



festival of india

SPONSORSHIP PACKAGE

OVERVIEW

Our purpose is to present an educational experience surrounding the ancient spiritual culture of India to the public that is both informative and interactive.

What do our numbers look like?

40000+ foot traffic	52 years established	60000+ website views	8000+ social media followers
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SPONSORSHIP PACKAGES

There are several options to become a sponsor for the Festival of India:

	PLATINUM PACKAGE \$20,000	GOLD PACKAGE \$6,500	SILVER PACKAGE \$3,500	BRONZE PACKAGE \$2,500
Link on website with logo	✓	✓	✓	✓
Social media promotions	✓	✓	✓	✓
On-site promotional space	10 x 20 ft	10 x 10 ft	10 x 10 ft	
On-site banner display	✓	✓		
On-site promotional material distribution	✓	✓		
On-site brochure logo display	✓	✓		
Mentions on all promotional collateral and platforms	✓			
Multiple speaking opportunities on main stage	✓			
Public recognition as official sponsor	✓			

Don't see a package that suits your needs? Let us know and we can work together to build a custom package!

ABOUT US

For over 50 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.

Known as the largest of its kind in North America, Toronto's Annual *Festival of India*, kicks off with a colourful parade down Yonge Street 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 remainder of the weekend, on beautiful Centre Island where attractions include:

A Free Vegetarian Feast
"Yoga Meltdown"
A Musical Experience
An Artisan Bazaar
Vedic Arts & Culture

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.

FREE VEGETARIAN FEAST

Vegetarianism is the fastest growing trend in the ever evolving world and the Vedic scriptures establish nonviolence, called *ahimsa*, as the ethical foundation of vegetarianism and for a peaceful society. From rice and vegetable dishes to chutneys and sweets, we are confident you will be coming back for more!

YOGA MELTDOWN

Celebrated as a "festival within a festival", Yoga Meltdown will present attendees a chance to unwind, rejuvenate and invigorate themselves through both physical and spiritual yoga. It 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.



MUSICAL EXPERIENCE

Music is the universal language for the soul. Even if the lyrics are in a different language, anyone can feel the rhythm and bop to the ancient vibrations filled with drumming and catchy melodies. Featuring our top musical talents, our traditional hymns, also known as *kirtan* will definitely keep you dancing!

ARTISAN BAZAAR

The Festival of India is proud to support local businesses such as henna artists, handmade crafters, farmers, photographers and a plethora of other locally made talents. Our advice? Bring a tote because you never know what you will find at our marketplace!

VEDIC ARTS & CULTURE

The Festival of India presents a unique lineup of new and award-winning performances that portray the depth and the beauty of ancient India's devotional traditions. From captivating dance performances to dramas depicting thrilling stories from ancient scripture, the Arts & Culture stage program presented at the Festival of India is a delight for all.

CONNECT WITH US

If you have any questions about our event or the sponsorship opportunities, please feel free to contact us at info@festivalofindia.ca.

Thank you for supporting the 52nd Annual Festival of India!



www.festivalofindia.ca



[@festivalofindiaTO](https://www.instagram.com/festivalofindiaTO)

[@yogameltdown](https://www.instagram.com/yogameltdown)



Festival of India - Toronto