

January 23, 2015

Dear Business owner,

Friends of India Society is a 501(c) (3) tax exempt organization serving the South Jersey area. Our mission is to promote and preserve the rich Indian culture and traditions through various events throughout the year. Our events are open to the entire community, irrespective of their race or religion.

Our annual signature event is Kite and Color Festival which is held on second Saturday of June every year at Buena Vista Camp Ground, Buena, NJ. This year it will be on Saturday, June 13th. This festival has been organized annually, in this region by Friends of India Society since 2006. Every year the number of participants has been increasing significantly. Last year we had more than 2500 participants from various parts of U.S.A. Everyone enjoyed flying complimentary authentic Indian Kites which were imported from India specifically for the event. The most unique part of the event is Holi which is also known as the Festival of Colors. We provided everyone with bright colored powders to be splashed on each other. In India, Holi is celebrated to welcome spring and to spread love and harmony through colors. In today's world we need to bring people from all religions and races together. The Friends of India Society is making an effort towards this by organizing this wonderful event.

We also host "NAVARATRI", a traditional dance evening sometime during October or November which attracts more than 700 participants from the region.

We organize Bollywood Musical show around Holiday season.

Friends of India Society also runs a program called "Sanskaar-keeping kids connected" which gives insight of rich Indian culture and traditions to the younger generation of our community. Sanskaar members volunteer in various community activities thus learning to be a responsible citizen. Since year 2008, Sanskaar has adopted a local park in Vineland and our young volunteers clean this park quarterly. Our annual Food Donation and Winter Coat Drive for local Salvation Army is another community service which is very successful due to hard work of these young volunteers. We also participated in American Cancer Society's Realy for Life this year and raised more than \$9000 in our maiden effort. More than 3600 underprivileged students in Mumbai, India are benefited with our "Project Book Bag" in past few years.

It will be very difficult for us to organize these events now and in the future without financial support from the community. Therefore we sincerely request your participation in our efforts to spread love and harmony through sponsoring our events. You will find detailed information in the attached sheet about various marketing opportunities available to you.

Thank you for your time,
Sincerely,
Yogesh Thakur
Chair, Sponsorship Committee

Sponsoring Levels:

1. Grand Sponsor: \$5000.00 (Only One Sponsor)

All our events will be named with your business/ Individual name. ie “9th Annual “_____” Kite and Color Festival”.

Your name or logo will be published on our all promotional materials such as flyers, emails, tickets etc. If provided, your banner will be placed at the location of the events next to our banner. We will print your name or logo on the front of the T-shirts alongside the event name for “Kite and Color Festival”. The T-shirts will be given complimentary to each ticket holder while supplies last. You will also be offered space for onsite promotion and complimentary tickets for every event. We will place your logo which will be linked to your website on our webpage dedicated to the sponsors on our website www.foisnj.org

2. PLATINUM SPONSOR: \$ 2500.00

Your name or logo will be published on our all promotional materials such as flyers, emails, tickets etc. If provided, your banner will be placed at the location of the events next to our banner. We will print your name or logo on the front of the T-shirts alongside the event name for “Kite and Color Festival”. The T-shirts will be given complimentary to each ticket holder while supplies last. You will also be offered space for onsite promotion and complimentary tickets for every event. We will place your logo which will be linked to your website on our webpage dedicated to the sponsors on our website www.foisnj.org

3. GOLD SPONSOR: \$ 1500.00

Your name or logo will be published on our all promotional materials such as flyers, posters and email circulations. The tickets will not have your name or logo. If provided, your banner will be placed at the location of the event. We will print your name on the back of the T-shirts which will be given complimentary to each ticket holder of “Kite and Color Festival”. You will also be given complimentary tickets for every event. We will place your logo which will be linked to your website on our webpage dedicated to the sponsors on our website www.foisnj.org

4. SILVER SPONSOR: \$ 1000.00

Your name or logo will be published on our flyers. We will print your name on the back of the T-shirts which will be given complimentary to each ticket holder of “Kite and Color Festival”. If provided, your banner will be placed at the location of the event. You will also be given complimentary tickets for every event. We will place your logo which will be linked to your website on our webpage dedicated to the sponsors on our website www.foisnj.org



Please fill out the form below and send it along with your company logo to info@fois.org . Please make your check payable to Friends of India Society and mail it to PO Box 72, Millville, NJ 08332.

To
The Secretary
Friends of India Society
Millville, NJ

We. (your business name) are pleased to inform you that we will be sponsoring your activities for the year 2015 in the capacity of _____ sponsor. Our company logo (soft copy in jpeg format) is attached with this mail. Also we are sending a check for \$_____ by mail/ Hand Delivery to your address or to your contact person.

Yours

Name of the company:
Contact person:
Contact Info: Tel:
Fax:
Email:
Postal Address: