



INDIA ASSOCIATION  
OF NORTH TEXAS

Date:

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. More than 100 Indian organizations are its Affiliate Members.

IANT in community service since 1962 and celebrating 2025 signature event was India Day (India's Republic Day) on 1<sup>st</sup> Feb 2025 as IANT's 48<sup>th</sup> year of hosting India Day in the DFW metroplex.

Our intent is to host all our events such as India Day, International Women's Day and Anand Bazaar to be **free for the whole community** with your support, trust, and partnership.

We look forward to your sponsorship, your participation in, and/or advertising your businesses in this mega celebration including other events throughout the year!

Please join us in our endeavors to serve the community.

**Forever appreciative!**

**IANT Team**



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 Artist(s) of the Event, Anand Bazaar	8	6	4	N	N
Private Suite (Capacity of 20) – Dinner Included	1	shared Suite Access for 8	shared Suite Access for 4	shared Suite Access for 2	N
Multimedia Advertising: Slide(s) Show at the Events – Times Shown	6	4	3	2	1
Multimedia Advertising: Video clip of 30 second is considered as 1 slot	6 slots	3 slots	2 slots	1 slot	0
Complimentary Table(s) at IANT India Day (If venue permits or where applicable)	Y	Y	Y	N	N
Complimentary Table/Booth at IANT Anand Bazaar (If venue permits or where applicable)	4	3	2	1	0
Your Business flyers in IANT Bi-Weekly / Monthly Newsletter Occurrence(s)	Every time	12	8	4	2
Consolidated Sponsor Logos in IANT Bi-Weekly / Monthly Newsletter Occurrence(s)	Y	Y	Y	Y	Y
Coverage on all IANT social media handles – Facebook Instagram, WhatsApp	25	15	10	5	3
Advertisement in Event Program Brochure (if Applicable)	Color Full Page Back	Color Full Page Back	B&W Half Page	B&W Half Page	B&W Quarter
One Sponsor Logo on IANT Flyers	Y	Y	Y	Y	Y
One Sponsor Logo on IANT Website	Y	Y	Y	Y	Y
Your organization weblink on IANT Website	Y	Y	Y	Y	Y
Promote Your Webinars / Events	2	1	N	N	N
Recognize your sponsorship in one of the IANT event	Y	Y	Y	Y	Y
Sponsor promotional slides on Digital Screens	Up to 6	Up to 4	Up to 3	Up to 2	Up to 1
Your Marketing Standee(s) (Subject to Space)	4	3	2	1	N
Post Event Social Media Marketing	Y	Y	Y	Y	Y
Sponsor time on Stage for your Representative	5 Minutes	3 Minutes	2 Minutes	N	N
Press Release Recognition	Y	Y	N	N	N
Corporate Logo on Events Tickets (if possible)	Y	N	N	N	N
Networking at Sponsor Appreciation Event	Y	Y	Y	Y	Y

# IANT Events for 2025:

## Signature Events

1. India Day (Republic Day)
2. Anand Bazaar (Independence Day)


## Events by Forums

3. Women's Forum - International Women's Day
4. Events by IANT Senior Citizen Forum
5. Events by IANT Youth Forum



INDIA DAY	FEB 1st	SLPS EVENT CENTER
FBI EVENT	FEB 15, 16 OR 20TH	IANT OFFICE - CYBER CRIMES, AI ETC
WOMEN'S DAY	MAR 8TH SAT	TBD
SENIOR CITIZEN	APR 4TH WEEK	AT A Community PARK
COMMUNITY CONNECT	JUN	EVENT CENTER (2 MONTHS FROM Anand Bazaar)
WEBINAR	Ad Hoc	Limited to Presenting, Platinum Only)
ANAND BAZAAR	AUG	FRISCO ROUGH RIDERS
National Cricket League	AUG	PARTNER - CRICKET GROUNDS - UTD
International CARROMS	SEP	PARTNER - US CARROMS
VOLUNTEER APPRECIATION	NOV	EVENT CENTER
THANKSGIVING Lunches	NOV	VARIOUS PD, FIRE STATIONS, VARIOUS CITIES
SPONSOR APPRECIATION	DEC	EVENT CENTER
Consular CAMP	Various	Based on Consul General Guidelines



## Details of Benefits in the Sponsorship Package:


Benefit #	Description
<b>VVIP/VIP Tickets (Meet &amp; Greet Access)</b>	Before 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.
<b>Private Suite (Capacity of 20) – Dinner Included</b>	<p>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 and a display of a view from of the suite.</p> 
<b>Marketed on Facebook and Instagram in 1 year</b>	Presenting sponsor will get coverage 25 times a year, Platinum 15X, and Corporate 10X
<b>Business Banner space on Ground Display</b>	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><b>Stand-Up Banners</b></p>	<p>Sponsor can put multiple Standee banners as per sponsorship level throughout the venue.</p>
<p><b>In ground Digital Banner display timelines associated with sponsorship levels</b></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><b>Tabletop Booth</b></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><b>Recognition on stage during event</b></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><b>Stage Time</b></p>	<p>Sponsor will be provided time to speak about their product &amp; services at the center stage and address all the attendees. For details, reference the sponsorship matrix on page 2.</p>
<p><b>Video Ad played on the screen (30 sec)</b></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>





	
<p><b>Announcement of name during breaks</b></p>	<p>IANT will promote &amp; announce Sponsor's names during the breaks.</p>
<p><b>Your Logo on all online media</b></p>	<p>Sponsor's logo will be included on the IANT website (<a href="http://www.iant.org">www.iant.org</a>) and all other online promotions.</p>
<p><b>Your name on event Flyer</b></p>	<p>Sponsor's Name will be displayed on all the event flyers. Below is our current sponsors logos section included in the flyer.</p>
<p><b>Bi-Weekly Newsletter</b></p>	<p>IANT sends Bi-weekly newsletter emails to 25,000+ recipients including IANT Members &amp; community members who subscribed to the newsletter. Sponsor's product &amp; services are highlighted in these newsletters with the flyer.</p>
<p><b>Event Supporter Plaque</b></p>	<p>IANT will honor &amp; provide the plaque during the event to recognize the Sponsor on the center stage in front of all the attendees.</p>
<p><b>Recognition in Publications or Post Event Updates to Community</b></p>	<p>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, &amp; other community event throughout the year.</p>