



# HOUSTON DIWALI FEST 2026

SAT NOV 14  5 - 10PM



**BAZAAR**  
**CULTURAL DANCES**  
**FASHION SHOW**  
**FULJARI SPARKLERS**  
**STREET FOODS**  
**LIVE CONCERT**



LEVY PARK  UPPER KIRBY  3801 EASTSIDE

BOOTHs & SPONSORSHIP: SALES@MASALARADIO.COM  HOUSTONDIWALI.COM  832-744-3003



# HOUSTON DIWALI FEST 2026 SAT NOV 14 5 - 10PM

LEVY PARK UPPER KIRBY 3801 EASTSIDE  
RAIN DATE : SUN NOV 15 4 - 9 PM

## 14TH ANNUAL HOUSTON DIWALI FEST

- The BIGGEST Indian Diwali CELEBRATION in Houston
- Levy Park - A vibrant space inside the loop
- Bringing Diwali to our diverse Mainstream Community
- Indian Street Foods & Bazaar: Jewelry - Arts - Fashions
- Cultural & Bollywood Performances
- Live Concert / Dhol / Dancers / Fireworks



## WHAT IS DIWALI?

- Diwali is the largest and the most significant Festival of India
- Indian New Year - represents Victory of Good Over Evil
- Homes are decorated with Rangoli Art & Diyas (Oil Lamps)
- Bustling bazaars lit with colorful lights
- Diwali honors Lakshmi, the Goddess of Wealth
- Auspicious yime to buy Gold, Jewelry, Home, or Car
- Fireworks Display while families gather for feasts & gifts



## WHY SPONSORS LOVE HOUSTON DIWALI

- Excellent avenue to reach the entire South Asian Community
- Coverage in Social Media & Digital Marketing
- 200,000 Listenership on 98.7 FM Masala Radio across Houston
- 60,000 Followers on Facebook & Instagram
- 8,000 Eblast Subscribers / Logos on Flyers, Posters, Website
- Stage Appearances, Booths and Banners
- Logos on Giant LED Screen on Main Stage
- Brand Promotion on Masala Radio 2 weeks before event
- Flyers & Posters @ South Asian storefronts across Houston



FOR SPONSORSHIP & BOOTH INQUIRIES  
RINKU @MASALARADIO.COM 832-744-3003



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RAIN DATE : SUN NOV 15 4 - 9 PM

## SPONSORSHIP PACKAGES

<b>TITLE SPONSOR</b> PRIME TIME STAGE APPEARANCE 2 VIDEO AD & 5 LED SCREEN SLIDES PREMIUM BOOTH + LED BOOTH SIGN TOP LEVEL LOGO, WEB, PRINT & RADIO	<b>\$35,000</b>	<b>CONCERT SPONSOR</b> HEADLINER STAGE APPEARANCE 1 VIDEO AD & 3 LED SCREEN SLIDES PREMIUM BOOTH + LED BOOTH SIGN SECOND LEVEL LOGO, WEB, PRINT & RADIO	<b>\$25,000</b>
<b>FIREWORKS SPONSOR</b> FIREWORKS FINALE STAGE APPEARANCE 1 VIDEO AD & 2 LED SCREEN SLIDES PREMIUM BOOTH + LED BOOTH SIGN SECOND LEVEL LOGO, WEB, PRINT & RADIO	<b>\$20,000</b>	<b>PLATINUM SPONSOR</b> MAJOR ELEMENT STAGE APPEARANCE 1 VIDEO AD & 2 LED SCREEN SLIDES PREMIUM BOOTH + LED BOOTH SIGN THIRD LEVEL LOGO, WEB, PRINT & RADIO	<b>\$10,000</b>
<b>GOLD SPONSOR</b> GROUP STAGE APPEARANCE 1 LED SCREEN SLIDE BOOTH + LED LOGO BOOTH SIGN FOURTH LEVEL LOGO, WEB, PRINT & RADIO	<b>\$5,000</b>	<b>SILVER SPONSOR</b> GROUP STAGE APPEARANCE 1 LED SCREEN SLIDE BOOTH + LED LOGO BOOTH SIGN FIFTH LEVEL LOGO, WEB, PRINT & RADIO	<b>\$3,500</b>
<b>FOOD BOOTH</b> 10X20 BOOTH + LED LOGO BOOTH SIGN (+ \$100 LP APPLIANCE INSPECTION FEE ) LOGO, WEB, PRINT & RADIO	<b>\$3,000</b>	<b>DISCOUNTED FOOD BOOTH</b> 10X20 BOOTH + LED LOGO BOOTH SIGN (+ \$100 LP APPLIANCE INSPECTION FEE ) FIFTH LEVEL LOGO, WEB, PRINT & RADIO	<b>\$2,500</b>
<b>CORPORATE BOOTH</b> 10' X 10' BOOTH + LED LOGO BOOTH SIGN LOGO, WEB, PRINT & RADIO	<b>\$1,500</b>	<b>CORP/FAMILY SPONSOR</b> LOGO, WEB, PRINT & RADIO	<b>\$1,000</b>
<b>INDIVIDUAL SPONSOR</b> RADIO MENTIONS	<b>\$500</b>	<b>MERCHANDISE TABLE</b> ONE 3' X 8' TABLE	<b>\$500</b>



# HOUSTON DIWALI FEST 2026 SAT NOV 14 5 - 10PM

LEVY PARK UPPER KIRBY 3801 EASTSIDE

RAIN DATE : SUN NOV 15 4 - 9 PM

## 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 \_\_\_\_\_, 2026.

### SPONSOR INFORMATION:

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

### SPONSORSHIP LEVEL & PROMOTIONAL DETAILS:

<p>Please Check Sponsor Level:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Title Sponsor - \$35000</li> <li><input type="checkbox"/> Concert Sponsor - \$25,000</li> <li><input type="checkbox"/> Fireworks Sponsor - \$20,000</li> <li><input type="checkbox"/> Platinum Sponsor - \$10,000</li> <li><input type="checkbox"/> Gold Sponsor - \$5,000</li> <li><input type="checkbox"/> Silver Sponsor - \$3,500</li> <li><input type="checkbox"/> Food Booth - \$3,000</li> <li><input type="checkbox"/> Discounted Food Booth - \$2,500</li> <li><input type="checkbox"/> Corporate Booth - \$1,500</li> <li><input type="checkbox"/> Corp/Family Sponsor - \$1,000</li> <li><input type="checkbox"/> Individual Sponsor - \$500</li> <li><input type="checkbox"/> 3' x 8' Merchandise Table - \$500</li> </ul>	<p>Promotion Details:</p> <div style="border: 1px solid black; height: 150px; width: 100%;"></div> <p>Will you have a booth at the event?  <input type="checkbox"/> Yes    <input type="checkbox"/> No</p>
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### PAYMENT:

Complete & Sign this form and email to [rinku@masalaradio.com](mailto:rinku@masalaradio.com). Invoices will be sent within 48 hours followed by a call for credit card payment or Zelle payment to [sandhya@masalaradio.com](mailto:sandhya@masalaradio.com). 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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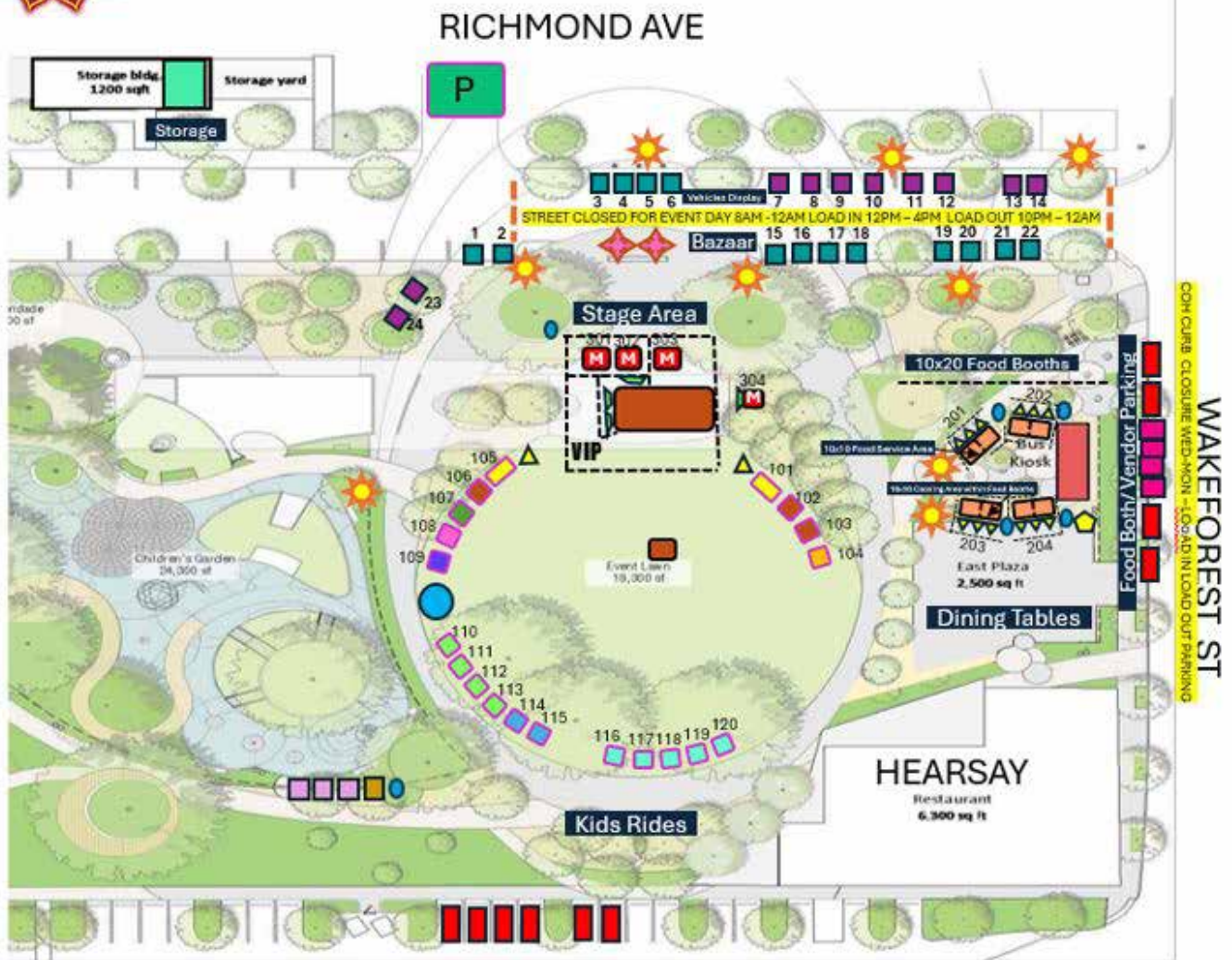


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# LEVY PARK | UPPER KIRBY SAMPLE 2025 LAYOUT



## DIWALI 2025 LAYOUT – SAT OCT 11 5-10PM



WAKEFOREST ST  
COH CURB CLOSURE WED-MON - LOAD IN LOAD OUT PARKING

- |  |                  |  |                  |  |                      |
|--|------------------|--|------------------|--|----------------------|
|  | TITLE SPONSOR    |  | RUBY SPONSOR     |  | CORPORATE SPONSOR    |
|  | DIAMOND SPONSOR  |  | PLATINUM SPONSOR |  | 10 x 20 FOOD BOOTH   |
|  | CONCERT SPONSOR  |  | GOLD SPONSOR     |  | PREMIUM BAZAAR TABLE |
|  | FIREWORK SPONSOR |  | SILVER SPONSOR   |  | BAZAAR TABLES        |



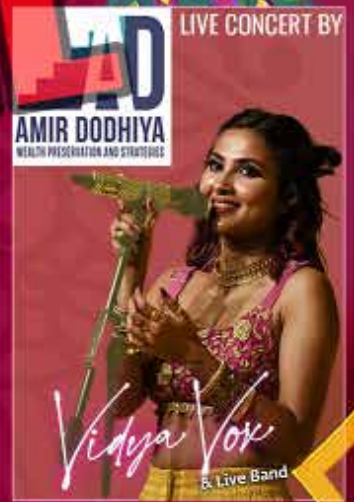
FREE EVENT

ALL WELCOME

# HOUSTON DIWALI FESTIVAL OF LIGHTS

## SAT OCT 19 5 - 10PM HOUSTON DIWALI FEST 2024

RAIN DATE : SUN OCT 20



LEVY PARK UPPER KIRBY 3801 EASTSIDE  
FREE STREET PARKING GARAGE PARKING \$5

DIWALI.COM MasalaRadio98.7FM BOOTHES & SPONSORSHIPS: EVENTS@MASALARADIO.COM 832-744-3007

# HOUSTON SHINES BRIGHT

A FESTIVAL OF LIGHTS, UNITY, AND CELEBRATION - HOUSTON DIWALI FEST 2025!

FOR ALL PICS >> MASALA RADIO 98.7 FM ON FB & INSTA



THANK YOU TO OUR AMAZING MASALA TEAM, PERFORMERS, SPONSORS, COMMUNITY LEADERS, VENDORS, LEVY PARK MANAGEMENT, FRIENDS & FAMILY FOR THE LOVE & SUPPORT. AND ABOVE ALL, TO GODDESS LAXMI FOR HER DIVINE BLESSINGS - SUNIL & SANDHYA THAKKAR

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**24<sup>hr</sup>/7**

Friday, October November 1, 2024 | Vol. 43, No. 44 \$1

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## Houston Diwali Shines Bright

P1-P2



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12 November 1, 2024

# HOUSTON *Siwali* SHINES BRIGHT

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12 November 17, 2023

# MAGICAL HOUSTON DIWALI FEST

"DEITIES OVERPOWERED THE DEMONS AT A PACKED HOUSE IN MIDTOWN HOUSTON"

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THANK YOU TO OUR AMAZING MASALA TEAM, PERFORMERS, SPONSORS, COMMUNITY LEADERS, VENDORS, RISE ROOF TOP MANAGEMENT, FRIENDS & FAMILY FOR THE LOVE & SUPPORT. AND ABOVE ALL, TO GODDESS LAXMI FOR HER DIVINE BLESSINGS - SUNIL & SANDHYA THAKKAR



देवी और दानव  
**DEITIES & DEMONS**  
HOUSTON DIWALI FEST

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**24/7**

# MAGICAL HOUSTON DIWALI MELA

FOR PICS & VIDEOS GO TO > MASALA RADIO 98.7 FM ON FB & INSTA



**"12,000 PEOPLE GATHERED TO CELEBRATE LIGHTS & LIFE"**  
INDO AMERICAN NEWS



THANK YOU TO OUR AMAZING MASALA TEAM, PERFORMERS, SPONSORS, COUNTRY LEADERS, VENDORS, WEST OAKS MANAGEMENT, FRIENDS & FAMILY FOR YOUR LOVE & SUPPORT. AND ABOVE ALL, TO GODDESS LAXMI FOR BLESSING US WITH PERFECT WEATHER. JAI HO - SUNIL & SANDHYA THAKKAR



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## Thousands Celebrate Masala Radio's Diwali Mela



Thousands celebrated Diwali @ Masala Radio's HOUSTON DIWALI MELA last Saturday. In a freak coincidence, it turned into a double celebration as midway through the event the Houston Astros won the World Series!

**P2**

## Success in the Mid Terms



**P3**

## IACF Gala: 'Bollywood Night'



**P6**

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 EARLY VOTING OCT 24 - NOV 4 | ELECTION DAY NOV 8 | [WWW.MASALARADIO.COM](http://WWW.MASALARADIO.COM)

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**THANK YOU HOUSTON** **HAPPY DIWALI!**

**MORE PICS ON MASALA RADIO FACEBOOK PAGE 281-277-6874**

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# 8th Annual Houston Diwali Mela

**Diwali Mela**  
Festival of Lights 2018

P5

## Election Results



Juli Mathew



K P George



Sri Preston Kulkarni

SUGAR LAND: Democrats from across Fort Bend County packed Madras Pavilion restaurant on election night, November 6 to see the voting results across the nation. Juli Mathew who ran for Fort Bend County Court #3 and K P George running for Fort Bend County Judge won in their races, marking the first time that these two offices have been held by South Asians. Sri Preston Kulkarni ran a competitive race, but lost to Congressman Pete Olson by 5% of the votes.

## SHEN YUN

Jones Hall Dec 26, 2018-Jan16, 2019

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October 13, 2017

# HOUSE FULL DIWALI MELA ! ITNA DHAMAKA, ITNA PHATAKA BHARAT MEIN BHI NAHIN DEKHA HOUSTON VASIYON KI JAI HO !



## 8000 LIGHTS PRAYER FOR PEACE



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



**1320AM WEEKDAYS**

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**1110AM WEEKENDS**

October 28, 2016

# TOGETHER WE MADE DIWALI MELA GREAT AGAIN. IT WAS HUUUGE WITH 9000 SMILING FACES!



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