



2009 DIWALI CELEBRATION **Sponsorship Request**

Dear Prospective Sponsor,

Redmond Ridge is a unique and diverse community comprising of many cultures in over 1500 homes. Indians in particular are one such ethnic group who has a great presence within this community. As such, residents within the community organize an annual event celebrating Diwali (a.k.a. "Festival of Lights"), which is one of India's biggest festivals of the year. The celebration is conducted on a very large scale and open to everyone within the community. This is a great opportunity for your business to show your support and gain increased visibility into our community!

The grandeur nature of this event cannot be possible without volunteer help, ticket sales, ROA support, and most importantly sponsorship donations from local businesses such as yours. Sponsoring for such an event is a great means for you to reach a very large pool of potential customers and attain invaluable recognition. Here are some facts from the event held last year:

- 1.) Approximate Attendance: 500
- 2.) Length of Event: 7+ hours
- 3.) Press Coverage: Eastside Journal and ROA monthly newsletter
- 4.) # of Sponsors: 19
- 5.) # of Volunteers: 22

This year the festivities will be held on **Saturday, October 10th, 2009** at the Rosa Parks Elementary School. **We are expecting a increase in attendance and with your help much more involvement from our local sponsors.**

The sponsorship plan consists of 5 levels: **Diamond, Platinum, Gold, Silver, and Bronze**. Details of these levels are provided in the following page. Based on the level of sponsorship that is selected, you may qualify for free tickets for you or your business representative to attend the event. Donations can be made in the form of cash or check made payable to "Redmond Ridge ROA" for the purpose of "Redmond Ridge Diwali Celebration - 2009".

The Redmond Ridge ROA is a registered non-profit organization. Any donations provided will be tax deductible for your business. You will be provided an official receipt with the tax id number of the organization.

For more information on this festival, please visit <http://www.redmondridgediwali.com>.

SPONSORSHIP PLAN

#	LEVEL / RECOGNITION	MINIMUM AMOUNT
I.	DIAMOND: * Placement of Banner (max. 6 ft x 4 ft), provided by sponsor * Placement of Fliers and business cards * 4 announcements of the business name * Advertisement on the festival website * Four complimentary tickets	\$1,000 or more
II.	PLATINUM: * Placement of Banner (max. 4 ft x 3 ft), provided by sponsor * Placement of Fliers and business cards * Business name in program brochure * 3 announcements of the business name * Advertisement on the festival website * Two complimentary tickets	\$500 - \$999
III.	GOLD: * Placement of Banner (max. 3 ft x 2 ft), provided by sponsor * Placement of Fliers and business cards * Business name in program brochure * 2 announcement of the business name * Advertisement on the festival website * One complimentary ticket	\$350 - \$499
IV.	SILVER: * Placement of Banner/Sheet (max. 2 ft x 1 ft) * Placement of Fliers and/or business cards * Business name in program brochure * 1 announcement of the business name only * Advertisement on the festival website	\$100 - \$349
V.	BRONZE: * Placement of Fliers and/or Business cards * Business name in program brochure	\$50-\$99

Sponsorship Policies:

- All announcements shall be made by the Master of Ceremony ONLY
- As a courtesy, we ask that sponsors attending the event not pursue the attendees by trying to sell their product or services to them. The banners and MC announcements will provide sufficient coverage.
- Sponsors shall provide their banners, marketing material and/or business cards as soon as possible, preferably 1 week prior to the event. The committee will not be responsible for creating any logos or marketing materials.
- Banners will be installed by committee members only and in a visible location. No banners will be displayed on the stage.
- Display booths will be provided based on space availability only.
- Sponsorship committee reserves right to accept or reject any offer.