



SPONSORSHIP OPPORTUNITIES

27th Annual Diwali Gala



NOVEMBER 16, 2024

**AGARWALS BASED IN CANADA (ABC)
Palacio Event Centre, 3410 Semenyk Court, Mississauga L5C 4P8**

Agarwals Based in Canada (ABC) Overview

Agarwals Based in Canada (ABC) is a registered *Not-For-Profit* entity founded in 1997 with the goals of promoting social, cultural, spiritual and economic growth of Agarwals in Canada, so as to build a prosperous and successful community. Members of the organization are known for reaching high levels of achievement in academic, artistic, business and government enterprises.

ABC continues to extend its values in Canada by:

- Giving back to community: Heart and Stroke foundation
- Participating in mainstream causes: Terry Fox Run, United Way, Food Bank
- Promoting Art and cultural heritage by organizing social events
- Providing networking and relationship building opportunities to newcomers to Canada
- Growing culturally and economically
- Encouraging and supporting youth

ABC has a strong base of more than 500 members across Canada and continues to grow every year. There are over 1200 Agarwal families living in and around Greater Toronto Area that attend various events organized by ABC during the year. Our typical events are:

- Members' Appreciation Day
- Holi Celebrations
- Eco-Cleaning of Temple
- Sponsons' Appreciation Day
- Summer Picnic
- Seniors Activities
- Youth Activities
- Terry Fox Run
- Trillium Fundraising
- Annual Diwali Gala


The enclosed document offers description of various sponsorship packages and the benefits your organization can draw by becoming an Annual Gala sponsor. Please contact any one of the undersigned if you have any questions or require additional details about ABC or the event.

Thanking you in advance.

Sincerely,



Raj Agarwala
President, ABC
647-986-2300 (c)
rajagarwala9@gmail.com



Amit Goyal
Chair, Sponsorships
647-267-5179 (c)
amitbgoyal@gmail.com

About the ABC 27th Annual Diwali Gala

ABC is proud to celebrate its 27th Annual Diwali Gala. ABC's Gala traditionally takes place shortly after Diwali every year. Diwali is one of the most significant Indian festivals and is widely celebrated all over the world. The Annual Gala is organized at a grand scale that gets wide participation from various members of the community, drawing people from various cross sections of the society. The gala enhances deep awareness of the social and diverse culture that India has to offer.

The objective of the event is to showcase the rich cultural tradition that India offers along with the harmonious blend of art, culture, literature and philosophy that are so beautifully interwoven in the Indian way of life. The gala is a well awaited annual event hosted by our organization with full involvement and participation from member families, friends, supporters and leaders from local, provincial and federal level. 400 to 500 members of all ages participate in the celebrations and each succeeding year we expect an even wider participation. The celebrations include:

- Professional entertainment program
- Cultural and interactive program highlights
- Multi-course gourmet dinner of contemporary Indian flavors
- Launch of Annual e-Magazine
- Professional DJ and emcee
- Wide-spread publication throughout community media

Event at a Glance

When: Saturday, 16 November 2024
Time: 6:30 p.m. onwards
Where: Palacio Event Centre
3410 Semenyk Court, Mississauga, ON L5C 4P8
Phone: 905.458.9888
Website: www.palacioeventcentre.com

Sponsorship Benefits

By becoming a sponsor of this event your company will receive the following benefits:

- Extensive exposure, as applicable, via presence on the ABC web page
- Significant opportunities for prominent name and product placement at the event
- On-site display of your product & services
- An excellent opportunity to interact with potential clients
- Platform to introduce your products and services to different age groups
- Promote your business through our widely distributed Annual e-Magazine

Through your sponsorship, you will not only reach out to a large group of enterprising, accomplished individuals but also interact with them at the event. We look forward for your support.

ABC 27th Annual Diwali Gala - Sponsorship Details					
Corporate Sponsorship Options		Diamond	Gold	Silver	Bronze
		\$4,000	\$3,000	\$2,000	\$1,000
1	Presenting/Title Sponsor	Yes	-	-	-
2	Complimentary Wine Bottle (s)	2	2	1	1
3	Complimentary tickets/seats	8	8	4	2
4	Plaque of appreciation and two minutes stage time	Yes	-	-	-
5	Sponsor's logo in all ABC communications throughout the year	Yes	Yes	Yes	Yes
6	Sponsor's logo in the event flyers	Yes	Yes	-	-
7	Display of banners ('Pull-up'only) inside hall	2	-	-	-
8	Display of banners ('Pull-up'only) in the lobby	-	2	1	1
9	Display of banners ('Pull-up'only) in events during the year*	1	1		
10	Sponsor's logo on ABC Website	Yes	Yes	Yes	Yes
11	Play sponsor's video at the event (live screen)	60 Sec	30 Sec	-	-
12	Multiple announcements during the event	Yes	Yes	Yes	-
13	Exhibitor's Tables/Booth at the event (in the lobby)	2	1	1	-
14	Sponsor's logo on the slide show at the event	Yes	Yes	Yes	Yes
15	Promote products/services on ABC website business page	Yes	Yes	Yes	Yes
16	Full page (Inside back cover) advertisement in magazine	Yes	-	-	-
17	Full page advertisement in magazine	-	Yes	Yes	-
18	Half page advertisement in magazine	-	-	-	Yes
19	Opportunity to draw raffle (prize to be provided by the sponsor)	Yes	-	-	-
20	Business flyer in ABC WhatsApp Group (once a week)	Yes	Yes	Yes	Yes
21	Business flyer in ABC Facebook Group (once a week)	Yes	Yes		
	* Events include Holi, Picnic, Maharaja Agrasen Jayanti & Seniors				
	Other Sponsorship Options*	Amount			
1	Full page ad (outside back cover) in e-magazine + 4 Seats	\$1,500			
2	Full page ad (Inside back cover) in e-magazine + 2 Seats	\$1,200	<i>Reserved for Diamond Sponsor</i>		
3	Corporate Table (10 Seats) + Wine (2) + Table Plaque Card	\$1,200	<i>Subject to availability</i>		
4	Sponsor logo on Prasad (Sweets) boxes for all guests + 2 seats	\$1,200			
5	Sponsor logo with Center Pieces on all guests tables + 2 seats	\$1,200			
6	Full page advertisement in e-magazine + 2 Seats	\$750			
7	Appreciation Awards for young performers + 2 tickets	\$750			
8	Exhibitor's Tables/Booth at the event (outside lobby) + 2 tickets	\$750			
9	Half page ad in e-magazine + 2 Seats	\$600			
	Above Other Options* include Sponsor's logo on the slide show at the event (logo to be provided as per the specification)				
	Additional seats can be bought by the sponsors @ \$120 per person, subject to availability				

Note: Pull-up Banners, Magazine Ad, Business Logo and any other advertising or marketing material must be supplied by the Sponsor as per the specifications below:

Ad specifications:

- Sizes:
 - Full page (8.5" wide x 11" tall)
 - Half page (8.5" wide x 5.5" tall)
- File formats accepted:
 - PDF
 - JPEG
- Resolution: 300 DPI
- Color: Can be color or black and white
- Bleed: 1/4" (If they're not sure what that is, I'll set that up)
- It is highly advised to place any important text or graphics at least 0.25" from the edge to avoid having them cut off during the production process

Logo specifications:

- File formats accepted:
 - PDF
 - EPS
 - SVG
 - JPEG (Min 300 pixels wide or tall is preferred)
 - PNG (Min 300 pixels wide or tall is preferred)

Sponsorship opportunities are available across a wide range of partnership possibilities. Please identify the option you are interested in and contact us to discuss how you can be involved in supporting *ABC Annual Diwali Gala*.

Each Exhibitor table/booth is approx. 2-1/2 ft. x 5 ft.

Flyers/brochures to be displayed only on exhibitors table, not on all guests' tables.

The payment can be mailed via a check, payable to 'Agarwals Based in Canada' at the address:

Sidharth Bagla, Treasurer
6157, Kisby Drive
Mississauga ON L5V 1M3
Phone: 647-832-9096
Email: sidbagla@gmail.com

Last date for submitting advertisement and logo is October 15th 2024

Meet some of our Past Sponsors

