



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


BAZAAR
CULTURAL DANCES
FASHION SHOW
FULJARI SPARKLERS
STREET FOODS
LIVE CONCERT

LEVY PARK ॐ UPPER KIRBY ॐ 3801 EASTSIDE

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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 Listerneship 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





HOUSTON DIWALI FEST 2026

SAT NOV 14 5 - 10PM

LEVY PARK UPPER KIRBY 3801 EASTSIDE

RAIN DATE : SUN NOV 15 4 - 9 PM

SPONSORSHIP PACKAGES

TITLE SPONSOR

\$35,000

PRIME TIME STAGE APPEARANCE
2 VIDEO AD & 5 LED SCREEN SLIDES
PREMIUM BOOTH + LED BOOTH SIGN
TOP LEVEL LOGO, WEB, PRINT & RADIO

CONCERT SPONSOR

\$25,000

HEADLINER STAGE APPEARANCE
1 VIDEO AD & 3 LED SCREEN SLIDES
PREMIUM BOOTH + LED BOOTH SIGN
SECOND LEVEL LOGO, WEB, PRINT & RADIO

TITANIUM SPONSOR

\$20,000

PRIME TIME STAGE APPEARANCE
1 VIDEO AD & 2 LED SCREEN SLIDES
PREMIUM BOOTH + LED BOOTH SIGN
SECOND LEVEL LOGO, WEB, PRINT & RADIO

PLATINUM SPONSOR

\$10,000

MAJOR ELEMENT STAGE APPEARANCE
2 LED SCREEN SLIDES
PREMIUM BOOTH + LED BOOTH SIGN
THIRD LEVEL LOGO, WEB, PRINT & RADIO

GOLD SPONSOR

\$5,000

GROUP STAGE APPEARANCE
1 LED SCREEN SLIDE
BOOTH + LED LOGO BOOTH SIGN
FOURTH LEVEL LOGO, WEB, PRINT & RADIO

SILVER SPONSOR

\$3,500

GROUP STAGE APPEARANCE
1 LED SCREEN SLIDE
BOOTH + LED LOGO BOOTH SIGN
FIFTH LEVEL LOGO, WEB, PRINT & RADIO

FOOD BOOTH

\$3,000

10X20 BOOTH + LED LOGO BOOTH SIGN
(+ \$100 LP APPLIANCE INSPECTION FEE)
LOGO, WEB, PRINT & RADIO

DISCOUNTED FOOD BOOTH

\$2,500

10X20 BOOTH + LED LOGO BOOTH SIGN
(+ \$100 LP APPLIANCE INSPECTION FEE)
FIFTH LEVEL LOGO, WEB, PRINT & RADIO

CORPORATE BOOTH

\$1,500

10' X 10' BOOTH + LED LOGO BOOTH SIGN
LOGO, WEB, PRINT & RADIO

CORP/FAMILY SPONSOR

\$1,000

LOGO, WEB, PRINT & RADIO

INDIVIDUAL SPONSOR

\$500

RADIO MENTIONS

MERCHANDISE TABLE

\$500

ONE 3' X 8' TABLE



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:

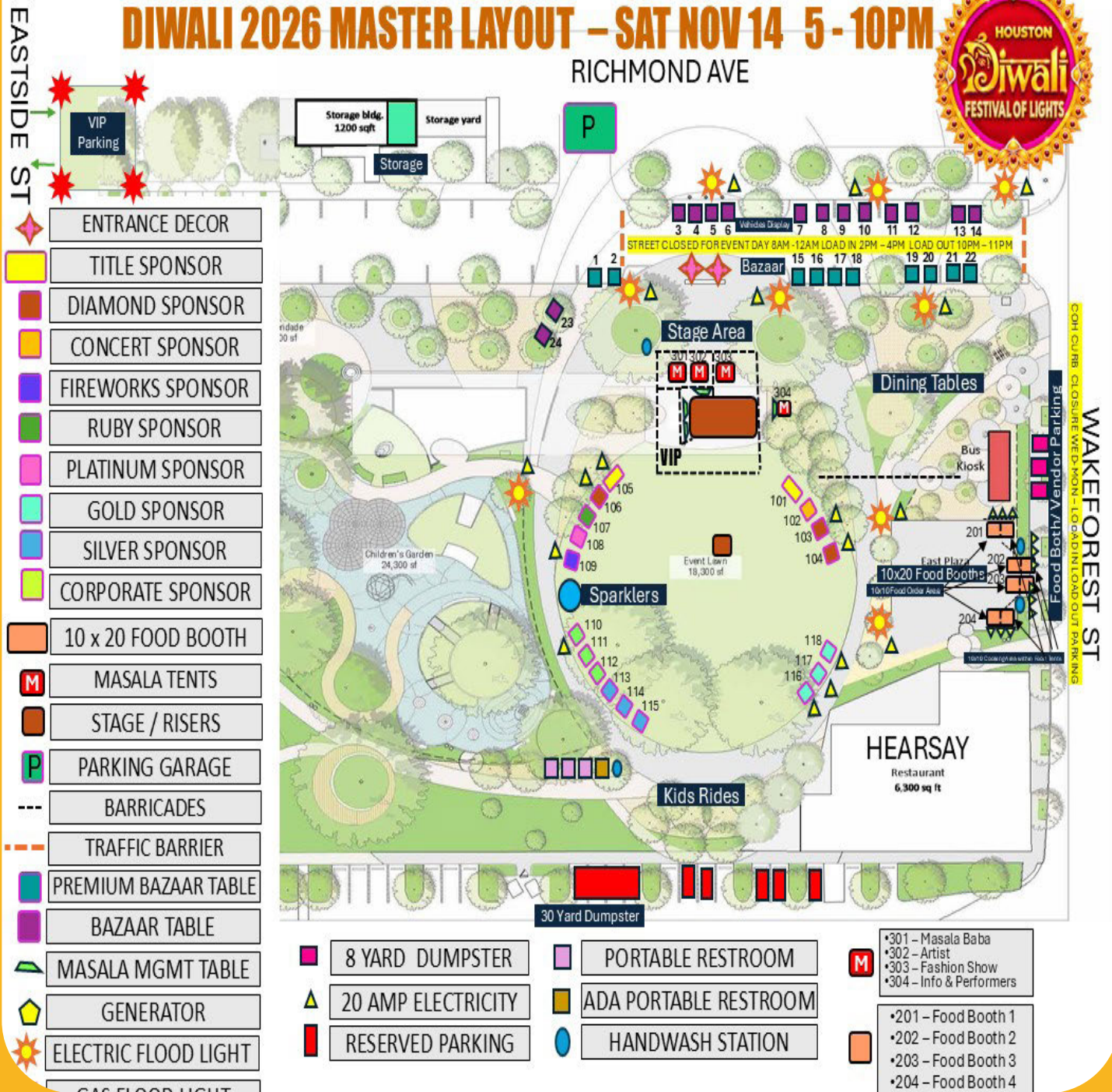
Please Check Sponsor Level: ☐ Title Sponsor - \$35000 ☐ Concert Sponsor - \$25,000 ☐ Fireworks Sponsor - \$20,000 ☐ Platinum Sponsor - \$10,000 ☐ Gold Sponsor - \$5,000 ☐ Silver Sponsor - \$3,500 ☐ Food Booth - \$3,000 ☐ Discounted Food Booth - \$2,500 ☐ Corporate Booth - \$1,500 ☐ Corp/Family Sponsor - \$1,000 ☐ Individual Sponsor - \$500 ☐ 3' x 8' Merchandise Table - \$500	Promotion Details: Will you have a booth at the event? ☐ Yes ☐ No
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PAYMENT:

Complete & Sign this form and email to 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. 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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LEVY PARK | UPPER KIRBY SAMPLE 2026 LAYOUT



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FASHION SHOW
DIWALI BAZAAR
STREET FOODS
CULTURAL DANCES
LASER SHOW

AMAZING LASER SHOW



HOUSTON DIWALI FEST 2025

SAT OCT 11, 5-10PM



LEVY PARK @ UPPER KIRBY 3801 EASTSIDE

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GOLD SPONSORS



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

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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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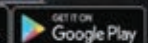
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Houston Diwali Shines Bright

P1-P2



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Masala Radio's Houston Diwali Fest 2024 Shines Bright



HOUSTON: Masala Radio's Houston Diwali Fest 2024 rocked thousands with a free, trendy, and inclusive location in the heart of Houston — Upper Kirby District's LEVY PARK with nonstop thumping stage entertainment, hustling & bustling bazaar, packed live street foods stalls, and incredible sponsored giveaways. "I was so happy to see my non-Indian friends there, thanks Masala Radio for bringing our culture to Houston's mainstream population!" said Dr. Nipa Sanghani.

This ancient festival of Good conquers Evil was made free to the public thanks to the generosity of title sponsors Majestic Developers, Ramji Law Group, and Parvez Jasani & Brijesh Chaudhry. The vivacious Vidya Vox was presented by Amir Dodiya of Wealth Preservations Strategies. Dodiya quoted "I have been sponsoring the Masala Radio Houston Diwali Fest for a decade, and this year's event was by far the best. Crowds-venue-entertainment simply spectacular. I've never seen a line this long at my booth before!". Fireworks were sponsored by Top Dog Fireworks in celebration of the first time in history that Harris & Fort Bend County allowed the sale of fireworks specifically for Diwali - last day being FRI NOV 1 midnight...!

Appearing first time in Houston, Vidya Vox belted out her originals Mad Dreams, Lost In The Summer, Tu Paas Aana to latest beats from Sundari. The live band performance with guitar, drums, and key-

board, sent the crowd into a higher level of musical pleasure. Record numbers of her Tamil & Telugu fans came for the few South Indian language hits, but the Bollywood Retro medley touched all with a nostalgic journey ending with Kai Ke Paan. Vidya Vox's ravishing beauty and equally matched her dance moves. Opening Act Reva Varghese charmed with her Bollywood hits accompanied by her own violin playing. Before that, Hamza Amir with Guitar led the crowd singing along the latest love melodies.

Chundi Pal directed an enchanting fashion show featuring the couture collection of Kawaljeet Kaur's Hidden Treasures. Culminating in a spectacular Sikh Punjabi wedding finale. The stage was bedazzled with lights, fog and screens enhancing top local dance productions in order of appearance: Sandhya Dance Studio, Syn-ergy Indian Dance Team, Dhadhak School of Performing Arts, Houston Bhangra Dhol Academy, Nupur Center of Performing Arts, Ethera Dance, Kathak Nritya Kala Kendra, Mystic Moves Dasara Dance, Nav Durga by Zakia, Katy Bollywood, Spotlight Dance Studio, Swati's Group, Houston Bhangra Academy, Infused Performing Arts, and Mayum. Just in time for the NOV 5 presidential elections, Amitabh Bachan played Kaun Banega Rastrapathi with Kamala Harris and Donald Trump. Fashions, jewelry and henna filled the brimming Bazaar featuring: Hidden Treasures, SeneNia Ma-

knoja, BK Crafts, Deepa Beauty, Pitara Jewelry, Highness Collection, Jin's Fashion, Kirrenlila Boutique, Hazel Threads, Sachi Jewelers, Poonam Decore, Veera and Sons, Pajama Bae, Sai Collections, Desi Inspire collection, Universal Door Meditation center, PickNWeat, Amy's Jewels and Henna Confidential.

Featured giveaways included Majestic Developers iPhone 16, henna, face painting & free water, iPhone 16, air pods, led garlands & glasses by Ramji Law Group, highly prized Deep Foods chutneys, snacks, and cookies, Diwali Tshirts by Amir Dodiya, Neptune Imports & Baulhaus Houston, Glow Sparklers by Top Dog Fireworks, Tara Capital backpacks, Royal Basmati Rice packets, \$50 gift cards from Tam Energy, Diwali coloring Books, crayons and stickers by Commissioner Andy Meyers, as well as an endless array of products and services from Artex Signs, Bob's Lounge & Lopes Lounge, Tanishq, George Willy & Associates, Hearsay, Narin's Bombay Brasserie, Arteverk and over 80 sponsors. Hearsay Levy Park, just opened in August 2024 with a full glass high ceiling restaurant, offered a special all day vegetarian Diwali fusion menu with delicious watermelon & feta tacos, jalapeno spinach & artichoke dip, fettuccine & Beyond Meatballs, pesto pasta, and amazing mocktails! Singham 3 promised the next BIG movie release for Diwali on FRI NOV 1 with one of the largest star casts seen in one film.

Décor featured an Instagramable entrance display of a nostalgic collections of 60s and 70 authentic records, 80s, 90s & early 2000s CDs, and a strew of Masala vehicles including Mumbai Rikshaw, Mumbai Patrol Maruti, 98.7 FM Hummer, Sholay Motorcycle, and open aired Rikshaws from Auto Wallah. Deco Arts created a grand Ganesh round mandap inner entrance. The most densely packed area had to be the Street Foods Festival. Madhuran Mirch Masala served varieties of chat custom made on the spot. Owner Chirag said "I am the first one to book a booth at the Houston Diwali festival every year, but this year we were sold out with the longest lines we have ever seen". Jay Bhavani lit tongues on fire with their Surti spicy Vada Pavs and grilled snacks. Desi Delights offer mouth-watering Punjabi curry's & classic naan. Newbie Desi District — just opened in Houston one month prior to the fest — became an instant fan favorite with all live cooking: live pani puri filled with warm Mumbai style ragada, and even live sugar cane juice. Deepti quoted "We had an hour-long line that just seem never ending, we have done a lot of outdoor festivals in Dallas and yet have never seen anything like this. It was it was phenomenal success".

Masala Radio was overwhelmed with the love expressed for Levy Park, which made it worth the struggle to meet the stringent their requirements & rules, along with those of Upper Kirby District, and

the City of Houston. Indeed, at the last minute, the fireworks were simply not permitted due to the abundance of dry trees, burn ban, and several other safety factors. But when Levy Park management asked the next day after the festival was over, "shall we meet about the date for next year...?" Masala management knew it had found a new home for this magnificent Houston Diwali Fest. Sandhya Thakkar said "We saw a wonderful mix of younger families—people in their 30s, 40s, and 50s—celebrating together, along with diverse couples and families. The crowd reflected a beautiful blend of South Asian and mainstream communities, all coming together to celebrate the festival of lights." Masala Radio's Sunil & Sandhya Thakkar would like to thank its incredible Crazy Masala Crew without whom the event wouldn't have achieved its radiant success. Office: Rinku, Jigisha, Suji, Nilesha, Aahil, Vidya. Festival: Vyoma, Badal, Eshal, Ninad, Jorge, Solail, UH Masters Students led by Rishita. Stage: Dilip, Haroon, Yumna, Mehran, Vinay, Alkesh, Priya, Sofia, Esha, Josh, and Rajoo, and the yearlong Radio Jockeys: Dilip, Ina, Swati, Ancees, Anit, Kiran, Amrita, Shweta, Grishma & Trisha. Photos & Video by SMB Photo. Special thanks to the next generation of Masala management: Sahil Thakkar & Priyanshi Kanabar. More amazing pictures on FB / IG HoustonDiwali & MasalaRadio98.7FM & houstondiwali.com.

HOUSTON *Siwali* SHINES BRIGHT

A FESTIVAL OF LIGHTS, UNITY, AND CELEBRATION - HOUSTON DIWALI FEST 2024!

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**

98.7  **MASALA RADIO** **24^{hr}/7**

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P2

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12 November 17, 2023

MAGICAL HOUSTON DIWALI FEST

"DEITIES OVERPOWERED THE DEMONS AT A PACKED HOUSE IN MIDTOWN HOUSTON"
FOR ALL PICS >> MASALA RADIO 98.7 FM ON FB & INSTA



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



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MAGICAL HOUSTON DIWALI MELA

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"12,000 PEOPLE GATHERED TO
CELEBRATE LIGHTS & LIFE"

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ABOVE ALL, TO GODDESS LAXMI FOR BLESSING US WITH PERFECT WEATHER. JAI HO - SUNIL & SANDHYA THAKKAR

2022
Diwali
MELA

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24/7

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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

MASALA RADIO 98.7 FM

EARLY VOTING OCT 24 - NOV 4 | ELECTION DAY NOV 8

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THANK YOU HOUSTON

HAPPY DIWALI !

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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 Solve **P8**
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Diwali Mela
Festival of Lights 2018

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October 13, 2017

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October 28, 2016

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& ABOVE ALL GODDESS LAXMI FOR SHOWERING US WITH PERFECT WEATHER.
HAPPY DIWALI TO EVERYONE." SANDHYA, SUNIL & THE CRAZY MASALA CREW**



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