



India Canada Association of Waterloo Region

www.icawaterloo.com

Date:

To:

Dear :

Re: Sponsorship of Mela 2019

India Canada Association of Waterloo Region (ICA) invites you to be a sponsor of Waterloo Region's South Asian Cultural Festival (Mela 2019) to be held on **Sunday, September 8, 2019** at the City of Kitchener Rotunda and Carl Zehr Square situated in the downtown of Kitchener at 200 King Street West, Kitchener, Ontario. This year will mark the Festival's 16th year running.

As one of the oldest South Asian organizations in the Region, ICA draws its membership from the South Asian diaspora representing ethnic communities from India, Pakistan, Sri Lanka, Nepal, Bangladesh, Afghanistan, East and South Africa, immigrants who celebrate a unique commonality of cultural values. Thus, ICA's core mission incorporates diversity from these regions, that states that it is non-religious, non-political and non-ethnic.

Mela captures and kindles interest in everything South Asian – culinary delights, music, performances, fashion, jewelry, handicrafts, literature and so much more. For budding performers (dance, music, comedy, theatre), especially school children, *Mela* provides an excellent platform to showcase local talent. *Mela* grows every year in its reach into the main community and with an increasing population of South Asians making this Region their home. *Mela*, is a must-attend event in the Region's calendar and *Mela 2018* brought in over 4,000 visitors.

The success of *Mela* is dependant on a highly dedicated and experienced volunteer ICA Board and the absolute support of City of Kitchener, and numerous volunteers, but cannot continue without sponsorship. We ask you that you consider being a part of this wonderful event and your company can choose from one of the levels as shown below:

Levels of sponsorships:

Platinum (\$1,200):

- Logo on Mela website of India-Canada Association up to June 30, 2020.
- Premium logo placement on event poster.
- Opportunity to address the public during the opening ceremony
- Acknowledgement during the event.

Registered address: 64 Warren Road, Kitchener, ON, N2M 4T4. Phone contact: (519) 579-2797

Opportunity to market your business at the event.

Diamond (\$1,000):

Logo on the Mela website of India-Canada Association up to June 30, 2020
Logo on event poster.
Opportunity to display a company banner at the event
Acknowledgement during the event
Opportunity to market your business at the event

Gold (\$750):

Logo on the Mela website of India-Canada Association up to June 30, 2020.
Opportunity to display a company banner at the event
Acknowledgement during the event.
Acknowledgment on the sponsor board

Silver (\$500)

Acknowledgment on the sponsor Board
Acknowledgment at the event

Bronze (\$250):

Acknowledgment on the sponsor board.

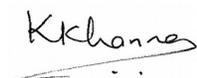
We also offer specific performance or artist sponsorship opportunities and you can obtain more details from ICA contact as below. While ICA believes in accommodating its loyal sponsors for many years, it is unable to offer exclusive sponsorship rights at this time.

If you have any questions about this event or sponsorship, please contact Chandrika Anjaria at (519- 579-2797 and you can also e-mail us at hello@icawaterloo.com.

Your support goes a long way in ensuring the success of the event. Kindly find attached a sponsorship request form. If interested in supporting this effort please complete and email Chandrika Anjaria at hello@icawaterloo.com by July 19, 2019.

Thank you in advance for your support.

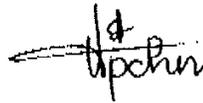
Yours sincerely,



Kokila Khanna
Past President
Chair
Organizing Committee



Chandrika Anjaria
Vice-President
Co-Chair
Organizing Committee



Sheela Samat-Spohn
Co-Chair, Mela
Organizing Committee



Vinesh Bakhru
President, Organizing Committee

16th Annual South Asian Cultural Festival – Mela 2019

Sponsorship Form

Please check (✓) the appropriate sponsorship level

Platinum Sponsorship
\$1,200

Diamond Sponsorship
\$1,000

Gold Sponsorship
\$750

Silver Sponsorship
\$500 or less

Silver Sponsorship
\$500 or less

Please fill out the portion below and email to Chandrika Anjaria at hello@icawaterloo.com Or call Chandrika at 519-579-279 or send by fax to 519 571 0945.

All cheques should be made payable to INDIA CANADA ASSOCIATION and sent before July 31, 2019 to:

India Canada Association
c/o Chandrika Anjaria (V.P.)
64 Warren Rd
Kitchener ON N2M 4T4
Canada.

Organization: _____

Address: _____ City: _____

Postal Code: _____ Phone: _____

Contact Person: _____

Title: _____

Signature: _____

E-mail: _____