

RADIO ZINDAGI GANESH UTSAV MELA

“Bay Area’s very own Mumbai style Ganesh Festival”



8th, 9th, 10th & 11th September 2016

MILPITAS SPORTS PARK, MILPITAS
www.RadioZindagi.com





BE A SPONSOR

SUPPORT THE COMMUNITY

- Radio Zindagi Ganesh Utsav Mela (festival) sponsorship committee invites you to become a partner in celebrating the 2nd annual Ganesh Utsav festival on Sep 8th, 9th, 10th and 11th 2016 at Sports Complex in Milpitas (Proposed location).
- Ganesh Utsav is an annual festival (MELA) celebrated throughout India for hundreds of years highlighting cultural and historic events.
- In San Francisco, this annual event has come to be known as fun & cultural festival. The spirit of the festival has transcended beyond the Indian community to San Francisco (Bay Area) residents at large. The festival attracts participants across a wide spectrum of audience member comprised of people aged 5 to 95, men, women, and children; singles, couples, and families.
- The MELA (festival) is an outdoor event showcasing celebrity entertainment, food, merchandise, activities, cultural events, games and numerous community organizations. This year's celebration will consist of many exciting events culminating with regional performances by visiting artists from various states, India and other countries.
- Each year the MELA celebration is an amazing experience for the attendees as well as those who assist in making it happen.

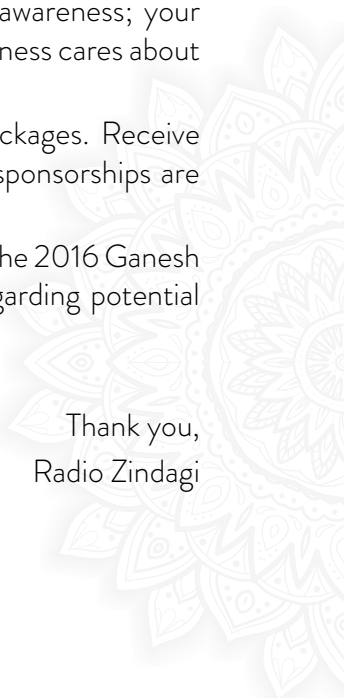
MEDIA OUTREACH

- We have launched our marketing campaign starting with social media and Radio presence. Our advertising plans (to name a few) include banners, posters, community billboards/calendars, email blasts, distribution of flyers (50,000 pieces) and partnering with local and national media (TV and radio stations) & community conscious organizations, such as yours.

PROMOTE YOUR BUSINESS

- The festival celebration provides an opportunity for you to reinforce your brand in the fast growing South Asian community in San Francisco (Bay Area). Your participation builds brand awareness; your engagement builds civil allegiance to your business; and your support proves that your business cares about its community.
- Become a sponsor today to enjoy the benefits of our fully integrated sponsorship packages. Receive guaranteed visibility in print advertising as well as a presence at the Festival site. Mela sponsorships are priced to encourage participations of business of all sizes.
- Radio Zindagi Ganesh Utsav committee looks forward to working with you as a sponsor of the 2016 Ganesh Utsav Celebration. We look forward to answering any questions that you may have regarding potential sponsorship opportunities.

Thank you,
Radio Zindagi





EVENT DETAILS / PROGRAM GUIDE

Event:
GANESH FESTIVAL

Proposed Location:
MILPITAS SPORTS PARK, MILPITAS

Dates:
8th, 9th, 10th & 11th September 2016

Timings:
10am to 10pm

Expected Attendees/Devotees:
50,000

NOTE ABOUT THE EVENT:

Ganesh Chaturthi is a Ten-days Hindu festival celebrated to honor the elephant-headed God Ganesh's birthday. It's a time of enjoyment and merriment for Ganesh Devotees. People take a break from their busy lives to immerse themselves in the celebration of the Ganesh Pooja.

- A 15 Foot Beautiful Ganesh Idol is specially being shipped from India
- Great Central Location
- Expected Audience: 50k - Tri City/Tri Valley, South Bay & Neighboring Cities
- Large scale event with two stages & led lights, vendor booths, performances, kids contests, cultural programs & entertainment
- Mumbai/Pune Style Lezhim and Dhol Rally
- Opportunity for attendees to participate in Maha-Aartis & pujas
- Daily Darshan
- Free Parking
- Daily Prasad
- 4thDay Visarjan Arrangement to San Francisco Bay





WHATS IN IT FOR THE SPONSORS

- Don't just witness history in the making – Be a part of history in the making. Sponsor Bay Area's Ganesh Chaturthi
- Instant Brand Recognition - banners n booths/announcements & acknowledgment at the event – the event is estimated to cater to 50K people
- Continued marketing through banners, posters, radio
- Become a community leader and conduct the Maha-aarti as an ambassador

GROUND MARKETING:

- Posters/Flyers/Banners
- Client Logos on all publicity material
- Media coverage
- Print Media - ads/articles/press releases
- Invitations to all major TV channels
- Community newspapers/magazines

SOCIAL MEDIA & EMAIL BLAST:

- Facebook/Twitter posts
- Email blasts per week
- Event footprint
- 2 large stages
- Metal overture above idol
- LEDs
- Vendor Booths
- Food Booths

RADIO COVERAGE:

- Radio Zindagi will be producing the event ad which will be aired every hour
- Live reads/mentions





GLIMPSES FROM GANESHA UTSAV 2015

- Radio Zindagi and its proud partners Divine Vastu, Divine Intuition and Ajaneyap Global hosted the first of its kind 4-day long Ganesh Utsav right here in the SF Bay Area region. The Ganesh Festival was visited by a whopping 30,000 plus devotees and Bay Area residents for whom it brought back memories & experience of the Mumbai/Pune style Ganpati events. Indians from all over the Bay Area came together to support this event and make it an astounding success
- A huge area of the New Park Mall Parking Complex in the Fremont/Newark area was commissioned for the event which featured a Ganpati Pandal in true Mumbai/Punestyle boasting of a 15-foot long Ganesh idol which was kept open for darshan to the public on all 4 days. This was a completely free community event with free food and prasada for all attendees
- The event agenda outlined Sponsor activities & booths, vendor stalls, two large stages adorned with flowers, laddoos and other festive items. There were daily Maha-aartis, Ganesh Pooja and Darshan and other festivities such as cultural programs, dance and music performances, painting & rangoli contests, Marathi style Lezhim and Ganesh Visarjan on the third day.
- The event garnered a lot of public praise and positive feedback which has encouraged Radio Zindagi to bring back the Ganesh Utsav as an annual signature event.





GLIMPSES FROM 2015







EVENT TITLE SPONSORSHIP - \$25,000

PACKAGE

- Sponsor recognized as Partner in event along with Radio Zindagi
- Sponsor partner acknowledgment in all advertising associated with the event
- Radio ads & live radio mentions
- Business name and logo on print aAds
- Business name and logo on all print banners & flyers
- Business name and logo on all online banners/flyers etc.
- One LED panel on stage with sponsor logo
- Two radio interviews (5 minutes each) during drive time shows on Radio Zindagi
- Sponsor to lead ONE Maha-Aarti
- Daily stage announcement
- 5 minutes of stage time DAILY – to promote Sponsor business
- 2 Booths at PREMIUM LOCATIONS will be provided at the event
- 1 Sponsor banner on the main entrance
- Sponsor can put up to 5 banners at the event ground





DIAMOND SPONSORSHIP - \$15,000

(IN ASSOCIATION WITH RADIO ZINDAGI)

PACKAGE

- Sponsor recognized as Diamond Sponsor in the event
 - Sponsor acknowledgment in all advertising associated with the event
 - Radio Ads – 1st placement in end tags
 - Logo on Print ads
 - Logo on all Print banners and flyers
 - Logo on all online banners/flyers etc.
 - Daily stage announcement
 - 5 minutes of stage time daily – to promote Sponsor business
 - Booths will be provided at the event – 2 premium booths at premium location
 - 1 Sponsor banner on main stage
 - Sponsor can put up to 3 banners at the event grounds
 - Sponsor to present performance certificates
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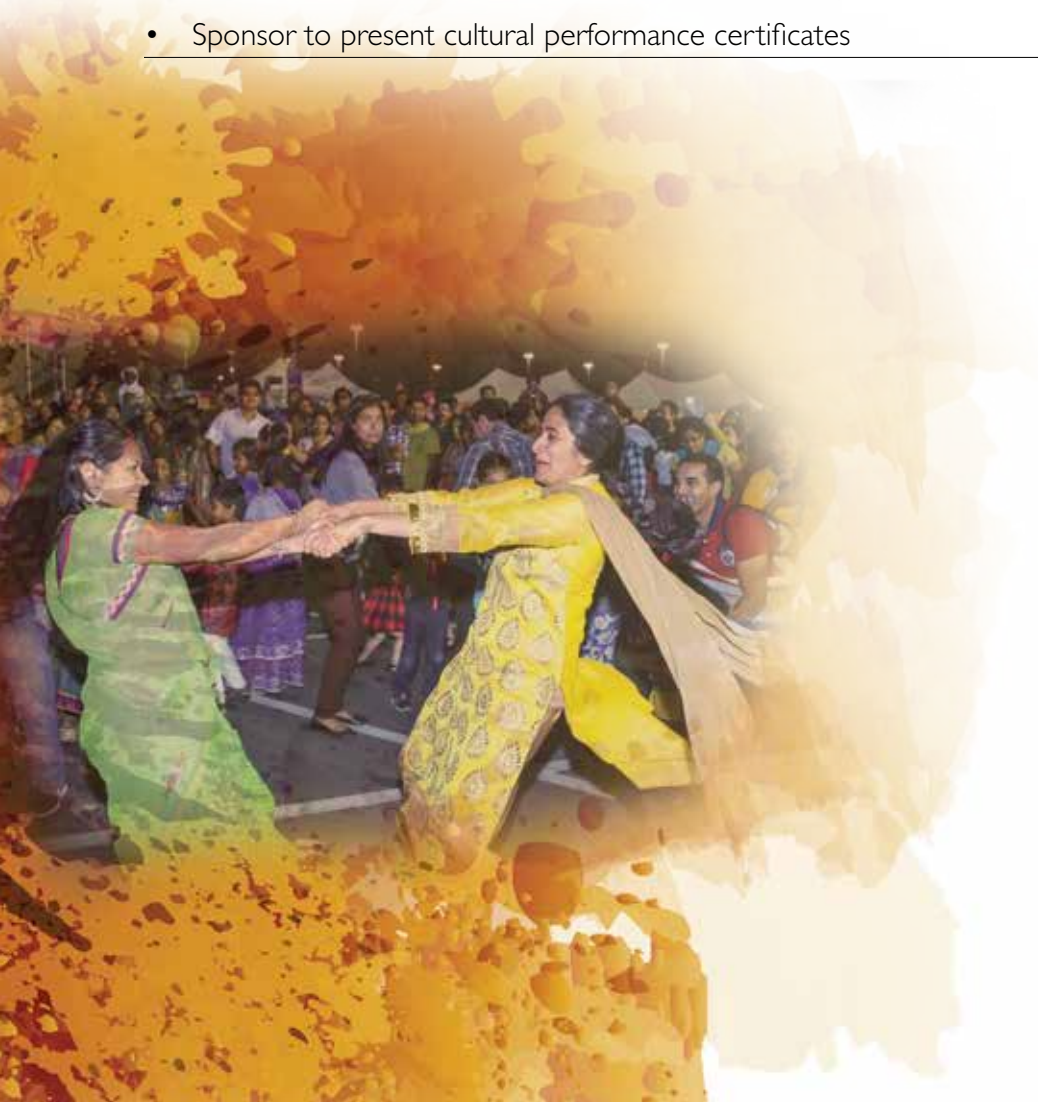




GOLD SPONSORSHIP - \$7500

PACKAGE

- Sponsor recognized as Gold Sponsor in the event
 - Sponsor acknowledgment in all advertising associated with the event
 - Radio Ads – 1ST placement after diamond sponsor in end tags
 - Logo on Print ads
 - Logo on all Print banners and flyers
 - Logo on all online banners/flyers etc.
 - Daily stage announcement
 - 2 minutes of stage time daily – to promote Sponsor business
 - Booth will be provided at the event – 1 PREMIUM BOOTH
 - 1 Sponsor banner on Performance stage
 - Sponsor can put up to 3 banners at the event grounds
 - Sponsor to present cultural performance certificates
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SILVER SPONSORSHIP - \$5000

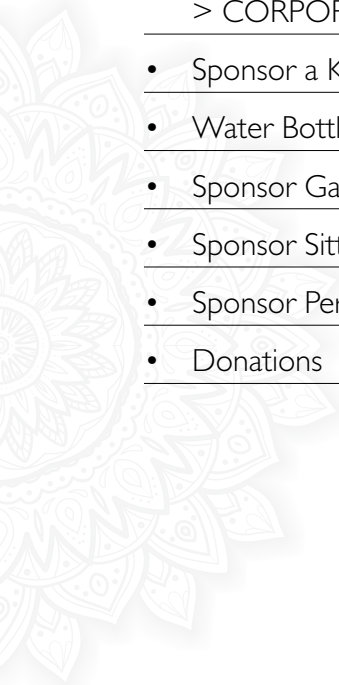
PACKAGE

- Sponsor recognized as Silver Sponsor in the event
- Sponsor acknowledgment in all advertising associated with the event
- Radio Ads – 2nd placement after gold sponsor in end tags
- Logo on Print ads
- Logo on all Print banners and flyers
- Logo on all online banners/flyers etc.
- Daily Stage announcement
- Booth will be provided at the event – 1 STANDARD BOOTH
- 1 Sponsor banner on Performance stage
- Sponsor can put up to 2 banners at the grounds
- Sponsor to present Art & Creativity certificates

IN KIND SPONSORSHIPS

- Sponsor a Booth

> REGULAR BOOTH	- \$1000
> PREMIUM BOOTH	- \$3000
> CORPORATE BOOTH	- \$5000
- Sponsor a Kid's Play Area - \$2000
- Water Bottle Sponsors - \$1000
- Sponsor Games & Activity Area - \$2000
- Sponsor Sitting area Pavilion - \$3000
- Sponsor Performance stage - \$5000
- Donations - any amount



CONTACT

Become a Sponsor

Call : Praveen Suggala : 510-453-1521
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For Booth opportunities

Call : Sehba Shah - 510-387-5381
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