



VASUDHAIVA KUTAMBKAM  
(World is One Family)

# EXTRAUAGANZA

2023

SAT-SUN, AUGUST 19 & 20

39439, PASEO PADRE PKWY, FREMONT

10 AM TO 7 PM



- FOG Dance Competition
- FOG food fest
- Fog Singing competition
- FOG Wellness & Health fair
- India Day Parade
- India Day Mela/Fair



510-491-4867 / 510-938-8667



WWW.FOGSV.ORG





## CONVENOR/ FOUNDER'S MESSAGE ►



## TOGETHER, We Can Make It Happen!!!

**T**his year Festival of Globe- Silicon Valley, San Francisco, formerly known as Festival of India, will be celebrating its 31st Anniversary. Through film, culture, dance, and art we plan to be the largest festival that aims to engage global participation. Festival of Globe will provide participants, brands and audiences interacting with each other. Several events that take place during this festival have been recognizing the need for communities to work together for a larger good.

**ROMESH K. JAPRA, MD**

### PREVIOUS FESTIVAL AT A GLANCE

OVER 130 PLUS BOOTHS  
featuring their products and services

Attended by over 50,000

Biggest India Day parade of the West Coast





## FESTIVAL OF GLOBE- SILICON VALLEY, SAN FRANCISCO (FOGSV)

**F**remont is a city located in Alameda County California. With a 2020 population of 247,708, it is the 16th largest city in California and the 92nd largest city in the United States. With over 50% of residents being of Asian origin, celebrating their culture and art is imperative. Fremont is currently growing at a rate of 1.35% annually and its population has increased by 15.70% since the most recent census, which recorded a population of 214,089 in 2010.

Fremont was the site of the Apple factory that made the first Mac computer. This led to the development of other tech companies, including Asyst Technologies, Nextlink California, and Cirrus Logic, to name a few. There were about 750 tech companies located in Fremont by the time the 2000s rolled around. Since the 1980s, Fremont has also played an essential role in the automotive industry, as it was the location of the General Motors auto assembly plant. The plant later

became a joint venture between GM and Toyota, although operations closed in 2010. However, Tesla has since acquired part of the plant.

Festival of India & Parade is an annual celebration of Indian heritage and culture for the entire Bay Area featuring a variety of fun activities for revelers of all ages. Attendees can enjoy an Indian cultural and musical extravaganza as well as a health fair, grand parade, a film festival, an arts & crafts bazaar, a bevy of yummy food options and much more. This event has grown from humble beginnings in 1983 to over 100,000 attendees in 2019, it is one of the most anticipated events in the Bay area. This is the biggest India day festival of the West coast.

FIA invites all the businesses in Fremont to be part of this grand event and make this event a huge success. If you are interested in sponsoring or being a part of the event, please email [vidyas@fiaonline.org](mailto:vidyas@fiaonline.org).





## FESTIVAL OF GLOBE- SILICON VALLEY, SAN FRANCISCO (FOGSV)

FOG DANCE  
COMPETITION

FOG WELLNESS  
& HEALTH FAIR

FOG FOOD FEST

INDIA DAY MELA/FAIR

INDIA DAY PARADE

INDIA DAY SHOWCASE

**FESTIVAL OF GLOBE** is San Francisco Bay Area's premiere multi-ethnic cross cultural extravaganza. The week long festival packages films and performing arts from around the globe into a lively and intense celebration of the richness and diversity of cultures.

Using Art & Culture as a common theme, FOG aims to serve as a unique catalyst for cultural osmosis and bring positive change within the communities. Each year the festival raises funds in support of various social issues faced by the diverse communities.

Specific causes that are actively supported include youth development, elderly and senior care, ending hunger and homelessness and empowerment of women.

The mission of **FESTIVAL OF GLOBE** - Silicon Valley has been to help communities better integrate with each other and unify for the greater purpose of the common good. Through a dazzling array of events around films, culture, dance and art, we plan to bring artists, audiences, social activists and investors on the same page to celebrate our present and commit to improving our future.

Let your brand be a part of this special experience. It prides itself on its ability to create customized sponsorship packages to accommodate the needs of its sponsors. Bring your marketing agenda and let us take care of the rest. Let us help your company and/or brand reach your desired audience, OUR audience.





## FESTIVAL OF GLOBE- SILICON VALLEY, SAN FRANCISCO (FOGSV)

### OUR **MAIN EVENTS** TO GIVE EVERYONE AN EXPERIENCE OF A LIFETIME.....

#### FOG DANCE COMPETITION

The Festival of Globe (FOG) Dance Competition is a grand celebration of the beautiful dance forms of the Indian subcontinent and other parts of the world. By the means of this platform, we hope to:

- Provide thorough enjoyment to participants and audiences alike
- Help youth imbibe their rich cultural heritage
- Empower youth by encouraging their talent
- Showcase the arts of different ethnicities to mainstream America, thus contributing the best parts of Indian and other cultures to mainstream American culture

#### FOG WELLNESS AND HEALTH FAIR

Free FOG WellnessPost Fair run by over 100 Health Professionals not only screens for heart diseases, cancer, osteoporosis, eye problems, dental disorders and other diseases but also promotes slogan of sharing and caring.

Many practicing doctors donate their time because this helps many seniors and many other community members who may not have regular insurance or are not able to make payments.

#### FOG FOOD FEST

FOG Food Festival is Bay Area's best known brand in Food shows and is focused towards facilitating growth & modernization of the industry by providing a platform for global vendors and sourcing professionals.

#### INDIA DAY MELA/ FAIR

This event is FREE. Two day fair with over 250 booths and exhibits on products, services, Arts, Crafts, Literature, Fashion and Designs will be held in Fremont on August 19<sup>th</sup> and 20<sup>th</sup>, 2023 from 10 am to 7 pm. This is an excellent opportunity for you to advertise your business, since the event is promoted all over Bay area and attended by over 25,000 people all over the Bay.

#### INDIA DAY PARADE

Showcasing an exhibition of culture, creativity, reflections and traditions are the hallmarks of grand parade. Grand marshals riding more than 100 open cars along with over 50 colorful floats. The grand parade witnessed by over 50,000 people will be held in the City of Fremont on August 20<sup>th</sup>, 2023.

Grand parade celebrates largest democracy of the World - India's Independence Day in United States of America, the oldest democracy of the world.





# LET YOUR BRAND GROW WITH FOG



## SPONSORSHIP OPPORTUNITIES

**PRESENTING  
SPONSOR: \$100,000**

### ***Presents Festival of Globe - Silicon Valley 2023***

#### **• 20ft x 20ft Booth or Area (4 booths at the Festival of India)**

- Your company name and logo appear as "Presented by" on all printed and digital marketing materials, including newspaper, radio and television ads.
- Presentation of official greeting at the Grand Opening
- Company Banners (Up to 6) displayed at locations around venue of movie fest, India day mela and appreciation dinner
- Float participation in the India Parade on Sunday, August 20, 2023 and Representatives join dignitaries and celebrities in the India Parade.
- Event Branding -your company name & logo on all digital marketing materials, advertising and company name mentioned at all organization events in the month leading up to it, social media exposure with links to all your pages and website
- Periodic Sponsor announcements from Festival Stage
- Exclusive display and presentation of the product/ service in the India Day Parade and Mela.
- Sponsor's corporate name with "Presented by" appears with event name on all promotional materials
- Recognition as Presenting Sponsor on all printed posters and tickets
- Exclusive Press Conference and Party for and in honor of Presenting Sponsor
- Multiple shoutouts on Social Media 4 times/week for 2 months including facebook, twitter, instagram
- Double page advertisement in the FOG Festival Guide
- Two full page (8.5"x11") color ad in official event program
- 50 VIP passes and reserved seating at Movies screenings, World premieres, FOG Awards, India Day Parade and Mela and Appreciation Dinner.
- Recognition as Presenting sponsor on the FOGSV website: [www.fogsv.org](http://www.fogsv.org)
- Recognition as Presenting Sponsor in all electronic promotions of the event by Fogsv and its event organisers, including supporting newsletters, email blasts, and all online advertising for the event.
- Company/firm senior executive TV Interview during the live streaming of India Day Parade
- Color Advertisement in the event brochure (back cover)



# LET YOUR BRAND GROW WITH FOG

31<sup>st</sup>  
ANNUAL FESTIVAL



## SPONSORSHIP OPPORTUNITIES

### PREMIER SPONSOR:

**\$50,000**

#### • 20ft x 10ft Booth or Area (3 booths at the Festival of India)

Your company name and logo appear as "Powered by" on all printed and digital marketing materials, including newspaper, radio and television ads.

- Social Media marketing-exposure for up to 6 weeks before the event
- Event Branding -your company name & logo on all digital marketing materials, advertising and company name mentioned at all organization events in the month leading up to it, social media exposure with links to all your pages and website
- Company banners (3) displayed at locations throughout venue
- Periodic Sponsor announcements from Festival Stage
- Sponsor will lead the Dignitaries and Celebrities in FOG Grand Parade.
- Company/firm senior executive TV Interview during the live streaming of India Day Parade
- One full page (8.5"x11") color ad in official event program. - - Color Advertisement in the event brochure (Inside back cover)
- 30 VIP passes and reserved seating at

Movies screenings, World premieres, FOG Awards, India Day Parade and Mela and Appreciation Dinner.

- Prominent Logo Display on FOGSV Website's Homepage, with a link to the sponsor's website.

### GOLD SPONSOR:

**\$25,000**

#### • Two 10ft x 10ft booth or area

- Company banner (2) posted in the Festival of India
- Company logo listed as Gold sponsor in all media and marketing materials
- Multiple shoutouts on Social Media once/week for 2 months including facebook, twitter, instagram
- One full page (8.5"x11") color ad in official event program
- 15 VIP passes and reserved seating at Movies screenings, World premieres, FOG Awards, India Day Parade and Mela and Appreciation Dinner.

### SILVER SPONSOR:

**\$10,000**

#### • One 10ft x 10ft enclosed booth

- Company banner posted in the Audience Pavilion
- Company logo listed in all media promotions
- One full page (8.5"x11") color ad in official festival program
- 10 VIP passes and reserved seating at Movies screenings, World premieres, FOG Awards, India Day Parade and Mela and Appreciation Dinner.

### BRONZE SPONSOR:

**\$5,000**

#### • One 10ft x 10ft enclosed booth (includes one table and two chairs)

- Company logo listed in all media promotions
- 5 VIP passes and reserved seating at Movies screenings, World premieres, FOG Awards, India Day Parade and Mela and Appreciation Dinner.

### CORPORATE BOOTH: \$2500

- One 10 ft\* 10 ft enclosed booth at the Festival of India
- Company logo listed in all marketing materials





FESTIVAL OF GLOBE- SILICON VALLEY, SAN FRANCISCO (FOGSV)

## 2023: PROGRAM SCHEDULE

**AUG 19-20**

**INDIA DAY MELA/  
FAIR**

10 am to 7 pm

39439, Paseo Padre  
Pkwy, Fremont

**AUG 19**

**FOG DANCE  
COMPETITION**

10 am to 6 pm

39439, Paseo Padre  
Pkwy, Fremont

**AUG 19**

**FOG WELLNESS &  
HEALTH FAIR – FREE**

10 am to 12 noon

39439, Paseo Padre  
Pkwy, Fremont

**AUG 20**

**INDIA DAY  
PARADE**

11 am to 1 pm

39439, Paseo Padre  
Pkwy, Fremont

**AUG 20**

**INDIA DAY  
SHOWCASE**

1 pm to 7 pm

39439, Paseo Padre  
Pkwy, Fremont





# PAST PROUD SPONSORS

Luxury Vehicle Partner

**BMW of Fremont**

Silver Sponsor

**POPPY BANK**

SAREGAMA  
**CARVAAN**

**sling**



ASTROLOGY PARTNER



PLATINUM SPONSOR



TOURISM PARTNER



HOSPITALITY PARTNER



PLATINUM SPONSOR



Radio Partner



AIRLINE PARTNER



**RAYMOND JAMES**



**Flyhomes**



**DR. MONIKA CHUGH**

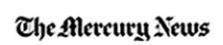
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Creating Opportunities



## MEDIA SPONSORS

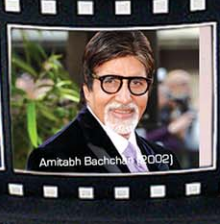


www.fogsv.org





GRAND  
MARSHALS  
1993-2022





# FOG India Day Parade 2022



**RITU MAHESHWARI**  
India Post News Service

**R**ealizing the American dream, while honoring the strong roots and culture from the country of origin - This was the motto of 30th Festival of Globe (FOG) India Day Parade held on August 21st at 39439 Paseo Padre Parkway, Fremont, CA. Organized by

Federation of Globe (FOG) and Federation of Indo Americans (FIA) of Northern California, this largest celebration of democracy coincides with India Independence Day. This year FOG continued the celebrations and tradition that has been part of Fremont culture for past 29 years.

This year's highlight was FOG India Day Parade that traditionally is held on the main roads of Central Fremont. This spectacle is most anticipated event for Indian community in USA. This year the Parade was largest ever, with over 65 entries. Almost all the states in India were represented in a tableau (float). A flatbed truck decorated with the theme of patriotism blended with state and group's key characteristics was something that enthralled the viewers. Despite city's numerous regulations with regard to safety and security, Float makers came up with innovative ideas to entertain viewers while not stopping anywhere along Parade route. There were over 2000 parade participants as part of the 65+ entries. It seemed like a constant stream of beautifully decorated, eye catching entries one after another for the whole two hours from 11am to 1pm.

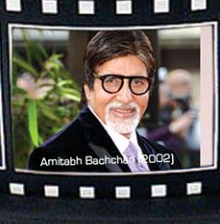
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