



Holi 2014 – Sponsorship Proposal

Rajasthan Association of North America (RANA) is a non-profit, non-religious NGO. RANA has been playing a crucial role in educational and cultural interactions in the world, holding aloft the best of Indian traditions and meeting the needs of multiculturalism and integration. RANA, established in 1986, continues this tradition of service through education, community and cultural development in California, USA.

We invite you to be part of the 28th anniversary celebration of Holi 2014.

Holi is a grand and unique festival of colors, friendship and harmony. It attracts a diverse cross section of Americans and each year is growing in popularity and importance. Even though it is an Indian festival, it attracts people from many different cultures and the mainstream Bay Area community. This year we expect approximately 1,000 people to enjoy the Holi celebration.

This year the **Holi program is on 22nd March, 2014 at Baylands Park, Sunnyvale, CA.** It will be attended by many local and International dignitaries. In the designated area will take place the charming practice of color throwing / playing colors under the beats of some dance prompting numbers. Hot traditional Rajasthani lunch will be served to replenish the energy for more dance and play.

It has been a pleasure to see such a mix of cultures coming together under one banner to experience the ability of people to unite and transcend boundaries of race, caste, culture, age and gender; or simply having rejoiced the array of cultural performances.



We seek a limited number of sponsors for this event to ensure prominent publicity. Sponsors can put their banners at the festival venue; advertise on the tickets, fliers, website, and the sponsorship will also be announced during the event. You can choose amongst the various sponsorship packages, the details of which are enclosed.

We greatly value your sponsorship and appreciate your contribution to a noble cause. We also take this opportunity to welcome you to participate in our Holi celebration along with your family, friends and colleagues. Please contact us for any further information you may require. Please visit our Facebook Page at <http://www.facebook.com/ranabayarea> to learn more about RANA, and for videos and photos from our previous Holi celebrations.

I look forward to your prompt confirmation.

Thank You

Deepak Sisodia

President, RANA, San Francisco Bay Area

Email: president@rana.org

<http://www.rana.org>



Holi 2014 – Sponsorship Rates

Prime Sponsor - \$2,500

Benefits/Entitlements Include:

1. A stall to present information materials and merchandise to the guests
2. Advertisement in the form of banners on site
3. Banner advertisement on RANA website and Facebook
4. Advertisement on e-tickets
5. Branding of all printed merchandise including invitations, flyers, stage back drop etc.
6. Corporate logo in festival advertisements in newspapers, radio and TV.
7. Announcements via PA system to promote your brand and/or products.
8. 20 VIP events tickets
9. Limo Service for pick up and drop of VIPs at the event

Gold Sponsor - \$1,000

Benefits/Entitlements Include:

1. A stall to present information materials and merchandise to the guests
2. Advertisement in the form of banners at the program site
3. Branding of all printed merchandise including invitations, flyers, stage back drop etc.
4. 10 VIP events tickets

Band Sponsor – \$ 1,000

Benefits/Entitlements Include:

- Prominent placement of brand on wrist bands which is provided at the time of check in.

Banner Sponsor - \$ 500

Benefits/Entitlements Include:

1. Placement of banner advertisement on the program venue

*Banner to be provided by the sponsor



Holi 2014 Sponsor Contract

The agreement made on this ____ day of _____ 2014, when signed by representatives of both parties shall constitute a contract between the RANA, and _____ (hereinafter referred to as "Sponsor"), contracted through _____ (hereinafter referred to as "Sponsor Representative"). This contract applies to RANA Holi 2014 (hereinafter referred to as "Event"), to be held at the Baylands Park, Sunnyvale, CA.

This contract specifies that both parties, namely the Sponsor and RANA, agree to the following:

1. The Sponsor agrees to pay the amount of US \$ _____ in cash or U.S. check or money order payable to "RANA." The amount must be paid in full by 5.00 pm, March 21st, 2014.

2. RANA agrees to provide the Sponsor the following benefits (select all that apply):
 - a) Mention on event website, flyers, posters, backside of tickets.
 - b) Stall at the event
 - c) Announcement every one hour during the event
 - d) ____ complimentary tickets for the event
 - e) ____ banners (the sponsor has to bring their own banners) at the event site.

3. RANA will immediately notify the Sponsor in case of any change in program or sponsor schedule.

For RANA	For Sponsor
By _____	By _____
Title _____	Title _____
Date _____	Date _____



Poster for RANA Holi 2014

FESTIVAL OF COLORS 2014



Biggest Holi

in Bay Area

Saturday, March 22nd 2014

11.00AM to 3:00PM

"पधारो म्हारे देश"

Dear All,
Bring your family and friends

Rajasthan Association of North America

Rain or Shine play Holi

A tradition of 26 years continues....RANA HOLI

Biggest and most authentic Holi of Bay area

The most Authentic Holi Experience

The Best food with delicious Rajasthani flavor

A Wholesome family Event



Invites you to celebrate **Holi**

When : Saturday March 22nd 2014

**Where : Baylands Park, 999 E Caribbean Dr
Sunnyvale, CA 94089.**

Put on your Festive Spirit and come Celebrate the season with Vibrant Hues of Color, Refreshing Thandai, Delicious Food, Live DJ and much more...

★ **Tickets at park \$16, tickets include Entry, Food, Music**

Members: Children Under 5 yrs attend for FREE!
Adult - \$10
Children - \$3

Non Members:
Adult - \$13
Children - \$5

For Booking Visit: www.rana.org

FOR SPONSORSHIP, MEMBERSHIP, GROUP DISCOUNTS AND OTHER INFO CONTACT

Ph : 408-359-RANA/408-359-7262

Email : events@rana.org \ membership@rana.org

<http://www.rana.org>

[facebook.com/ranabayarea](https://www.facebook.com/ranabayarea)

Photographs of RANA Holi celebrations from prior years



