



RANA Holi Hungama 2019

Sponsorship Proposal

www.rana.org

We invite you to be the part of the
RANA Holi Celebration 2019,
attended by more than **5000** people.

Rajasthan Association of North America (RANA) is a non-profit, non-religious NGO. RANA has been playing a crucial role in creating awareness and enhancing our rich cultural **heritage** and in keeping alive the best of Indian traditions for the next generation. RANA established in 1986, continues this tradition of service through education, community and cultural development in California, USA by bringing events such as Festival of Color – Holi which brings us together and closer to our rich traditions year after year.




RANA Holi

Sponsorship Proposal 2019

Saturday Mar 30 TH, 2019
Mission San Jose High School
Fremont CA 94539



Holi is a grand and unique festival of colors, harmony, friendship and love. 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. Holi is also called the Spring Festival, and it is sometimes compared to Spain's Tomatino festival. This year we are expecting more than 3,000 people to enjoy this colorful celebration.



RANA Holi 2017 will be held on Saturday, March 18th at Cardoza Park, Milpitas, CA 95035. It will be attended by many local and international dignitaries. RANA Holi event will provide a thrilling atmosphere of dancing to live DJ music and throwing vibrant hues of color in an open air setting. It provides a day of complete entertainment, partying with Bollywood music beats and enjoying authentic Rajasthani food. 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 and enjoy the event. 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> and www.rana.org to learn more about RANA, and for videos and photos from our previous Holi celebrations.

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I look forward to your prompt confirmation.

Thank you,

My best regards

RANA VP Outreach / Non-Profit Programs, San Francisco Bay Area

 vp-nonprofit@rana.org

 www.rana.org

Holi 2019 – Sponsorship Rates

Sponsorship Level

Benefits/Entitlements

Platinum Sponsor

\$2,500

1. 20 VIP event tickets
2. Dedicated RANA resource throughout the process
3. Advertising
 - Display logo on RANA website and Facebook
 - Corporate logo on e-tickets
 - Corporate logo in festival advertisements in newspapers, radio or TV
 - Banners on site
4. Branding of printed material including RANA invitations, RANA flyers, RANA stage backdrop
5. A stall to showcase information materials and merchandise to the guests
6. Announcements via PA system during Holi celebration to promote your brand and/or products.

Gold Sponsor

\$1,000

1. 10 VIP event tickets
2. Advertisements:
 - Banners at the program site
3. Branding of printed material including RANA invitations, RANA flyers, RANA stage backdrop
4. A stall to showcase information materials and merchandise to the guests
5. Announcements via PA system during Holi celebration to promote your brand and/or products.

Wristband Sponsor

\$1,250

1. 10 VIP event tickets
2. Advertisements:
 - Prominent placement of brand on wristbands which is provided at the time of check in.
3. A stall to showcase information materials and merchandise to the guests
4. Announcements via PA system to promote your brand and/or products.

Silver Sponsor

\$500

1. Placement of banner advertisement on the program venue
2. 4 VIP events tickets

*Banner to be provided by the sponsor

Holi 2019 Sponsor Contract

The agreement made on this ____ day of _____ 2019, 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 2019 (hereinafter referred to as "Event"), to be held at Mission Sanjose High School.

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 25, 2019.
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 _____

Photographs of RANA Holi celebrations from prior years



