



# India Canada Association of Waterloo Region

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

Date: July 11, 2023

To:

**Re: Mela 2023 on Sunday, September 10, 2023**

India Canada Association of Waterloo Region (ICA) is proud to present its 19<sup>th</sup> Annual South Asian Cultural Festival (*Mela 2023*) on **Sunday, September 10, 2023, from 11:30 AM to 7:30 PM** at the City of Kitchener, Rotunda and Carl Zehr Square at 200 King Street West, Kitchener, Ontario.

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, Indian diaspora from the world, who celebrate a unique commonality of cultural values. Thus, ICA's core mission incorporates diversity from these regions, and states that it is non-religious, non-political, and non-ethnic.

*Mela* is one of the annual events of the Region that cannot be missed. 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. ICA welcomes agencies, at no cost, to participate in *Mela* to provide information as to facilities available in this Region.

Last year, *Mela 2022* was attended with great enthusiasm by the community that needed to celebrate the end of Covid protocols. *Mela 2022* was supported well by its sponsors, new and old, and food from different restaurants in the area provided a taste of the different regions of India. Entertainment was filled with so much talent that is now living in this Region and the bazaar offered a variety of wares. The South Asian community has grown tremendously in Waterloo Region, and this was reflected in the sponsorships, food vendors and in entertainment. The potential for growth of attendance at *Mela* leaps higher every year.

The exponential success of *Mela* can be attributed to highly dedicated and experienced ICA Board volunteers, who ensure adherence to local rules and regulations and specifically in the provision of food only by approved and regulated providers. This means that no prepared food can be handled by anyone else at *Mela*. However, executing such a task would be near impossible without the absolute support of the City of Kitchener, numerous volunteers, and ofcourse, the most important group – our main sponsors.

Registered address: 64 Warren Road, Kitchener, ON, N2M 4T4. Phone contact: (519) 579-2797  
Email: [hello@icawaterloo.com](mailto:hello@icawaterloo.com)

ICA invites you to join us in sponsoring **Mela 2023** and your company can choose from the levels as shown below:

### Levels of Sponsorships:

**Platinum (\$1,500):**

Logo on Mela website of India-Canada Association up to June 30, 2024.  
Premium logo placement on event poster.  
Opportunity to address the public during the opening ceremony.  
Acknowledgement during the event.  
Acknowledgment on the Sponsorship board at the event.  
Opportunities to display banners and market your business at the event.  
(a tent, two tables and two chairs shall be provided)

**Gold (\$1,250):**

Logo on the Mela website of India-Canada Association up to June 30, 2024  
Premium logo placement on event poster.  
Acknowledgement during the event.  
Acknowledgment on the sponsorship board at the event.  
Opportunities to display banners and market your business at the event.  
(a tent, one table, and one chairs shall be provided)

**Silver (\$750.00):**

Logo on the Mela website of India-Canada Association up to June 30, 2024.  
Acknowledgement during the event.  
Acknowledgment on the sponsorship board at the event.

**Bronze (\$300.00):**

Display of business cards on the Sponsorship Board at the event.

While ICA has believed in accommodating its loyal sponsors for many years, we are unable to offer exclusive sponsorship rights.

We also offer specific performance or artist sponsorship opportunities. You can obtain more details about the sponsorship and/or about this event from the ICA contact below.

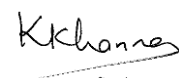
Your support goes a long way in ensuring the success of the event. Kindly find attached a Sponsorship Request Form. If interested in supporting this effort please complete the Sponsorship Form and email it to [hello@icawaterloo.com](mailto:hello@icawaterloo.com) by July 31, 2023.

Thank you in advance for your support.

Yours sincerely,



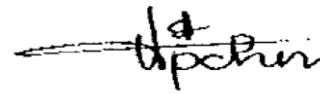
Vinesh Bakhru  
President, ICA



Kokila Khanna  
Past President, ICA,  
Chair, Mela



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



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

# 19th Annual South Asian Cultural Festival – Mela 2023

## Sponsorship Request Form

Please check (✓) the appropriate sponsorship level.

<b>Platinum Sponsorship</b> <b>\$1,500</b>		<b>Gold Sponsorship</b> <b>\$1,250</b>	
<b>Silver Sponsorship</b> <b>\$750</b>		<b>Bronze Sponsorship</b> <b>\$300</b>	

Please fill out the portion below and email to Chandrika Anjaria at [hello@icawaterloo.com](mailto:hello@icawaterloo.com) or call Shalini Gupta at 519-635 5216 if you need to speak.

All cheques should be made payable to INDIA CANADA ASSOCIATION and sent before July 31, 2023. **Payment can also be made via E-Transfer at [hello@icawaterloo.com](mailto:hello@icawaterloo.com)**

To:  
 India Canada Association of Waterloo Region  
 c/o Shalini Gupta  
 578 Sandbury Lane  
 Waterloo, Ontario, N2T 1Z5  
 Canada.

Organization/Company Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

Postal Code: \_\_\_\_\_ Phone: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Title: \_\_\_\_\_

E-mail: \_\_\_\_\_ Phone: \_\_\_\_\_

Signature: \_\_\_\_\_