



India Canada Association of Waterloo Region

www.icawaterloo.com

To:

Date:

Dear

Re: Mela 2022 on Sunday, September 11, 2022

India Canada Association of Waterloo Region (ICA) is proud to present its eighteenth (18th) South Asian Cultural Festival (*Mela 2022*) on **Sunday, September 11, 2022** at the City of Kitchener Rotunda and Carl Zehr Square situated in the downtown of Kitchener at 200 King Street West, Kitchener, Ontario.

The World Community had to grapple with the reality of Covid-19 in 2020 and the ensuing shut down of any community events, ICA was unable to hold Mela 2020, but we provided our members with an online reproduction of our past Mela entertainment in December 2020. In the year 2021, after the restrictions somewhat lifted, we held a mini version of Mela 2021, with only entertainment on October 17, 2021 at the Kitchener Farmer's Market. Strict protocol and observation of the health rules were followed at all times. The event was attended by 100 guests and the entertainment was recorded and many items were showcased for the virtual Republic Day celebrations on February 20, 2022.

Spring 2022 blew in with hope and anticipation with the opening up of the world at large and for permission to come together for communal activities and ICA prepares for Mela 2022. ICA shall observe at all times any rules and regulations concerning the protection of the public as announced by the Waterloo Regional Health Department.

ICA is 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.

Under the aegis of ICA, *Mela*, in its 18th year, is a must-attend event in the Region's calendar. The annual Event 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, songs, 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.

The exponential success of *Mela* can be contributed to a highly dedicated and experienced volunteer ICA Board. However, executing such a task would be near impossible without the

absolute support of City of Kitchener, numerous volunteers, and perhaps, the most important group – our main sponsors.

ICA invites you to join us in sponsoring **Mela 2022** and your company can choose from the levels as shown below:

Levels of Sponsorships:

Platinum (\$1,200):

Logo on Mela website of India-Canada Association up to June 30 2023.
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 (\$1,000):

Logo on the Mela website of India-Canada Association up to June 30, 2023
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

Silver (\$750):

Logo on the Mela website of India-Canada Association up to June 30, 2023.
Opportunity to display a company banner at the event
Acknowledgement during the event.
Acknowledgment on the sponsor board

Bronze (\$500):

Acknowledgement at the event
Acknowledgment on the sponsor board.
(For any sums less than \$500.00, acknowledgment on the sponsor board at the event)

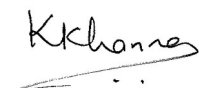
We also offer specific performance or artist sponsorship opportunities, and you can obtain more details from ICA contact as below. While ICA believes in accommodating its loyal sponsors for many years, it is unable to offer exclusive sponsorship rights at this time.

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 the Sponsorship Form and email it to Chandrika Anjaria at hello@icawaterloo.com by August 5, 2022.

Thank you in advance for your support.

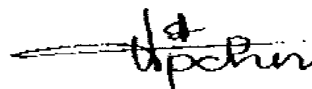
Yours sincerely,



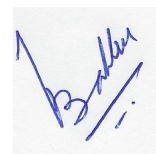
Kokila Khanna
Past President, ICA,
Chair, Mela
Organizing Committee



Chandrika Anjaria
Vice-President, ICA,
Co-Chair, Mela
Organizing Committee



Sheela Samat-Spohn
Director, ICA,
Co-Chair, Mela
Organizing Committee



Vinesh Bakhru,
President, ICA,
Co-Chair, Mela
Organizing Comm

18th Annual South Asian Cultural Festival – Mela 2022

Sponsorship Form

Please check (√) the appropriate sponsorship level;

Platinum Sponsorship \$1,200		Gold Sponsorship \$1,000	
Silver Sponsorship \$750		Bronze Sponsorship \$500	

Please fill out the portion below and email to Chandrika Anjaria at hello@icawaterloo.com or call Chandrika at 519-579-2797.

All cheques should be made payable to INDIA CANADA ASSOCIATION and sent before August 15, 2022, to:

India Canada Association of Waterloo Region
c/o Chandrika Anjaria (V.P.)
64 Warren Road, Kitchener
Ontario, N2M 4T4
Canada.

Organization/Company Name: _____

Address: _____ City: _____

Postal Code: _____ Phone: _____

Contact Person: _____

Title: _____

E-mail: _____ Phone: _____

Signature: _____