



**India Canada Association
Sunday September 10, 2017
Mela – South Asian Cultural Festival**

Following is a letter of agreement for our sponsorship participation with the Mela Festival 2017.

Media Sponsor

\$ 3,500.00 value: includes our logo on all event posters, flyers, website (www.melawaterloo.com) and recognize our sponsorship at the actual event.

In Turn, The Kitchener Post agrees to the following:

\$1,000.00 digital
\$2,500.00 promotional print ads @ 13X rate + 150 colour (to be allocated by August 14th.)

Cambridge Times (43,000 Tuesdays)

Kitchener Post (60,000 households Thursdays)

Waterloo Chronicle (32,000 Thursdays)

Guelph Tribune (45,000 Thursdays)

Your Investment: \$1,000

Total Value: \$3500

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