



**INDIA ASSOCIATION
OF NORTH TEXAS**



INDIA ASSOCIATION OF NORTH TEXAS, *Serving Community Since 1962*

2026 Sponsorship Opportunities

Partner with North Texas's largest Indian-American community organization — reaching thousands of families through India Day, Anand Bazaar, and year-round programming.

1962

Founded — 60+ years serving DFW

100k

Household Reach

10,000+

Avg. attendees per signature event

250k

Reach in Social Media

5

Sponsorship tiers, \$3K–\$25K+

350 Years

Combined Community Experience



Why Partner With IANT

A trusted, six-decade gateway into the North Texas Indian-American community

The India Association of North Texas (IANT) is a 501(c)(3) non-profit founded in 1962, serving the cultural, educational, and civic needs of one of the fastest-growing Indian-American communities in the United States.

IANT's signature events — India Day and Anand Bazaar — draw large, multi-generational crowds and consistently rank among the most visible South Asian cultural celebrations in the Dallas–Fort Worth Metroplex.

Sponsors gain direct, trusted access to an engaged, high-income, brand-loyal community — across stage time, hospitality, print, digital, and social channels.



Engaged Community

Reach thousands of families at flagship cultural events plus year-round digital touchpoints.



Premium Visibility

Stage time, hospitality, print, and broadcast-style exposure scaled to your sponsorship tier.



Meaningful Goodwill

Support a 60+ year non-profit while building lasting brand affinity in a loyal market.

Our Signature Events

The two flagship platforms where your sponsorship comes to life.



India Day

IANT's flagship Republic Day celebration — a vibrant showcase of cultural performances, traditional music and dance, food stalls, and community booths.

- 4,000+ average attendees
- 100+ Cultural performances & dance
- Community & business booths
- Multi-generational audience



Anand Bazaar

A festive marketplace and entertainment event featuring artist performances, meet & greets, and an immersive sponsor activation environment.

- 10,000+ average attendees
- 100+ Vendor & sponsor booths
- 25+ Stage performances, Parade, Music Concert
- High foot-traffic format

Other Events Round The Year

Here is our Annual event calendar, that will boost your presence



Other Events

Apart from Signature Events, the following year round events will keep our audience engaged. Your brand visibility will be there in each of these events.

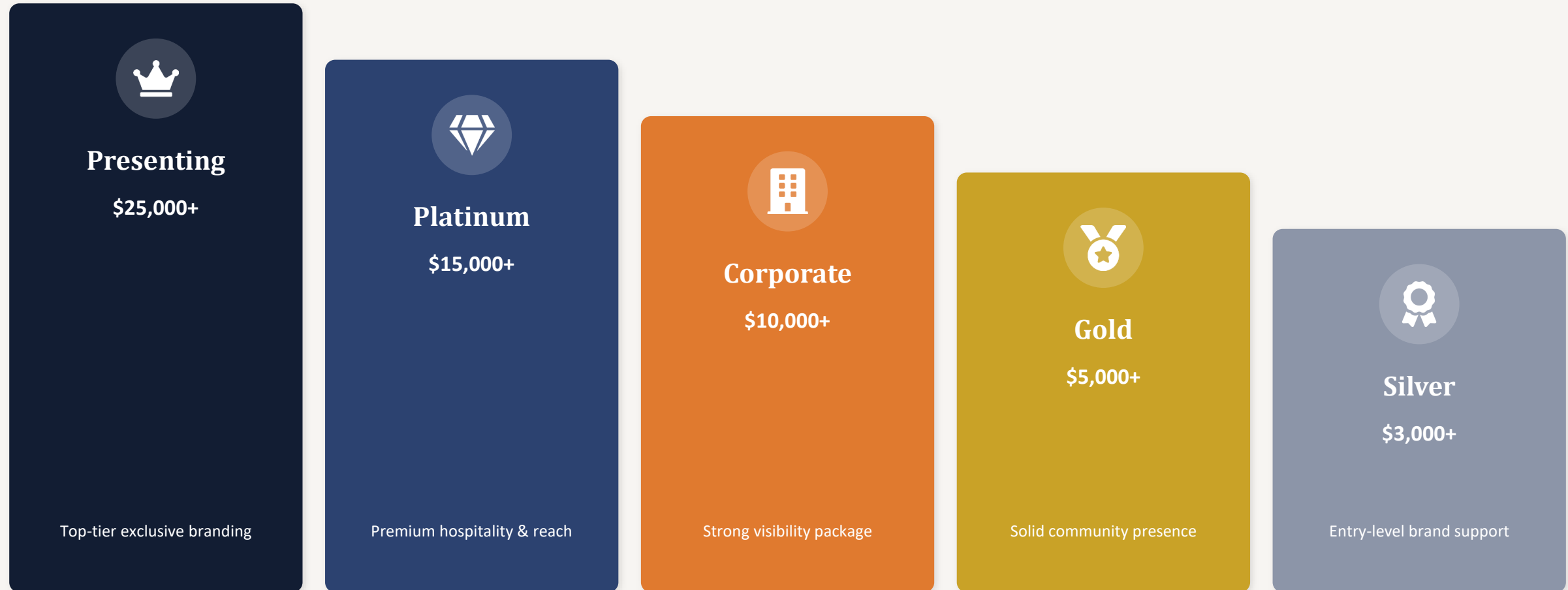
- MAR - International Women's Day
- APR - Senior Citizen Get together
- JUN - International Day of Yoga
- JUN - Community Connect, Youth Events



- SEP - Youth Forum Activities
- OCT - Gandhi Jayanti & Peace Walk
- NOV - Thanksgiving Lunches for 12+ First Responders
- DEC - Health Fair & Blood Donation Drive
- 2-3 Consular Camps
- Ad-hoc-Events – Need based

Annual Sponsorships - Five Tiers, One Shared Stage

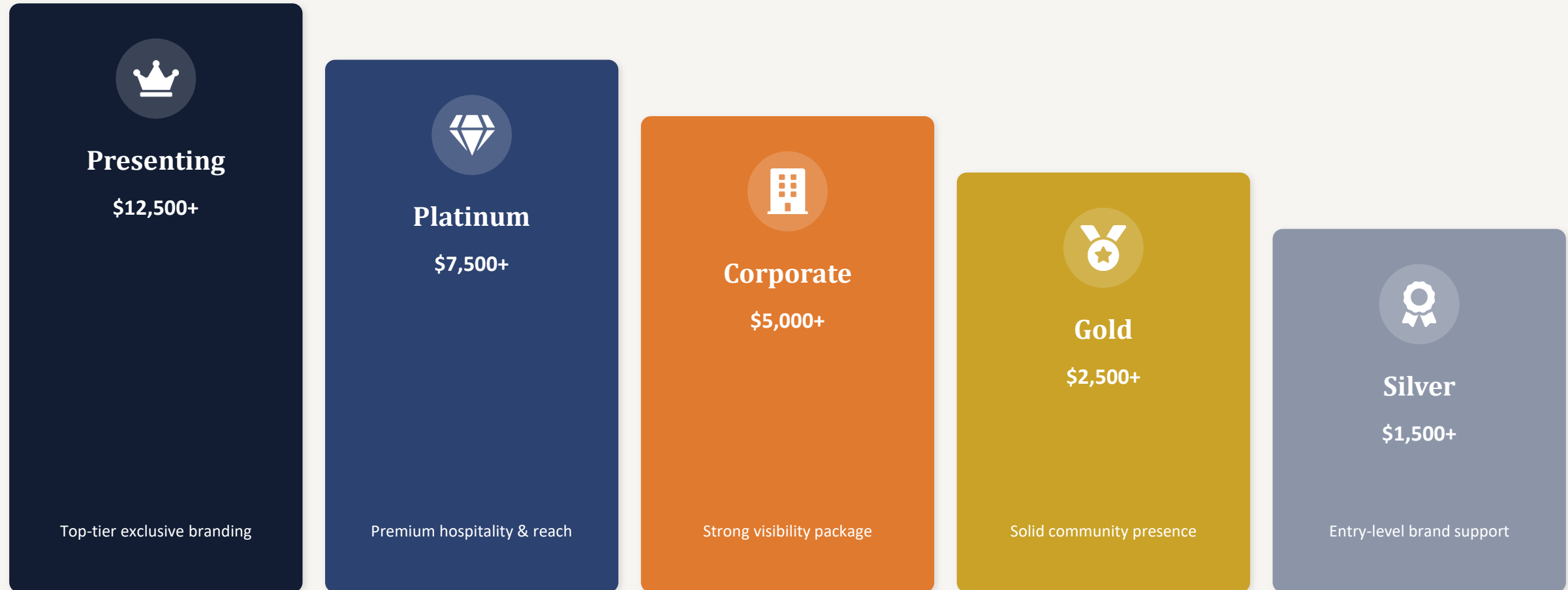
Choose the level of visibility and hospitality that fits your goals



All amounts in USD. Sponsorship amount shown is the minimum (\geq) qualifying contribution for that tier.

One Signature Event (India Day or Anand Bazaar) - Sponsorships - Five Tiers, One Shared Stage

Choose the level of visibility and hospitality that fits your goals



All amounts in USD. Sponsorship amount shown is the minimum (\geq) qualifying contribution for that tier.

A single-event Signature sponsorship (India Day or Anand Bazaar) provides a scaled benefit package at 50% of the full tier, with all promotional deliverables concluding one week following the event

Top-Tier Annual Sponsorships

Presenting (\$25,000+) and Platinum (\$15,000+) — maximum exposure & hospitality



Presenting

\$25,000 minimum



12 VIP Tickets to India Day & Anand Bazaar



8 Meet & Greet Passes with featured artist(s)



Private Suite for 20 dinner included, fully exclusive



6 Slide Showings + 6 Video Slots premium multimedia rotation



Complimentary Table + 4 Booths India Day table & Anand Bazaar booths



5 Minutes Stage Time plus press release recognition



Color Full-Page Back Ad + logo on event tickets (exclusive to this tier)



Platinum

\$15,000 minimum



10 VIP Tickets to India Day & Anand Bazaar



6 Meet & Greet Passes with featured artist(s)



Shared Suite, 8 Guests dinner included



4 Slide Showings + 3 Video Slots strong multimedia presence



Complimentary Table + 3 Booths India Day table & Anand Bazaar booths



3 Minutes Stage Time plus press release recognition



Color Full-Page Back Ad 15 social media features

Mid-Tier Annual Sponsorships

Corporate (\$10,000+) and Gold (\$5,000+) — strong, cost-effective visibility



Corporate

\$10,000 minimum



8 VIP Tickets to India Day & Anand Bazaar



4 Meet & Greet Passes with featured artist(s)



Shared Suite, 4 Guests dinner included



3 Slide Showings + 2 Video Slots solid multimedia presence



2 Complimentary Booths India Day table & Anand Bazaar



2 Minutes Stage Time representative speaking slot



B&W Half-Page Ad 10 social media features



Gold

\$5,000 minimum



4 VIP Tickets to India Day & Anand Bazaar



Shared Suite, 2 Guests dinner included



2 Slide Showings + 1 Video Slot newsletter flyer feature x4



1 Booth at Anand Bazaar no India Day table at this tier



Up to 2 Digital Screen Slides + 1 marketing standee



B&W Half-Page Ad 5 social media features



Sponsor Appreciation Event networking access included

Entry-Level Annual Sponsorship

Silver (\$3,000+) — meaningful brand presence at the lowest commitment level



Silver

\$3,000 minimum

A low-cost way for local businesses and individual supporters to align with IANT and reach the community.



2 VIP Tickets

India Day & Anand Bazaar



1 Slide Showing

no video clip slot



Up to 1 Digital Screen Slide

promotional rotation



B&W Quarter-Page Ad

event program brochure



3 Social Media Features

FB / Instagram / WhatsApp



Logo + Weblink on Website

plus IANT flyers



2 Newsletter Mentions

your business flyer included



Sponsor Appreciation Event

networking access included

Full Benefits Comparison

Hospitality, multimedia & event access (1 of 2)



Benefit	Presenting \$25,000	Platinum \$15,000	Corporate \$10,000	Gold \$5,000	Silver \$3,000
Complimentary VIP Tickets (India Day & Anand Bazaar)	12	10	8	4	2
Meet & Greet Tickets w/ Artist(s), Anand Bazaar	8	6	4	N	N
Private Suite (Capacity 20) – Dinner Included	1 (private)	Shared, 8 ppl	Shared, 4 ppl	Shared, 2 ppl	N
Multimedia Slide Show – Times Shown	6	4	3	2	1
Video Clip Slots (30 sec = 1 slot)	6 slots	3 slots	2 slots	1 slot	0
Complimentary Table(s) at India Day	Y	Y	Y	N	N
Complimentary Table/Booth at Anand Bazaar	4	3	2	1	0
Business Flyers in IANT Newsletter	Every issue	12x	8x	4x	2x
Consolidated Sponsor Logo in Newsletter	Y	Y	Y	Y	Y
Social Media Coverage (FB / IG / WhatsApp)	25 posts	15 posts	10 posts	5 posts	3 posts
Event Program Brochure Ad	Color, Full Pg (Back)	Color, Full Pg (Back)	B&W, Half Pg	B&W, Half Pg	B&W, Quarter Pg
Sponsor Logo on IANT Flyers	Y	Y	Y	Y	Y

- A single-event Signature sponsorship (India Day or Anand Bazaar) provides a scaled benefit package at 50% of the full tier, with all promotional deliverables concluding one week following the event
- Annual Sponsorship benefits will be one FULL Year from the Date of the Payment/Commitment.

Full Benefits Comparison

Marketing, media & on-site recognition (2 of 2)



Benefit	Presenting \$25,000	Platinum \$15,000	Corporate \$10,000	Gold \$5,000	Silver \$3,000
Sponsor Logo on IANT Website	Y	Y	Y	Y	Y
Organization Weblink on IANT Website	Y	Y	Y	Y	Y
Promote Your Webinars / Events	2	1	N	N	N
Sponsorship Recognition at an IANT Event	Y	Y	Y	Y	Y
Promotional Slides on Digital Screens	Up to 6	Up to 4	Up to 3	Up to 2	Up to 1
Marketing Standee(s), Subject to Space	4	3	2	1	N
Post-Event Social Media Marketing	Y	Y	Y	Y	Y
Stage Time for Your Representative	5 min	3 min	2 min	N	N
Press Release Recognition	Y	Y	N	N	N
Corporate Logo on Event Tickets	Y	N	N	N	N
Networking at Sponsor Appreciation Event	Y	Y	Y	Y	Y



**INDIA ASSOCIATION
OF NORTH TEXAS**



Let's Build Something Meaningful Together

Every tier — from Silver to Presenting — connects your brand to a community that shows up, year after year. Let's find the right fit for your goals and budget.



India Association of North Texas

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501(c)(3) Non-Profit Organization — Established 1962