



**IRCC**

INDIAN REGIONAL &  
CULTURAL CENTER

11<sup>th</sup>  
*Diwali*  
FESTIVAL  
OF  
LIGHTS



**SPONSORSHIP  
PACKAGE 2023**

Saturday, November 18, 2023  
Broward County Convention Center

## INTRODUCTION

We are pleased to announce that we are hosting the 11th Annual Diwali Festival of Lights on Saturday, November 18, 2023, at Broward County Convention Center in beautiful Fort Lauderdale, Florida. On behalf of the Indian Regional & Cultural Center (IRCC), a non-profit organization, we kindly request your support by extending a sponsorship for this event. This is our flagship event held in celebration of the Indian Festival of Lights called Diwali. It is our organization's mission to spread awareness about Indian culture in our diverse local community.

We provide an opportunity to children and adults to showcase their talent and knowledge of Indian culture on the stage. Over 1000 children and adults perform on stage in various segments of the cultural program including high school and college level folk dance competitions. We always have several local dignitaries from nearby cities and counties joining us and experiencing the event, often with their own families. Visitors get to enjoy cultural displays from all parts of India with music and dance performances in different categories such as Bhangra, Raas/ Garba/ Folk and Bollywood/ Fusion. In the past years, this event has proved to be a major attraction in Broward County with over 60 vendor booths and thousands of attendees each year!

The festivities will begin at 12 noon and end at 10 pm. Major events are scheduled between 4 pm and 9 pm.

In addition to the extravagant cultural entertainment program and competitions, several vendors display and sell food, clothes, jewelry and accessories, and services. Food vendors offer a variety of Indian and non-Indian delicacies. Visitors may also be able to get a quick application of henna on their hands in true Indian festive spirit!

We would very much appreciate your support in this community event with your sponsorship. The sponsorship package is enclosed listing the various levels of major sponsorship and advertising options in the magazine printed for the event. The magazine is distributed to attendees, sponsors, vendors and dignitaries. You can easily select a sponsorship package online at <https://irccflorida.org/sponsorship-signup/> or fill the form included as part of this package.

Please feel free to contact us if you have any questions.

**Durgesh Thaker, DDS**  
IRCC Diwali Festival of Lights Co-Chair  
Tel: 954-554-8739

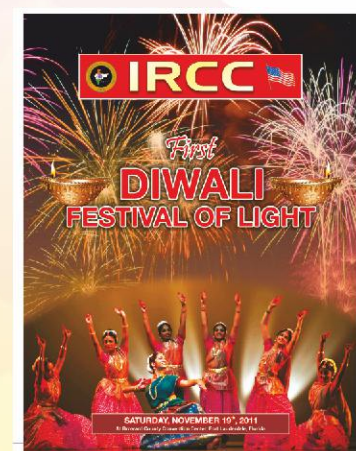
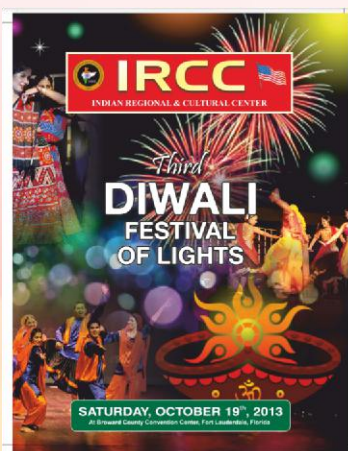
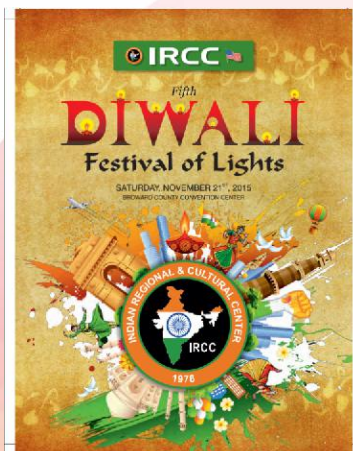
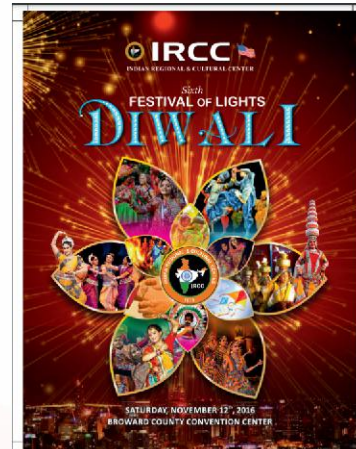
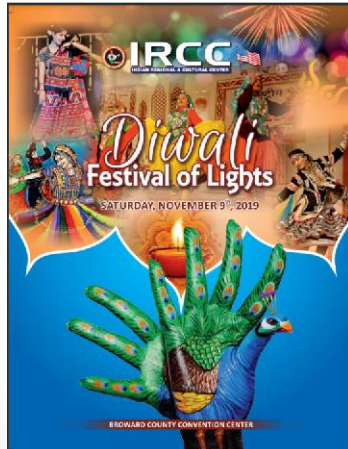
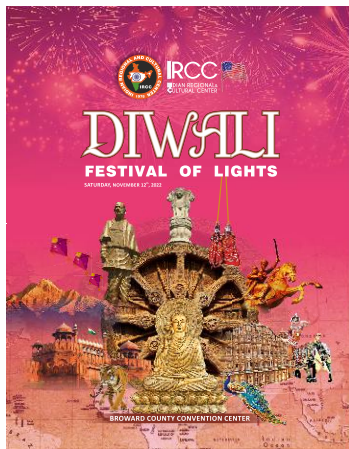
**Sanjay Gupta, CPA**  
IRCC Diwali Festival of Lights Co-Chair  
Tel: 954-461-4003

## ABOUT IRCC

Founded in 1978 by a small but culturally passionate group of Indian immigrants. IRCC was one of the first Indian organizations in South Florida whose sole purpose was to preserve and promote our rich Indian heritage and culture among families who had made America their home.

Over the years, the community came together to celebrate many festivals. This special bond brought them closer and kept ancient traditions and culture alive.

Today we stand recognized as a formal non-profit organization, registered with Internal Revenue Services under code section 501(c)(3). Our main contribution towards the growing Indian community is instilling the next generation with rich Indian traditions and strong appreciation for our heritage. We continue to host family events throughout the year and have also broadened our horizons to have our youth participate and host many charitable events.





## ABOUT IRCC DIWALI – FESTIVAL OF LIGHTS

Date: Saturday, November 18, 2023

Time: 12:00 pm to 10:00 pm

Venue: Broward County Convention Center

This is our flagship event celebrating the popular Indian Festival of Lights known as Diwali! Thousands of people have attended each year in the past, with over 1000 performers and 60-70 vendors from all over the USA artistically displaying and selling their products! We host Diwali to showcase the rich Indian cultural heritage and to delight our local community with entertainment, food and exciting shopping! Members of the South Florida community from all backgrounds and countries, come together to celebrate Diwali, representing unity through diversity.

The excitement of Diwali starts the moment you arrive. Smiling faces, upbeat music and elaborate costumes greet you as you enter the venue. As you walk around breathing in the aroma of authentic Indian cuisine, you are

transported to another part of the world.

The Diwali festival is perfect for families because it offers something for everyone. Children will spend hours delighted by the kids' area complete with bounce houses, crafts and more. Foodies will appreciate cooking demonstrations enhanced with samples and regional delicacies for purchase. Art lovers will be captivated by art displays, henna painting, rangoli (elaborate designs created using colored powder, rice or sand), and the music and dance shows from various parts of India. Fashionistas will be elated at the vibrant colors, intricate beadwork, texture, quality and selection of clothes, jewelry and accessories available for purchase - the range offered is unsurpassed in South Florida.

### Audience estimates:

This is the 10th annual Diwali Festival of Lights. It is one of the largest cultural events hosted in Broward County. Based on prior years' statistics and the large amount of advertising and promotion we plan to conduct this year, attendance estimates are as follows:

### TOTAL NUMBER OF ATTENDEES EXPECTED: ABOUT 10,000

MAIN COUNTIES ATTENDEES COME FROM:		BROWARD	MIAMI-DADE	PALM BEACH
Attendees from other areas:	Tampa	Orlando	Jacksonville	Gainesville
Number of participants: Over 1000		Ages of attendees: ALL ages	Number of food and non-food vendors: 60-70 (coming from all over USA)	



## PREMIUM SPONSORSHIP PACKAGE – IRCC DIWALI

As a premium Platinum, Diamond, Gold or Silver sponsor of IRCC Diwali – Festival of Lights 2023, you will not only be part of one of the largest cultural events in Broward County, but will also enjoy visibility and awareness of your brand to thousands of attendees from the Tri-County area and beyond! Sponsor the IRCC Diwali – Festival of Lights 2023 event and put your business front and center as a major supporter of culture.

Increase your reach and exposure to new clients, customers and businesses. As a Platinum and Diamond sponsor, you will even get some stage time for you to talk about your brand. Sponsorship fees are tax-deductible as we are a registered 501(c)(3) non-profit organization. See the chart below for specific benefits of premium sponsorship.

PREMIUM SPONSORSHIP BENEFITS	PLATINUM	DIAMOND	GOLD	SILVER
Cost	\$10,000	\$7,500	\$6,000	\$3,000
Recognition in media releases	✓	✓	✓	✓
Banner by the stage	2' x 6'	2' x 4'		
Speaking slot on stage by company rep.	5 minutes	3 minutes		
Recognition on stage in prime time by MC	✓	✓	✓	✓
Video ad on digital advertisement screen	✓	✓	✓	✓
Company logo and link on IRCC website	✓	✓	✓	
Complimentary booth at Festival of Light event	2	1	1	1
Complimentary entrance tickets	20	10	5	5
Banner in food court	3' x 8'	2' x 6'	2' x 6'	2' x 6'
Color advertisement in souvenir book	Full Back page	Full page Front Inside	Full page	Half page
Live Screen - projection / slide	✓			

### Exhibitor benefits available to all sponsorship tiers:

- One 10'x10' booth
- One 8'x2' table
- Two chairs
- Standard sign
- Electricity up to 500 Watts-201V.



Sample Image. Booth sizes may vary

## IRCC DIWALI – FESTIVAL OF LIGHTS 2023 – SPONSORSHIP FORM

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

Contact Person Phone#: \_\_\_\_\_

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

Your Website URL: \_\_\_\_\_ (The sponsor logo will be linked to this URL)

Business Name: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

### Sponsorship Level:

Platinum (\$10,000)

Diamond (\$7,500)

Gold (\$6,000)

Silver (\$3,000)

### Agreement:

I have read and agree to all Terms & Conditions and Terms of Operations of this package. In addition, we the participants, expressly release Festival of Lights Committee and Broward County Convention Center of and from any and all liability for any theft, damage, injury or loss to any persons and/or goods, which may arise from the licensing and occupation of exhibition space by us.

I've read and understood the above terms and verify that I am 18+ years of age.

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

Signed by (Name): \_\_\_\_\_ Title: \_\_\_\_\_

Date: \_\_\_\_\_

Make sponsorship check payable to "IRCC – Festival of Lights" and send to:

Sanjay Gupta ,CPA, 1776 N Pine Island Road Suite 309, Plantation, FL 33322. Alternately,

to sign up to be a sponsor, visit <https://irccflorida.org/sponsorship-signup/> to sign up and pay the sponsorship fee online. Payments are non-refundable.

Event Venue: Broward County Convention Center, 1950 Eisenhower Blvd.,

Ft. Lauderdale, FL 33316.

Event Website: [www.ftlauderdalecc.com](http://www.ftlauderdalecc.com)

### Move in and set up time:

Friday, November 17, 2023 - 4:00 PM – 7:00 PM  
Saturday, November 18, 2023 - 7:00 AM - 10:00 AM

Time of event: Saturday, November 18, 2023  
12:00 noon - 10:00 PM

### Contact for more info:

Durgesh Thaker, DDS,  
IRCC Diwali Festival of Lights Co-Chair  
Tel: 954-554-8739

Sanjay Gupta, CPA,  
IRCC Diwali Festival of Lights Co-Chair  
Tel: 954-461-4003

## ADVERTISEMENT PACKAGE – IRCC DIWALI

You love the idea of supporting our cultural event, but are just not able to make it as a premium sponsor this year? There are other advertisement opportunities available! Our program book is a beautiful, professionally designed magazine with the program agenda, participating teams, vendors, articles and much more. Attendees

to the event receive a program book which they refer to during the entire day, to get more information about the program, vendors, and advertisers. Advertisement charges are tax-deductible as we are a registered 501 (c)(3) non-profit organization. See the chart below for the types of advertisements available:

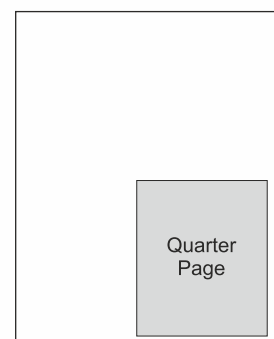
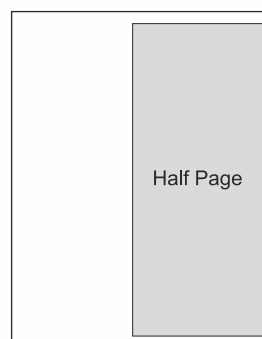
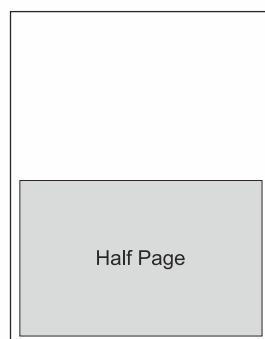
<b>Back Page*</b>	<b>\$2,000</b>
<b>Inside Front Page*</b>	<b>\$2,000</b>
<b>Inside Back Page</b>	<b>\$1,500</b>
<b>Center Spread</b>	<b>\$2,000</b>
<b>Full Page</b>	<b>\$850</b>
<b>Half Page</b>	<b>\$425</b>
<b>Quarter Page</b>	<b>\$275</b>

*\*Reserved for sponsor and subject to availability*

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### Advertisement Specs

<b>Ad Size</b>	<b>Artwork Size</b>	<b>Bleed Size</b>	<b>Live area</b>
<b>Back Cover</b>	<b>8.625 x 11.125</b>	<b>8.375 x 10.875</b>	<b>7.875 x 10.375</b>
<b>Inside Cover</b>	<b>8.625 x 11.125</b>	<b>8.375 x 10.875</b>	<b>7.875 x 10.375</b>
<b>Two Page Spread</b>	<b>17.25 x 11.125</b>	<b>17 x 10.875</b>	<b>16.5 x 10.375</b>
<b>Inside Full Page</b>	<b>8.625 x 11.125</b>	<b>8.375 x 10.875</b>	<b>7.875 x 10.375</b>
<b>Half Page Vertical</b>	<b>5.625 x 8.625</b>	<b>5.375 x 8.375</b>	<b>4.875 x 7.875</b>
<b>Half Page Horizontal</b>	<b>8.625 x 5.9375</b>	<b>8.375 x 5.6875</b>	<b>7.875 x 5.1875</b>
<b>Quarter Page</b>	<b>3.5 x 4.625</b>	<b>3.5 x 4.625</b>	<b>3.5 x 4.625</b>
<b>Quarter Page Island</b>	<b>4.9 x 4.75</b>	<b>4.9 x 4.75</b>	<b>4.9 x 4.75</b>





## IRCC DIWALI – FESTIVAL OF LIGHTS 2023 – ADVERTISEMENT FORM

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

Contact Person Phone#: \_\_\_\_\_

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

Business Name: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

### Advertisement size:

- Back Page (\$2,000)       Inside Front Page (\$2,000)       Inside Back Page (\$1,500)  
 Center Spread (\$2,000)       Full Page (\$850)       Half Page (\$425)  
 Quarter Page (\$275)

### Agreement:

I have read and agree to all Terms & Conditions and Terms of Operations of this package.

Please e-mail your digital advertisement in PDF file to [sponsor@irccflorida.org](mailto:sponsor@irccflorida.org) no later than October 10th, 2023. Please specify your business name and contact information while sending this email.

I've read and understood the above terms and verify that I am 18+ years of age.

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

Signed by (Name): \_\_\_\_\_ Title: \_\_\_\_\_

Date: \_\_\_\_\_

Make advertisement check payable to "IRCC – Festival of Lights" and send to: Sanjay Gupta, CPA, 1776 N Pine Island Road Suite 309, Plantation, FL 33322.

Payments are non-refundable.

Alternately, to sign up for an advertisement, visit <https://irccflorida.org/forms/> to sign up and pay the advertisement fee online.

### Contact for more info:

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IRCC Diwali Festival of Lights Co-Chair  
Tel: 954-554-8739

Sanjay Gupta, CPA,  
IRCC Diwali Festival of Lights Co-Chair  
Tel: 954-461-4003

# IRCC DIWALI FESTIVAL OF LIGHTS SPONSORSHIP – TERMS AND CONDITIONS

## 1. INTRODUCTION

We are pleased to present the IRCC annual general sponsorship package! Thank you for supporting IRCC in its cultural and community outreach endeavors. This sponsorship is an opportunity for businesses and individuals to reach the local South Florida community, especially the large Indian and South Asian population in the tri-county area.

## 2. GENERAL TERMS

- By submitting the form online or otherwise, and making the payment for the sponsorship, the sponsor agrees to abide by all guidelines, rules, terms, and conditions specified in this document and on the IRCC website. The sponsor also agrees that the contact person submitting the form on the IRCC website has the authority to bind the sponsor into this agreement with IRCC.
- The payment of the sponsorship fee is required before IRCC can publish the sponsor's logo on the IRCC website and any other materials.
- Once the sponsorship fee is paid and the sponsorship application is approved by IRCC, the sponsor's logo will be displayed on the IRCC website as a Diwali Festival of Lights sponsor. The logo will also be displayed on event flyers that will be

printed and distributed in the community as long as the sponsorship details and fees are received prior to the designing and printing of the flyers. The logo will also be displayed on one email sent to the entire community honoring our event sponsors, as long as sponsorship details and fees are received prior to the scheduled date of the email blast.

## 3. REVIEW AND APPROVAL OF APPLICATION

- The IRCC Board will review all submissions and approve or deny the submission. The IRCC Board will have exclusive authority to determine whether to accept a sponsorship application, and to reject or unpublish an existing sponsorship for any reason whatsoever.
- Payments made for Diwali Festival of Lights sponsorships are non-refundable.

## 4. LIABILITY

- IRCC shall not be liable for failure to perform its obligations under this contract as a result of strikes, riots, acts of God, terrorism, or any other cause beyond its control.
- Any and all matters not expressly provided for in this document or on the IRCC website will be at the sole discretion of IRCC.

Thank you for taking the time to review the IRCC Diwali 2023 sponsorship package. We sincerely hope that the information about IRCC, our mission, our audience and related sponsorship details will entice you to be a sponsor for this magnificent event scheduled on November 18, 2023 at the picturesque Broward County Convention Center in downtown Fort Lauderdale, Florida.

Please feel free to contact us with questions you may have about our sponsorship and advertisement packages.

We are very excited about the Diwali 2023 event, and we hope that you will sponsor the event and join us in this cultural extravaganza!

**Durgesh Thaker, DDS**  
IRCC Diwali Festival of Lights Co-Chair  
Tel: 954-554-8739

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