



INDIA ASSOCIATION OF NORTH TEXAS

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Dear Sponsors,

The India Association of North Texas (IANT) is a 501(c) (3) Non-profit, non-political, non-sectarian organization. Established in 1962 and incorporated in 1976, with the primary purpose to serve the cultural and educational needs of the North Texas Indian community.

IANT's vision has been to serve our Indian community and for more than 6 decades we have increased the footprint of people of Indian origin through various community programs across disciplines. More than 100 Indian organizations are our Affiliate Partners.

IANT celebrated 62 years of service to the community this year and our first signature event was hosting the 47th India Day on 27th January 2024. This full day celebration of dance & singing was hosted to commemorate the 75th Republic Day of India. During this we had nearly 76 performances by 753 participants and thousands of people attended the event throughout the day.

Our second signature event is to celebrate International Women's Day on March 8th where we invite entrepreneurs, business leaders, homemakers, and other women from all walks of life to come to the podium and showcase their talents and be a source of inspiration.

Our biggest signature event is the Anand Bazaar which is organized to commemorate the Independence Day of India. During this event we have celebrity singers performing along with local groups. It has a fair like atmosphere around, with nearly 175 food and nonfood stalls, parade, honoring the veterans of Indian origin, children's play area, and other entertainment for more than 20,000 people who attend the event.

Last year IANT hosted consular camps, free blood donation drive, and health camps attended by well over 200 people at every camp. The free Health Care Camps help the uninsured or anyone who would like to get their vitals checked and consult the onsite medical specialists.

To make all these & other events possible, we look forward to your sponsorship and participation in community events hosted throughout the year and listed below! Be a part of our journey to collectively make a difference and join in our endeavors to serve the community.

Forever appreciative!

IANT Team

501 (c)(3) Non-Profit,
Non-Religious,
Non-Political Organization

Represents over 200,000
Asian Indian Americans in
N. Texas

Umbrella Organization
for more than 100 Indian
based organizations

Contributed over a million
dollars to charitable causes
since inception

Serving Community
Since 1962



2024 IANT SPONSORSHIP BENEFITS

IANT Sponsorship Benefits	Presenting	Platinum	Corporate	Gold	Silver
>= Sponsorship Amount (USD)	\$25,000	\$15,000	\$10,000	\$5,000	\$3,000
Complimentary VIP Tickets for IANT Signature events - India Day and Anand Bazaar	12	10	8	4	2
Complimentary Meet & Greet Tickets with the Main Artist of the Event, Anand Bazaar	8	6	4	N	N
Private Suite (Capacity of 20) – Dinner Included	1	Access to shared IANT Suite	Access to shared IANT Suite	N	N
Multimedia Advertising: Slide(s) Show at the Events – Times Shown	6	4	3	2	1
Multimedia Advertising: Video clip not to exceed 30 second(s) – Times played	4	3	2	1	0
Complimentary Tabletop Booth at Anand Bazaar	4	3	2	1	1
Advertisement in IANT Newsletter – Occurrence(s)	12	8	6	4	2
Coverage on all social media handles in one year	25	15	10	5	3
Advertisement in Event Program Brochure (if available)	Color Full Page Back Cover	Color Full Page Inside Cover	B&W Full Page	B&W Half Page	B&W Quarter Page
Business Logo on Event Flyers	Y	Y	Y	Y	Y
Logo on IANT Website and Flyers	Y	Y	Y	Y	Y
Your organization weblink on IANT Website	Y	Y	Y	Y	Y
Recognize with a Plaque (at Sponsors Appreciation Event)	Y	Y	Y	Y	Y
Invitation to business networking Events, if any	Y	Y	Y	Y	Y
Company Banners Display at Event location (Max size 4X6) – If Venue allows, may be replaced by Digital Screens	Up to 6	Up to 4	Up to 3	Up to 2	Up to 1
Your Organization Marketing Standees (Subject to Space)	Up to 4 Standees	Up to 3 Standees	Up to 2 Standees	Up to 1 Standees	Up to 1 Standees
Recognition in Publications or Post Event Updates to Community	Y	Y	Y	Y	Y
Recognitions Pre/post/during Event Functions	Y	Y	Y	N	N
Stage Time for Company Representative	4 Minutes	3 Minutes	2 Minutes	N	N
Press Release Recognition	Y	Y	N	N	N

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IANT Events throughout the year:



1. India Day
2. Anand Bazaar
3. International Women’s Day
4. Events by IANT Women’s Forum
5. Events by IANT Senior Citizens Forum
6. Events by Community Forum
7. Events by IANT Youth Forum
8. Thanksgiving Event – Breakfast/Lunch provided to PDs of different cities.
9. Volunteer Appreciation Event
10. Sponsor Appreciation Event
11. Webinars – Education and plethora of information on different topics such as wealth management, financial goal setting, retirement and social security benefits, campus, financial aid and housing for students,

Details of Benefits in the Sponsorship Package:

Benefit #	Description
VVIP/VIP Tickets (Meet & Greet Access)	At Anand Bazaar, IANT hosted a separate private event for Meet & Greet with our main STAR Performing Artist of the event. This was a great opportunity for Sponsor team to meet IANT Board & Trustees and have team pictures with the IANT team & the star performing artist.
Private Suite (Capacity of 20) – Dinner Included	At the venue of Anand Bazaar (Rough Riders Stadium), there are Private air-conditioned suites available which can accommodate up to 20 people. Suites have balconies with privileged access to view the live concert including all festivities and a TV in the suite streaming live relay of the on-stage performance. In addition, dinner is served in the Suite. Below are the pictures showing a glimpse of the suite. <div style="text-align: center;">  </div>



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<p>Marketed on Facebook and Instagram in 1 year</p>	<p>Presenting sponsor will get coverage 25 times a year, Platinum 15X, and Corporate 10X</p>
<p>Business Banner space on Ground Display</p>	<p>At the Rough Riders stadium, Sponsor can advertise their business by putting big size banners on the ground in the arena. These have high visibility to the attending audience throughout the stadium!</p> 
<p>Stand-Up Banners</p>	<p>Sponsor can put multiple Standee banners as per sponsorship level throughout the venue.</p>
<p>In ground Digital Banner display timelines associated with sponsorship levels</p>	<p>Sponsor can air Digital Advertisements/promotions on the Digital displays available in the stadium for everyone's visibility. The volume of screens and flow of your advertisement has an impactful outreach in promoting the brand to all the attendees as referenced below.</p> 
<p>Tabletop Booth</p>	<p>Dedicated space will be provided to Sponsor in key areas to promote product/services to all the attendees of the event. This is subject to the sponsorship level as define in the matrix on page 2.</p>
<p>Recognition on stage during event</p>	<p>IANT will recognize the Sponsor's contribution to the community during the event at the center stage. For details, reference the sponsorship matrix on page 2.</p>
<p>Stage Time</p>	<p>Sponsor will be provided time to speak about their product & services at the center stage and address all the attendees. For details, reference the sponsorship matrix on page 2.</p>
<p>Video Ad played on the screen (30 sec)</p>	<p>There is huge digital screen available at the venue to run the Sponsor's business product or services advertisement. For details, reference the sponsorship matrix on page 2.</p>

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Announcement of name during breaks	IANT will promote & announce Sponsor's names during the breaks.
Your Logo on all online media	Sponsor's logo will be included on the IANT website (www.iant.org) and all other online promotions.
Your name on event Flyer	Sponsor's Name will be displayed on all the event flyers. Below is our current sponsors logos section included in the flyer.
Bi-Weekly Newsletter	IANT sends Bi-weekly newsletter emails to 25,000+ recipients including IANT Members & community members who subscribed to the newsletter. Sponsor's product & services are highlighted in these newsletters with the flyer.
Event Supporter Plaque	IANT will honor & provide the plaque during the event to recognize the Sponsor on the center stage in front of all the attendees.
Recognition in Publications or Post Event Updates to Community	IANT will continue to advertise Sponsor's business name in all the Post event updates and other events hosted by IANT throughout the year depending on sponsorship level. IANT hosts various Consular Camps, Medical Camps, & other community event throughout the year.