

Gar Site Groad TIES & DEMO HOUSTON DIWALL FEST

6-9PM (ALL AGES) DIWALI BAZAAR FASHION SHOW 1 Cultural Performances Henna & Street Foods

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10-2AM

DIWALI PARTY FASHION SHOW 2 BOLLYWOOD PERFORMANCES HENNA & STREET FOODS LASER FIREWORKS

ROOFTOP MUSIC HALL MIDTOWN HOUSTON BOOTHS & SPONSORSHIPS: EVENTS@MASALARADIO.COM 281-277-6874

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11th ANNUAL HOUSTON DIWALI FEST

- MASSIVE INDOOR OUTDOOR VENUE WITH FULL GLASS RETRACTABLE ROOF
- DIWALI BAZAAR WITH FASHIONS, JEWELRY, HENNA & STREET FOODS
- 3500 ATTENDANCE IN 2 EVENTS BAZAAR & CELEBRATION
- DIETIES & DEMONS FASHION SHOW & LIVE PERFORMANCES
- DJS, LIVE VOCALS, TABLA, DANCERS, LASER FIREWORKS SPECTACLE

OUR TARGETED DIWALI CROWD

- CULTURALLY DIVERSE SOUTH ASIAN ETHNIC CROWD OF ALL AGES
- STUDENTS, PROFESSIONALS, BUSINESS COMMUNITY & CULTURAL INFLUENCERS
- OUR GOAL IS TO ALSO BRING DIWALI TO THE MAINSTREAM COMMUNITY

WHAT IS DIWALI?

- DIWALI IS THE LARGEST AND MOST SIGNIFICANT FESTIVAL OF INDIA
- INDIAN NEW YEAR REPRESENTS VICTORY OF GOOD OVER EVIL
- HOMES ARE DECORATED WITH RANGOLI ART & OIL LAMPS DIYAS
- BUSTLING BAZAARS LIT WITH COLORFUL LIGHTS & DECORATIONS
- DIWALI HONORS LAKSHMI, THE GODDESS OF WEALTH & PROSPERITY
- AUSPICIOUS TIME TO BUY GOLD, JEWELRY, CAR AND A NEW HOME
- FIREWORK DISPLAYS WHILE FAMILIES GATHER FOR FEASTS & GIFTS

WHY OUR SPONSORS LOVE HOUSTON DIWALI

- EXCELLENT VENUE TO REACH THE SOUTH ASIAN COMMUNITY
- STAGE RECOGNITION, BOOTHS, AND BANNERS IN THE DIWALI BAZAAR
- VIDEOS ON THE GIANT MAIN STAGE LED SCREEN

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- 10,000 FLYERS, BANNERS AND POSTERS ALL OVER HOUSTON WITH YOUR LOGO
- YOUR BRAND WILL BE PROMOTED ON MASALA RADIO BEFORE THE EVENT











FOR SPONSORSHIP & BOOTH INQUIRIES RINKU@MASALARADIO.COM



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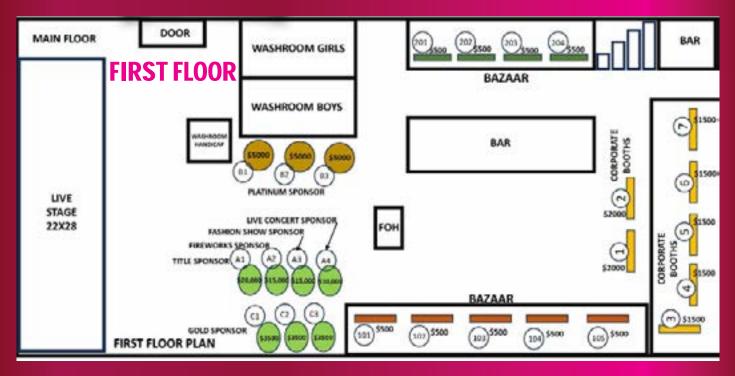
SPONSORSHIP PACKAGES

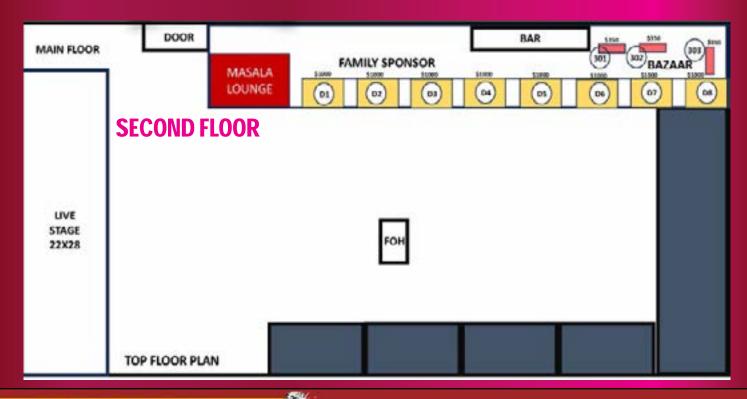
TITLE SPONSOR EVENT TITLE SPONSORSHIP INDIVIDUAL STAGE APPEARANCE VIDEO ADS & LED SCREEN SLIDES PREMIUM SECTION & BANNER DISPLAYS RADIO, PRINT & WEB PROMOTIONS VIP TICKETS & VALET PARKING	\$20,000	FIREWORKS SPONSOR SPECTACULAR LASER FIREWORKS INDIVIDUAL STAGE APPEARANCE VIDEO AD & LED SCREEN SLIDES PREMIUM SECTION & BANNER DISPLAY RADIO, PRINT & WEB PROMOTIONS VIP TICKETS & VALET PARKING	\$15,000
LIVE CONCERT SPONSOR MUSIC CONCERT SPONSORSHIP INDIVIDUAL STAGE APPEARANCE PREMIUM SECTION & BANNER DISPLAY RADIO, PRINT, & WEB PROMOTIONS VIP TICKETS & VALET PARKING	\$10,000	FASHION SHOW SPONSOR DIETIES & DEMONS FASHION SHOW INDIVIDUAL STAGE APPEARANCE PREMIUM SECTION & BANNER DISPLAY RADIO, PRINT, & WEB PROMOTIONS VIP TICKETS & VALET PARKING	\$7,500
PLATINUM SPONSOR GROUP STAGE APPEARANCE PREMIUM SECTION & BANNER DISPLAY RADIO, PRINT, & WEB PROMOTIONS VIP TICKETS & VALET PARKING	\$5,000	GOLD SPONSOR GROUP STAGE APPEARANCE PREMIUM SECTION & BANNER DISPLAY RADIO, PRINT, & WEB PROMOTIONS VIP TICKETS & VALET PARKING	\$3,500
FOOD BOOTH OUTDOOR COOKING BOOTH RADIO, PRINT & WEB PROMOTIONS VIP TICKETS & VIP PARKING	\$2,000	CORPORATE BOOTH 1ST FLOOR SECTION RADIO, PRINT, & WEB PROMOTIONS VIP PARKING PERMITS	\$1,500
CORPORATE SPONSOR 2ND FLOOR SECTION VIP PARKING PERMITS	\$1,000	INDIVIDUAL SPONSOR RADIO MENTIONS VIP TICKETS & VIP PARKING	\$500
MERCHANDISE FIRST FLOOR FIRST FLOOR SECTION SIZE: 2.5' X 8' TABLE VIP PARKING PERMIT	\$500	MERCHANDISE SECOND FLOOR Second Floor Section Size: 2.5' X 6' Table Vip Parking Permit	\$350

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SPONSORSHIP FLOOR PLANS





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SPONSORSHIP - BOOTH AGREEMENT

This is an agreement between Sponsor named below and Sandhya Thakkar of Masala Radio and Masala Entertainment entered into this _____ day of _____, 2023.

SPONSOR INFORMATION:

Business Name:	Contact Name:			
Street Address:				
City:	State:	Zip:		
Business #:	Fax #:	Cell #:		

Email Address:

SPONSORSHIP LEVEL & PROMOTIONAL DETAILS:

Please Check Sponsor Level:
☐Title Sponsor - \$20,000
Laser Fireworks Sponsor - \$15,000
Live Concert Sponsor - \$10,000
Fashion Show Sponsor - \$7,500
Platinum Sponsor- \$5,000
Gold Sponsor - \$3,500
☐Food Booth - \$2,000
Corporate Booth - \$1,500
Corporate Sponsor - \$1,000
Individual Sponsor - \$500
Merchandise First Floor - \$500
Merchandise Second Floor - \$350

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Promotion Details:	
Will you have a booth at the event?	
Yes No	

PAYMENT:

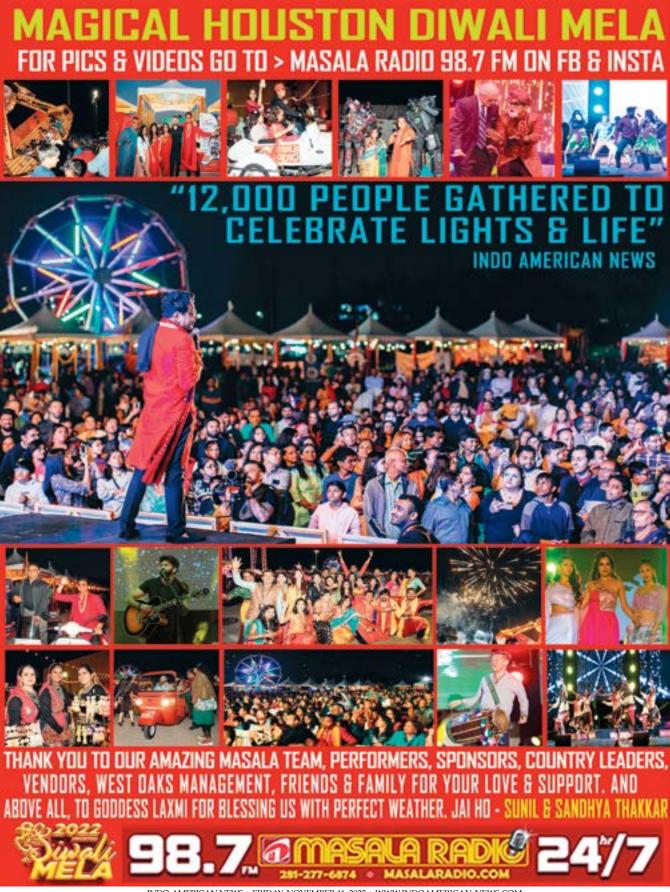
Invoices will be emailed immediately upon receipt of this signed form at admin@masalaradio.com or fax 281-277-6872. Please mail original signed form along with a check made out to MASALA ENTERTAINMENT to 2721 Fieldstone Street, Sugar Land, TX 77478. Sponsorship & Booths will not be confirmed without payment. Booth and Banner placement will be on a first come, first serve basis. Your signature below affirms your agreement to pay the circled sponsor/booth amount and to follow EVENT Rules & Regulations. Food Booths require permits & must be vegetarian.

Signature:

Date:

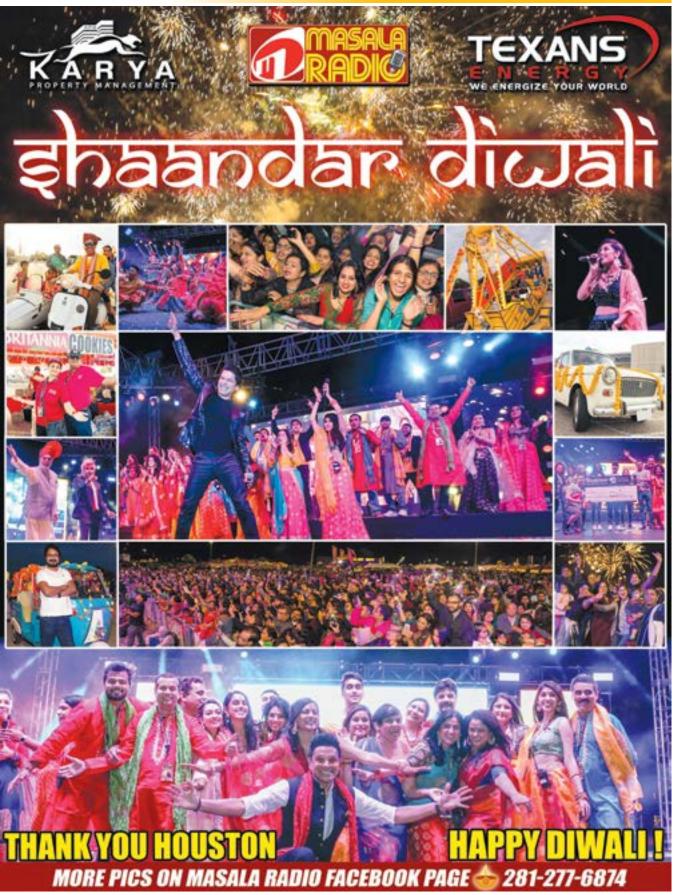
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12 November 11, 2022



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October 13, 2017

HOUSE FULL DIWALI MELA! INA DHAMAKA, ITNA PHATAK BHARAT MEIN BHI NAHIN DEKHA JOUSTON VASIYON KI JAI HO!



"THANK YOU HOUSTON, SPONSORS, PERFORMERS, VOLUNTEERS, VENDORS & ABOVE ALL GODDESS LAXMI. HAPPY DIWALI TO EVERYONE."

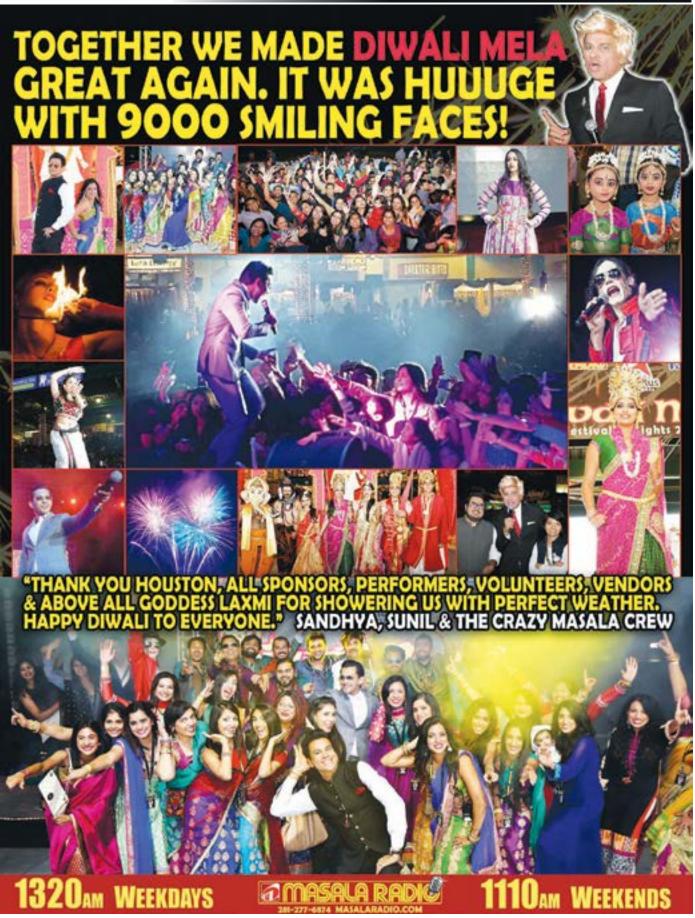


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Thousands Celebrate Masala Radio's Houston Diwali Mela

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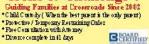
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FREE CONSULTATIONS - SUGAR LAND, TX - THURSDAYS - (281)265-2522

DIWALI FESTIVALS Shaan-daar Diwali Mela - Scene Created by Masala Radio!

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TVB Celebrates 10th Anniversary

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16 November 09, 2018 COMMUNITY Hindu Temple of the Woodlands Celebrates Diwali Mela

Houston Diwali Mela

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