Dance Company & Toronto Tabla Ensemble** – world-renowned performers who presented traditional music and dance, with a contemporary twist.
- **Krishna Culture Festival Tour** – A two-hour performance by a traveling tour of 50 youth from all over North America, presenting India's ancient Vedic roots with music, dance and unforgettable drama.

family fun for children

Aside from the dances, dramas and musical performances which captivate audiences of all ages, the Festival of India features a Kids Zone which includes jumping castles, face painting, magic shows and more! With a focus on “family fun”, the Festival of India presents a unique educational opportunity for children of all ages.



The Krishna Culture Festival Tour presents drama, dance and more!

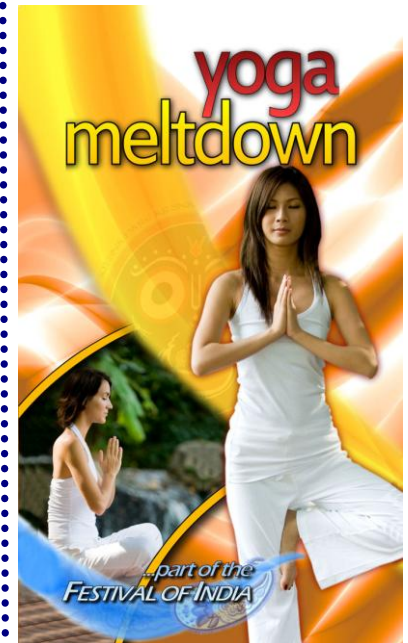
yoga meltdown

The picturesque, serene beauty of Centre Island, with its lush parks and cool breezes from the lake, forms the backdrop for a mini-festival within the Festival of India on Sunday, July 17th, 2011. Celebrated as a “festival within a festival”, the second annual Yoga Meltdown will present attendees a chance to unwind, rejuvenate and invigorate themselves through both physical and spiritual yoga.

Yoga Meltdown provides an opportunity for spiritual seekers, yoga enthusiasts, vegans/vegetarians and anyone who is curious about yoga to come out and deepen their understanding of yoga and its physical, mental and spiritual benefits.

Some highlights of Yoga Meltdown, celebrated on the second day of the Festival of India, include:

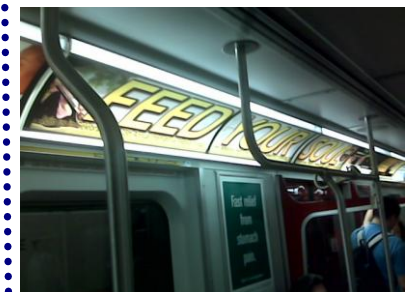
- non-stop yoga classes and demonstrations
- vegan and vegetarian cooking demonstrations
- mantra meditation sessions
- power-packed chanting, jamming and mantra rock (kirtan)



media & advertising

The Festival of India Organizing Committee coordinates widespread marketing and promotional campaigns. The following list outlines the festival’s annual advertising channels (subject to change):

- **Newspaper Advertising**
 - *Mainstream* - Toronto Star, Metro, Eye Magazine, EYE WEEKLY, Vegetarian Times, Toronto Tribune, Scarborough Mirror
 - *South Asian* - Weekly Voice, India Abroad, India Express, Indian Insider, Can-India News Weekly, Namaste Canada.
- **Radio Advertising**
 - *Mainstream* - public service announcements on all major local radio stations.
 - *South Asian* - Radio India, Bhajanawali Radio, and local South Asian morning shows.
- **Television Advertising**
 - *Mainstream* - CP24, SunTV, CTV, CBC, Global
 - *South Asian* - OMNI 1&2, ATN, Eye on Asia, Indo-Caribbean Visions
- **Toronto Transit Commission (TTC)**
 - Advertising campaigns within TTC subway cars during the four weeks before the festival.
 - Advertisements on the One Stop Network, throughout the 69 subway stations of the TTC.



Three-panel advertisements within TTC subway cars.

benefits of sponsorship

What makes the annual Festival of India so unique is that it presents two days of non-stop festivities, focused on showcasing the ancient spiritual culture of India, to the public for free! The festival has seen consistent growth in both attendance and participation. It presents a rich educational experience that is both informative and fun-filled, allowing for the continued development and awareness of one of the world's most ancient and beautiful cultures.

Benefits of sponsorship, while numerous, are highlighted by:

- **Market Exposure** – The Festival of India annually draws over 40,000 people, predominantly South Asians, over two days. The association of your organizations brand with the festival gives your organization exposure to one of the fastest-growing demographics in the city. Sponsorship allows your organization to showcase your company brand and even present opportunities for consumers to try out your products. The festival allows for direct exposure for your company and offers you an opportunity to build market presence.
- **Publicity** – Every year, the festival receives regular coverage in major print, television, radio and internet-based media outlets. Utilizing these media outlets, your organizations involvement with the festival will be represented to the community allowing for increased visibility; consumers will identify your organization as a leader in the field.
- **Brand Awareness** – This festival presents an opportunity for your organization to raise brand awareness and create preference. With a promotional campaign featuring your organizations name along with exposure during the festival itself, sponsorship provides a very favourable environment for brand awareness through on-site representation and the development of an impact for your brand within the South Asian community.



• A colourful parade down Yonge Street kicks
• off the festival!

sponsorship packages

There are several options to becoming a sponsor for the Festival of India. The following list provides a breakdown of the specific sponsorship levels. Organizations interested in sponsoring the Festival of India are encouraged to complete the Sponsorship/Pledge Form, attached at the end of this document.

flagship sponsor – \$15,000+

- **Flagship Sponsor** – publicly recognized for being the official sponsor of the 39th Annual Festival of India.
- Level One Positioning:
 - Prominent display of logo and/or company name throughout all advertising: television, radio, newspaper, internet and TTC subway cars.
 - Prominent link to your organization’s website on the official Festival of India website (www.feedyoursoul.to).
- “Message from our Sponsor” on festival brochure (over 5,000 brochures to be distributed).
- Exclusive exhibitor tent.
- Promotional material distribution (provided by sponsor) to be given at festival site.
- Speech at Main Stage by your company representative.
- Special mention in press releases, brochures, posters, flyers and all related marketing collateral.

gold sponsor – \$10,000+

(sponsoring free vegetarian feast or island entertainment)

- Banner Displays: Prominent display of logo and/or company name at the area/tents selected.
- Link to your organization’s website on official Festival of India website.
- “Message from our Sponsor” on festival brochure (over 5,000 brochures to be distributed).
- Exclusive exhibitor tent.
- Promotional material distribution (provided by sponsor) to be given at festival site.
- Special mention in press releases, brochures, posters, flyers and all related marketing collateral.

TORONTO STAR

Sponsor - Free Vegetarian Feast
2003, 2004

EYE WEEKLY

Sponsor - Island Entertainment
2008-2010

Global
TORONTO

Flagship Sponsor
2010

mybindi.com

Media Sponsor
2008



THE
yoga sanctuary

Yoga Meltdown Partner



JIVAMUKTI
yoga toronto

Yoga Meltdown Partner



FireFlow
yoga

Yoga Meltdown Partner

lululemon  **athletica**

Yoga Meltdown Partner

silver sponsor – \$7,500+

(sponsoring yoga meltdown or south asian bazaar)

- Poster Boards Display: Company name/logo on displayed at the area/tents selected.
- Link to your organization’s website on official Festival of India website.
- On-site promotion at “Sponsor Exhibitors Tent” (to be shared with other silver sponsors).
- Promotional material distribution (provided by sponsor) to be given at festival site (reduced quantity than that of level one).

bronze sponsor – \$5,000+

(sponsoring water & beverages)

- Link to your organization’s website on official Festival of India website.
- Promotional material distribution (provided by sponsor) to be given at festival site (reduced quantity than that of level two).
- Other forms of exposure, to be discussed with festival Sponsorship Coordinator.



- Always a crowd-pleaser, the South Asian
- Bazaar showcases vendors and goods from
- around the world!

request for consideration of donation

In the event that your organization is unable to commit to sponsoring the Festival of India, you can also consider a charitable donation to ISKCON Toronto. Donations of any size are graciously accepted and will certainly aid in the organization of the festival and help contribute to its overall success.

Donors who would like to contribute a charitable donation are encouraged to complete the Sponsorship/Pledge Form, attached at the end of this document.

charitable registration number

ISKCON Toronto is a registered charitable organization. Any donations will receive a full tax deductible receipt upon receipt of the funds. ISKCON Toronto’s charitable registration number is #118971035.

sponsorship/pledge form

sponsorship

The Company/Organization, _____, will sponsor the amount of:

- flagship \$15,000+
- gold \$10,000+
- silver \$7,500+
- bronze \$5,000+

donation

The Company/Organization _____, prefers to make a donation of:

- \$4,000
- \$3,000
- \$2,000
- \$1,000
- \$500

Other Amount: \$ _____ in support of the 2011 Festival of India.

Please make all cheques payable to ISKCON Toronto and indicate Festival of India 2011 on the cheque memo.

- Cheque included.
- Cheque to be mailed at a later date (please mail or fax this form for recognition of pledge amount).

Please fill out the following information. A tax receipt acknowledging your company's donation will be mailed upon receipt of the funds.

Name: _____
Title: _____
Company: _____
Phone: _____
Email: _____
Address: _____

Thank you for supporting the 39th Annual Festival of India!