



# India Canada Association of Waterloo Region

[www.icawaterloo.com](http://www.icawaterloo.com)

Date: June 4, 2018

## Re: **Mela 2018 on Sunday September 9 2018**

India Canada Association of Waterloo Region (ICA) was formed primarily to celebrate the rich South Asian culture brought by the students and professors at the University of Waterloo in the sixties. ICA is proud to have been the first such Organization formed in 1967 and was the primary attraction for many home sick immigrants and interested Canadians. Over the last fifty one years of its existence, ICA has grown from everyone participating in the activities, with many pot luck dinners and meetings and celebrations to a vast growth of various ethnic organizations in this Region. The growth in the South Asian Community in the Waterloo Region now exceeds 20,000. ICA continues the tradition of celebrating culture in manifold ways and with its mandate as a non-religious, non-ethnic group, it accomplishes a lot more through collaboration with the increasing number of other ethnic groups from South Asia.

ICA is proud to present its fifteenth (15<sup>th</sup>) South Asian Cultural festival (**Mela 2018**) on Sunday, **September 9, 2018** at the City of Kitchener Rotunda, Carl Zehr Square and Lobby situate in the downtown of Kitchener at 200 King Street West, Kitchener, Ontario.

Mela 2017 was held on a Sunday, which saw more families come out and enjoy the food, the wares and especially the entertainment, always a highlight, and which includes local artists and groups. Attendance by a diverse group of people, who call Waterloo Region their home, exceeded numbers from past years and many came to check out Mela 2017 as word has spread rapidly of this event, which has become a must attend annual festival. The greater attendance could be attributed to a larger audience reached through our media sponsors.

In terms of the vendors, there were more vendors and agencies with a variety of wares and information and who reported doing well. Agencies, such as Hope Spring were glad to be at the event to spread information of their services.

Entertainment was amazing as most of the participants were from local schools and organizations, some of whom have supported Mela from its inception. It was heartening to see performers from ages such as six now having their own dance groups. The program went without a hitch and there were no actual complaints of sound, delays, etc. even though some performers did not make it.

ICA worked with the Regional Health Department to ensure that the food vendors complied with all health regulations. Food vendors included Bombay Behl, Saffron, two local restaurants, and

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we had Susie's Kitchen providing delicious dosas, vadhas and sambhar from South India. There were long lines and ICA appreciates that many people came for the food.

ICA achieved success in holding Mela over the years, due to the continuous support of its sponsors and the dedication of a hardworking Board and volunteers. In 2018, ICA shall celebrate the fifteenth anniversary of a growing cultural festival with the large and growing population of South Asians, who call Waterloo Region their home and as such we have invested in putting our events on *Facebook*, our dedicated website, [www.melawaterloo.com](http://www.melawaterloo.com), and *Twitter*. We are planning to have a commemorative booklet to celebrate the fifteenth anniversary. All platinum sponsors shall obtain half a page of advertisement at the cost of ICA.

ICA is grateful to our sponsors, media sponsors and to the City of Kitchener for its manifold support in helping us in holding Mela. As this relationship strengthens, over the many years of co-operation and partnership, ICA envisions that, with the growth in the Festival, the relationships shall also expand with greater emphasis in reaching a wider public. Often, people hear about the event on the airwaves, or through newspapers.

ICA depends on the generosity of its sponsors to make Mela better and bigger. ICA invites you to join us again in sponsoring **Mela 2018** and your company can choose from the levels as shown below:

#### Levels of sponsorships:

##### **Platinum (\$1,000):**

- Logo on Mela website of India-Canada Association up to June 30, 2018.
  - Premium logo placement on event poster.
  - Opportunity to address the public during the opening ceremony
  - Acknowledgement during the event.
  - Opportunity to market your business at the event.
- Half page advertisement in the Commemorative book**

##### **Gold (\$750):**

- Logo on the Mela website of India-Canada Association up to June 30, 2018
- Logo on event poster.
- Opportunity to display a company banner at the event
- Acknowledgement during the event.

##### **Silver (\$500):**

- Logo on the Mela website of India-Canada Association up to June 30, 2018.
- Acknowledgement during the event.
- Acknowledgment on the sponsor board

##### **Bronze (\$200):**

- Acknowledgement at the event  
(For any sums less than \$200.00, acknowledgment at the event)
- 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.

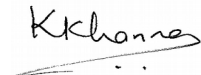
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If you have any questions about this event or sponsorship, please contact Chandrika Anjaria at (519- 579- 2797 Res. [canjaria@uwaterloo.ca](mailto:canjaria@uwaterloo.ca) you can also e-mail us at [hello@icawaterloo.com](mailto:hello@icawaterloo.com).

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 [canjaria@uwaterloo.ca](mailto:canjaria@uwaterloo.ca) by July 31, 2017.

Thank you in advance for your support.

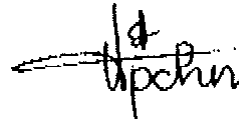
Yours sincerely,



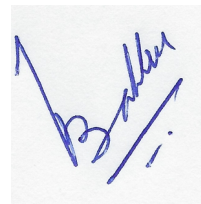
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