



Waterloo Region

**CELEBRATING 50TH ANNIVERSARY
CANADA'S SESQUICENTENNIAL ANNIVERSARY
150TH ANNIVERSARY OF IMPERIAL BANK OF COMMERCE**

Date:

To:

Dear :

Re: Mela 2017 on Sunday September 10, 2017

India Canada Association of Waterloo Region (ICA) celebrates 50 years in

Canada in 2017, a year we celebrate Canada's 150th and the 150th anniversary for CIBC, a valued sponsor of Mela for many years.

ICA is one of the first South Asian organizations in the Region and representing newcomers and Canadians, who wanted to celebrate the unique culture from South Asia and India, in particular. ICA came to be known as the centre for the promotion of anything Indian, including its unique food, music, dance, philosophy, dress, variety in languages and became a magnet for many students and professors, coming from India. As we celebrate ICA's fiftieth anniversary, we are proud that the trail blazers of the association had laid such solid foundation in Canada. We celebrate the fifty years within the 150th year of Canada as we see increasing numbers, and certainly over 30,000, people of South Asian origin calling this Region its home and a place to live and raise families.

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 other ethnic groups that have grown in the Region as immigrants align with their own particular interest based on language and religion.

ICA is proud to present its fourteenth (14th) South Asian Cultural festival (**Mela 2017**) on Sunday, **September 10, 2017** 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 2016 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. The fashion show arranged by Kaur Fashions from Cambridge, with the assistance of ICA board member, was a huge success; as was the dance performances from local schools, Laya Lasya Dance Studio under the stewardship of Suneetha Prakash; Shradda School of dance under Leena Ramachandran, who always supports us and Sri Abiramy Dance of Academy under the guidance of Selvi Sureswaran. Nidhi and Prachi brought their own flair, as did many performers, whose support to ICA is very loyal. Gabru Rangeelay from Brampton lent the Punjabi beat to the event. We appreciate the effort and work done by all to put together such wonderful entertainment.

Food Vendors in 2016 faced difficulties, but ICA proposes to attract a variety of foods from the manifold regions of India as the Region has seen many new restaurants offering Indian fare.

It is only through the continuous support of its sponsors and the dedication of a hardworking Board and volunteers, that ICA can hold this event so successfully. In 2017, ICA intends to reach a higher standard as it is a special year. We hope to make Mela 2017 bigger and better than past years and with that intention, we have invested in putting our events on *Facebook*, our dedicated website, www.melawaterloo.com, and *Twitter*. We have seen our audience grow.

To make Mela a success, ICA relies on its sponsors, the City of Kitchener for its manifold support and to our media sponsors. 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 2017** 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.

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.

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



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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 by July 31, 2017.

Thank you in advance for your support.

Yours sincerely,

Kokila Khanna
President
Chairperson, Mela
Organizing Committee

Chandrika Anjaria
Vice-President
Co-Chair
Organizing Committee

Sheela Samat-Spohn
Past-President
Co-Chair
Organizing Committee

14th Annual South Asian Cultural Festival – Mela 2017

Sponsorship Form

Please check (√) the appropriate sponsorship level

Platinum Sponsorship
\$1,000

Silver Sponsorship
\$500

Gold Sponsorship
\$750

Bronze Sponsorship
\$200 or less

Please fill out the portion below and email to Chandrika Anjaria at canjaria@uwaterloo.ca
Or call Chandrika at 519-579-2797 to send by fax please contact to her.

All cheques should be made payable to INDIA CANADA ASSOCIATION and sent before July 31, 2017 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: _____